

LEAN DATA

RESULTS

IKAMVAYOUTH



RESEARCH CONDUCTED BY ACUMEN
REPORT PRODUCED IN OCTOBER 2016



IKAMVAYOUTH
THE FUTURE IS IN OUR HANDS

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

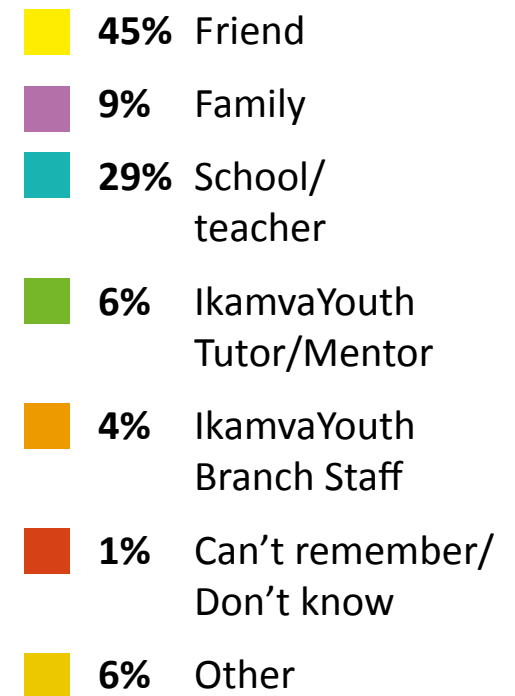
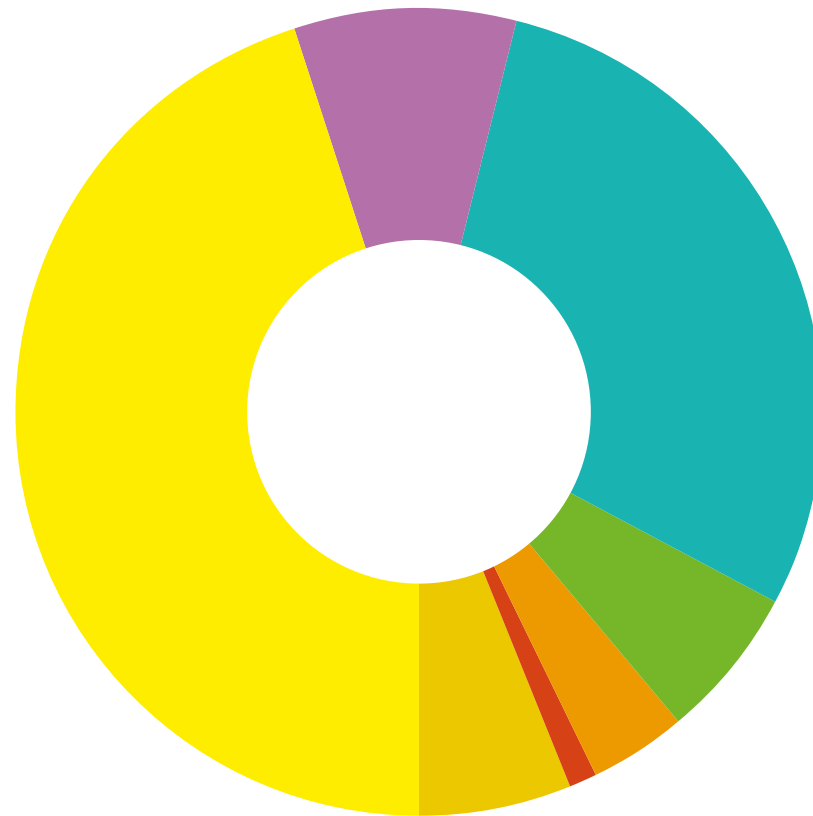
Average 4.1/5.0 “degree of change” in Learner. 65% learners describe last session as “Awesome!” or “Good”. Improved grades mentioned by 50% as key outcome. Lack of alternatives: 11% know similar program in area. 17% of learners live on <\$3.10 / day

WHY DO LEARNERS SIGN UP?

