



Launch

connecting you to your next step

Setting the Context

Unite to create positive, lasting change through educational success and financial opportunity.

Priority population: Opportunity Youth

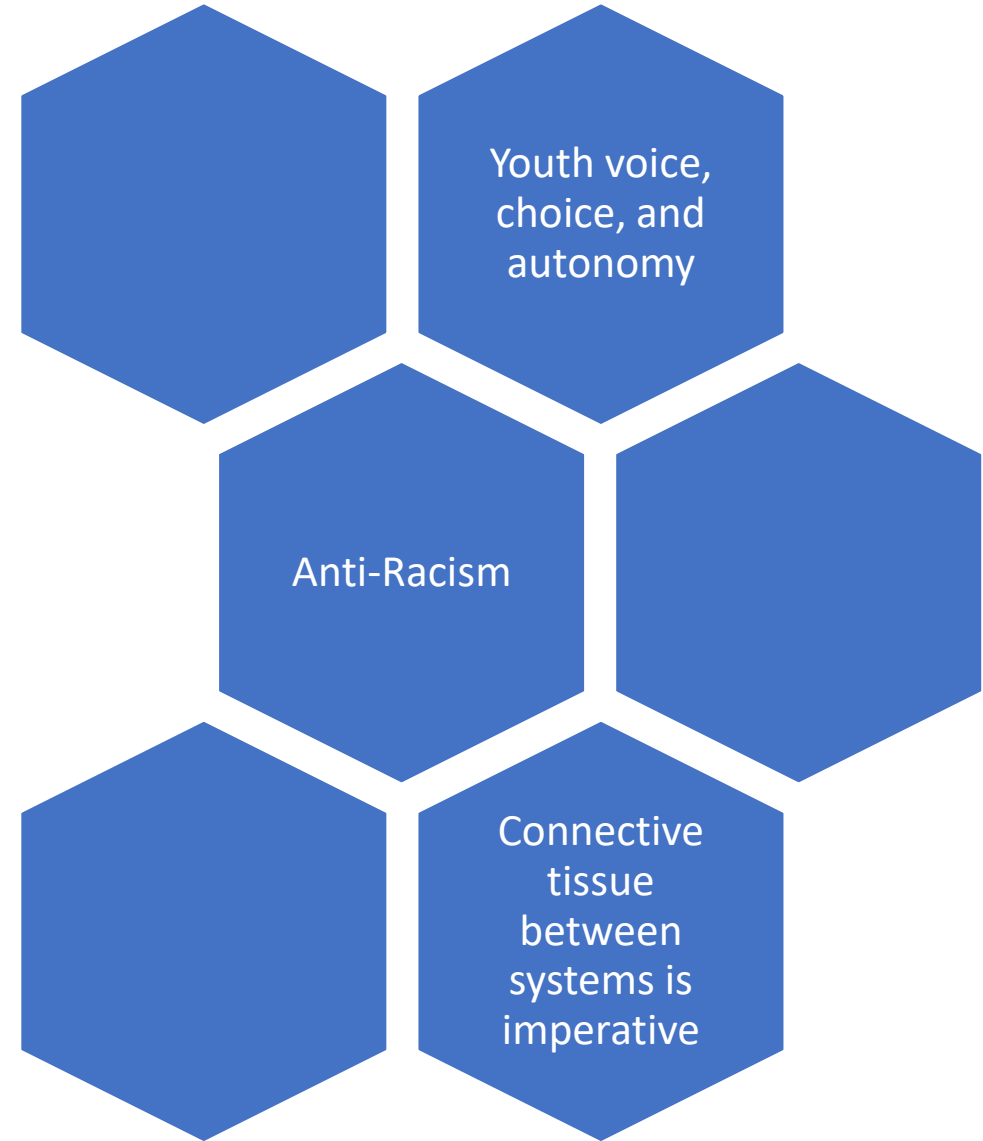
Young people, ages 16-24, who are dis-connected or under connected from education, training, and career opportunities.

Prior to Covid-19, nearly 5,000 16- to 24-year-olds were not in school or employed in Boston.

Housing as a platform for engagement creates stability for young people to identify and accomplish their career goals.

Launch

Disrupts intergenerational poverty by increasing awareness among 18-24 year olds, living in subsidized housing, of available education and career pathways, and improving their access to opportunities for upward economic mobility through a coordinated network of service providers.



Why United Way?

