LEAN DATA
RESULTS
IKAMVAYOUTH

RESEARCH CONDUCTED BY ACUMEN
REPORT PRODUCED IN OCTOBER 2016
KEY QUESTIONS WE SET OUT TO ANSWER

1. **KEY QUESTION**
   Acquisition: Why do learners sign up?

   **NUTSHELL ANSWER**
   Word of mouth key driver of referrals: >50%
   Desire to improve grades is main motivation for signing up. A third of learners are actively struggling with studies.

2. **KEY QUESTION**
   Impact: What impact does Ikamvayouth have once learners start attending?

   **NUTSHELL ANSWER**
   Average 4.1/5.0 “degree of change” in Learner. 65% learners describe last session as “Awesome!” or “Good”. Improved grades mentioned by 50% as key outcome. Lack of alternatives: 11% know similar program in area. 17% of learners live on <$3.10 / day.
WORD OF MOUTH (FROM FRIENDS AND FAMILY) DRIVES OVER 50% OF REFERRALS

SCHOOLS / TEACHERS ARE AN IMPORTANT ADVOCATE OF IKAMVAYOUTH

Question: How did you hear about IkamvaYouth? (n=301)

- 45% Friend
- 9% Family
- 29% School/teacher
- 6% IkamvaYouth Tutor/Mentor
- 4% IkamvaYouth Branch Staff
- 1% Can’t remember/Don’t know
- 6% Other
WHY DO LEARNERS SIGN UP?

A DESIRE TO IMPROVE MARKS IS THE MAIN ACQUISITION DRIVER

ALMOST A THIRD OF LEARNERS ARE ACTIVELY STRUGGLING WITH STUDIES WHEN THEY SIGN UP

Question: why did you (your child) first sign up for IkamvaYouth? (n=312)

- **39%** Wanted to improve marks
- **29%** Struggling with studies
- **8%** Help with homework
- **7%** Gain knowledge
- **2%** Resources
- **2%** Help getting into university/ varsity
- **2%** Keeping away from bad things
- **10%** Other
So that I could improve my marks, I also wanted to get assistance with my assignments and homework, and my whole class was in Ikamva so I wanted to be part of them.

To improve on my studies, to get me away from bad things happening outside on the streets, also to keep me busy, and also to have internet access so that I could complete my assignments.

I wanted to get help improving my marks and mathematics and accounting. I wanted to have fun and meet people.

I knew it would change my life and keep me committed to my school work, when I am at home I do not enough time to focus on my school work due to chores, when I am at Ikamva I can do my work with no disturbance.

To improve her studies, and also to get to choose her career, to learn to respect others and to communicate.

She wanted to improve on her studies which are maths and accounting, because the percentage she got was very low. Now there is a huge improvement, she is doing really good.

Because I wanted her school marks can improve. And also for her to be around peers that are serious about education.
Q: On a scale of 1-5, where 1 is no change, and 5 is a big change, do you feel you (your child) have changed because of IkamvaYouth? Average score (n = 252)

Both parents and learners across the board, agreed that IkamvaYouth had led to changes in the learner.
Q: How have you (has your child) changed? (Open-ended, 339 mentions)

- Improved marks
- Better communication
- More confident
- Know more
- Able to help others
- More motivated
- More committed
- Better language skills
- Other

Most important outcome: Improved marks, 50% of all mentions

Particularly appreciated by parents:
- Improved marks
- More committed

Number of mentions

Active Learners
Active Parents
I have actually gotten better on the subjects that I was struggling with, my report showed me amazing results, and I am more focused than before in class. I have improve a lot judging from my school marks, I also feel like I have improved my social skills, I am now more comfortable talking in front of people where as I was a very shy person.

OUTCOMES: IN THEIR OWN WORDS

LEARNS SAY...

Now I am more interested in my books than before, I am able to solve most of my problems regarding school-work...I have gain so much confidence as a student and as an individual. Ever since I joined Ikamva I feel the world is a better place because when I have problems, I am able to talk them with Ikamva and they always help me out.

I was a kind of person who did not interact with others but now I am able to do so and I am able express the person that I truly am. I have also started passing mathematics above 50%, where in the past I was obtaining above 40%.

I have actually gotten better on the subjects that I was struggling with, my report showed me amazing results, and I am more focused than before in class. I actually leaned to socialise more with people.

PARENTS SAY...

When she comes back at home she always comes with different ideas of doing things, she also helps her younger sister in her studies.

She’s a quiet person but now she is interacting with her friends about Ikamva Youth.

Ikamva has motivated her to focus more on her books and she also attends on Saturdays meaning that she is not going around the location anymore.
Q: On a scale of 1-5, how likely are you to recommend IkamvaYouth to friends and family? Average score (n = 304)

LIKELIHOOD TO RECOMMEND WAS HIGH ACROSS THE BOARD

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<thead>
<tr>
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<th>% giving 5/5</th>
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<tbody>
<tr>
<td>Tutors</td>
<td>63%</td>
</tr>
<tr>
<td>Active</td>
<td>76%</td>
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67% OF ACTIVE LEARNERS SAID THEY WERE LIKELY TO BECOME A TUTOR AFTER THEY MATRICULATE

94% OF LEARNERS FEEL SAFE AT THE BRANCH