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

**WORD OF MOUTH
(FROM FRIENDS AND
FAMILY) DRIVES
OVER 50% OF
REFERRALS**

**SCHOOLS / TEACHERS
ARE AN IMPORTANT
ADVOCATE OF
IKAMVAYOUTH**

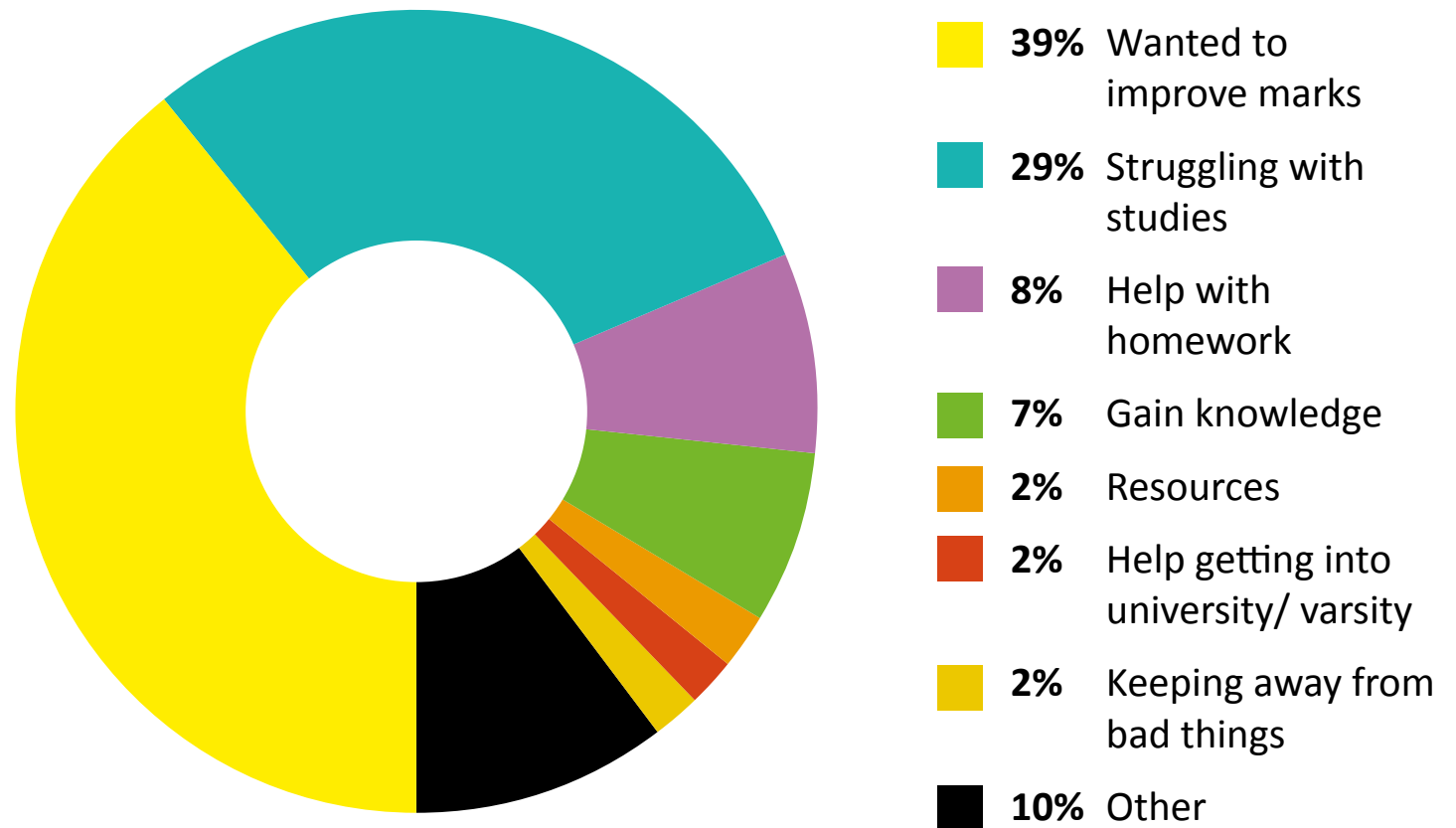


WHY DO LEARNERS SIGN UP?

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

A DESIRE TO IMPROVE MARKS IS THE MAIN ACQUISITION DRIVER

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



OFTEN THERE ARE MULTI-FACETED REASONS FOR SIGN-UP

VIEW FROM LEARNERS...

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.

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.

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.**

PARENTS SAY...