- Focus areas of financial opportunity and educational success
- Expertise in bringing stakeholders together to empower communities and deliver lasting change
- Investments in Opportunity Youth programming through grant-making, programming, and participation in collective impact efforts

Launch Partners

Partner	Role
United Way	Project oversight, backbone
Department of Housing & Community Development	Funder
Forum for Youth Investment	Evaluation
Boston Private Industry Council (PIC)	Outreach & Coaching
Jewish Vocational Services (JVS)	Coaching
Metro Housing Boston	Outreach
Boston Housing Authority	Housing partner
WinnCompanies	Housing partner
Beacon Communities	Housing partner



Housing as a Platform for Engagement

Housing
partnerships to
saturate
communities

Door-knocking,
phone calls,
mailings,
relationship building

Warm hand-off to a
best fit coach

Asset Based Coaching

Goal Setting

Client identifies short- and long-term education, training, and career goals and creates action plan to achieve goals.

Barrier Buster

Client identifies barriers in the way of goal attainment and works with Coach to access necessary resources.

Placement

Finds best fit placement that meet the needs and interests of the client.

Persistence

Coach supports client in maintaining employment, completing training, and/or persisting through school.

Key Findings

“Using subsidized housing as a vehicle for identifying and working with opportunity youth is new and uncharted territory.

The first three years of implementation have offered *a proof of principle that Launch may be a promising strategy* to engage disconnected and under-connected 18–24-year-olds in education and career pathways, using subsidized housing as a vehicle for identification of and outreach to potential clients. Early outcomes suggest *a positive relationship between sufficient participation in Launch and client goal attainment.*”

Additional Programmatic Elements

Youth Voice

Clients are hired to complete participatory action research, contribute to continuous improvement efforts, and conduct outreach.

Professional Development

Critical to the Launch partnerships is a professional development strategy that build, refines, and improves the outreach and coaching skills of the direct service team.

Mental Health

Contracted service partner provides optional counseling and affinity groups to Launch clients.

Rent waivers

Through DHCD, eligible Launch clients receive rent waivers discounting their income from their rent calculation for the duration of Launch.

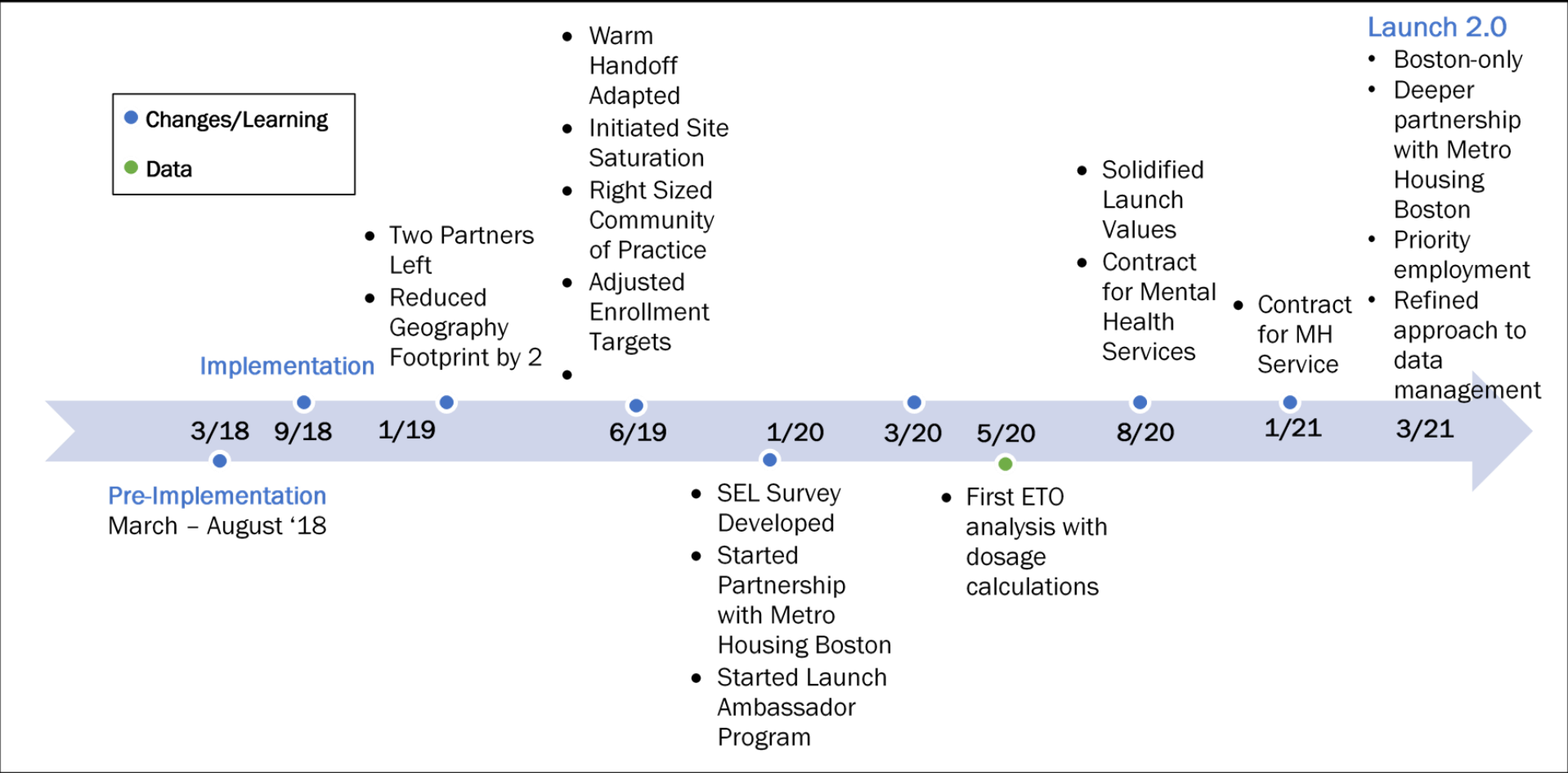
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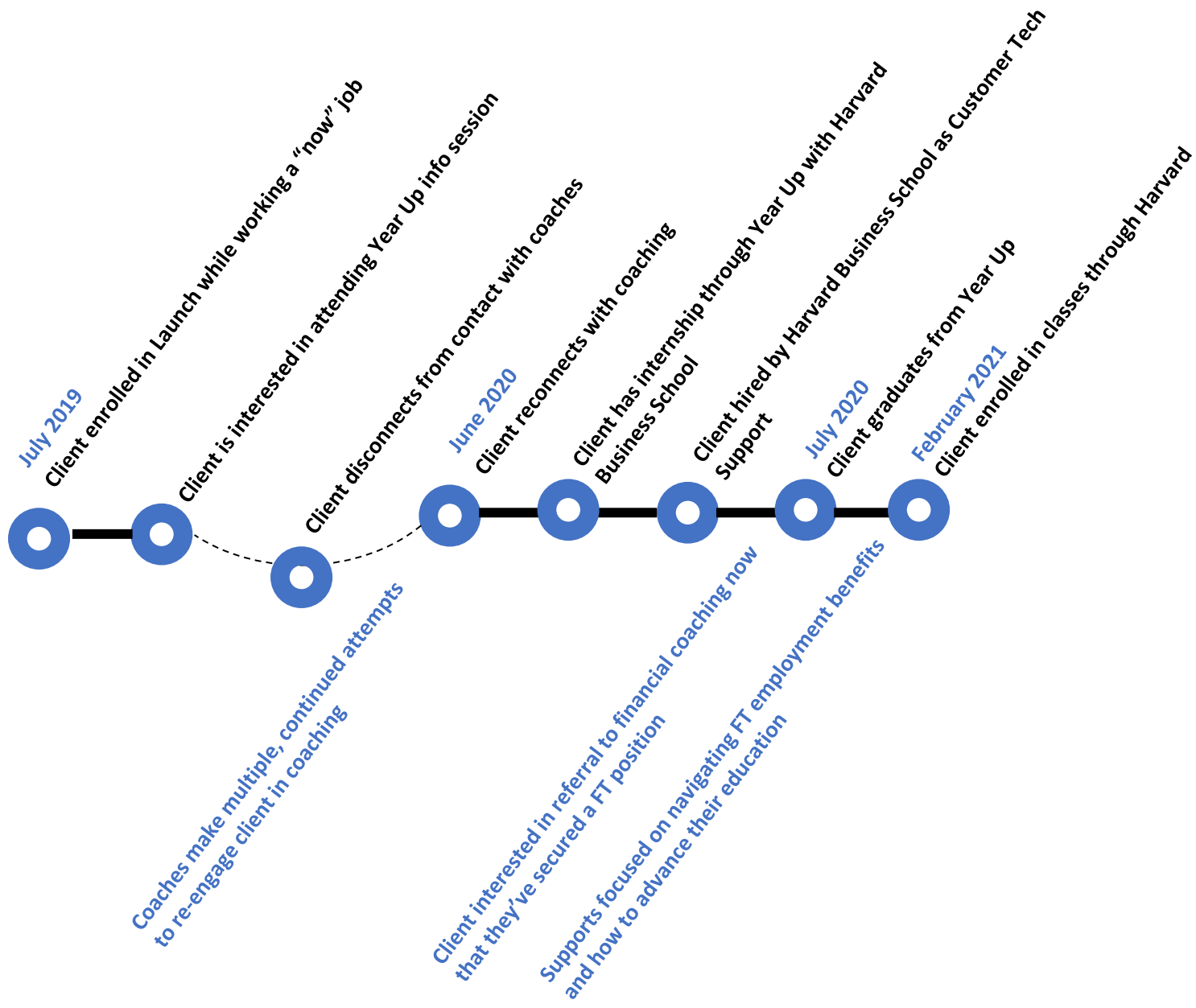
Since implementation began in September 2018:

- 2,200 young adults have been made aware of Launch services through individual outreach
- 390 young adults enrolled in coaching
 - 108 clients have achieved a job placement
 - 83 clients have enrolled in high school, HiSET/GED programming, or college
 - 16 clients have enrolled in a vocational or job training program
 - 24 have completed an education, job readiness, or skills training program

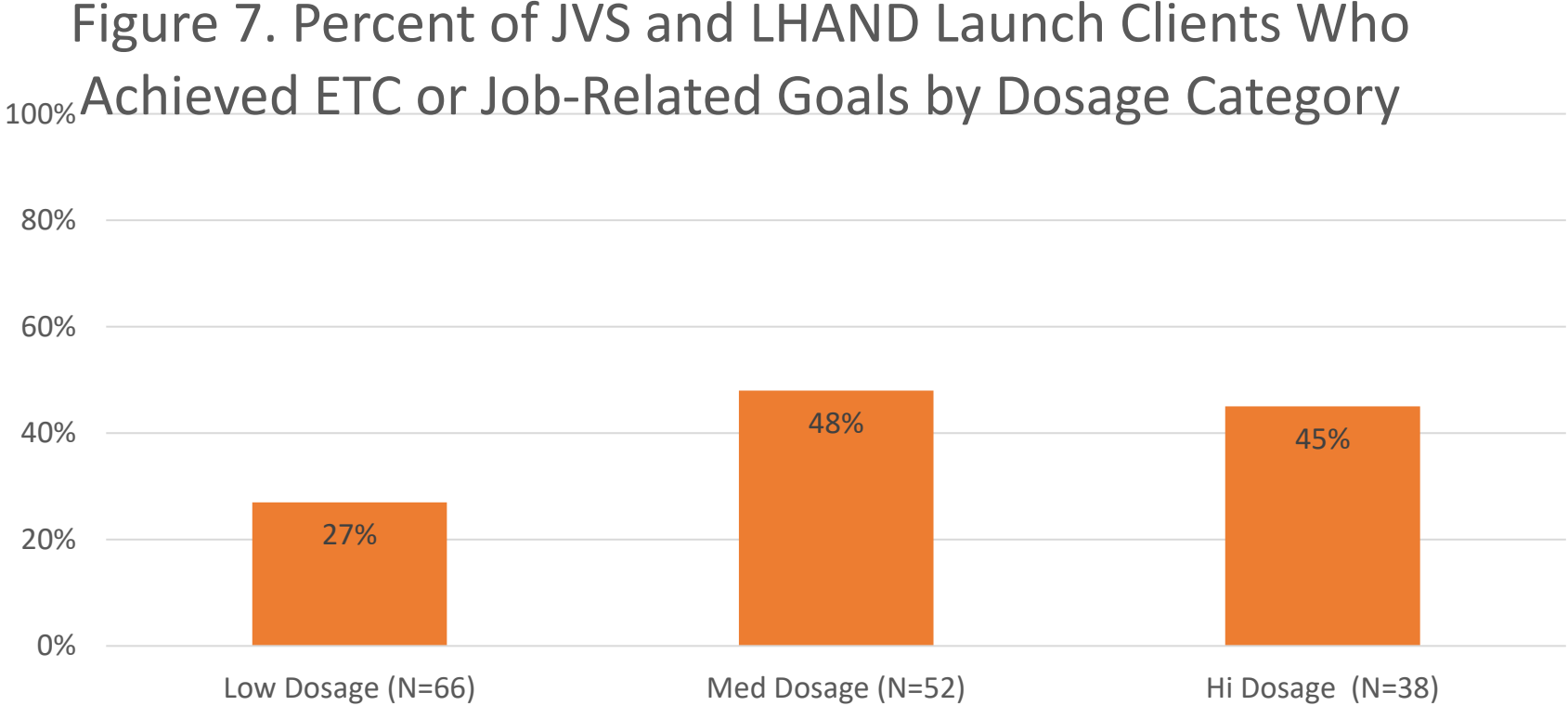
Launch clients who had medium and high dosage scores (i.e., those that, on average, had more frequent interaction with their coach) were more likely to achieve their goals compared to clients who had less frequent interaction with their coach.

Milestones in the Evolution of Launch





Dosage and Goal Attainment



Lessons Learned

- ✓ Dosage is an elusive but important measure for program planning and accountability—and Launch figured it out!
- ✓ Opportunity youth often need lifeboat jobs on the way to lifetime jobs.
- ✓ To keep youth voice at the center of everything Launch did, approaches to client outreach and engagement evolved over time.
- ✓ Multi-partner initiatives need an intermediary to act as the navigator for the pathways ecosystem.
- ✓ There is value in engaging housing as an active partner in opportunity youth initiatives.
- ✓ Launch is one stop on a pathway of supports for opportunity youth.

THANK
YOU