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.**

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

Because I wanted her school marks can improve. And also for her to be **around peers that are serious about education.**

IMPACT: SCALE OF CHANGE IN LEARNER

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)

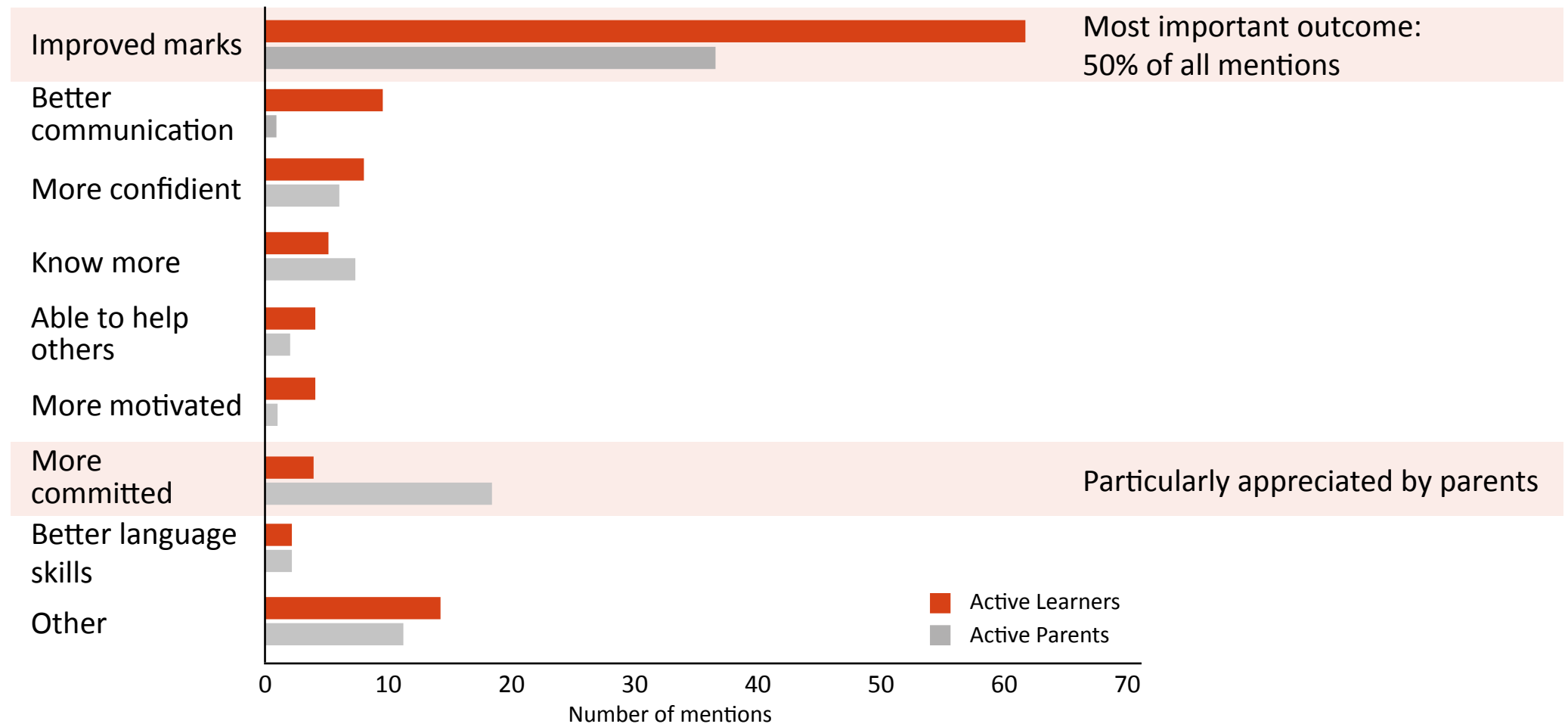
BOTH PARENTS AND LEARNERS ACROSS THE BOARD, AGREED THAT IKAMVAYOUTH HAD LED TO CHANGES IN THE LEARNER

Active Learner



WHAT OUTCOMES ARE LEARNERS EXPERIENCING

Q: How have you (has your child) changed? (Open-ended, 339 mentions)



OUTCOMES: IN THEIR OWN WORDS

LEARNERS 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.

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.**

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.

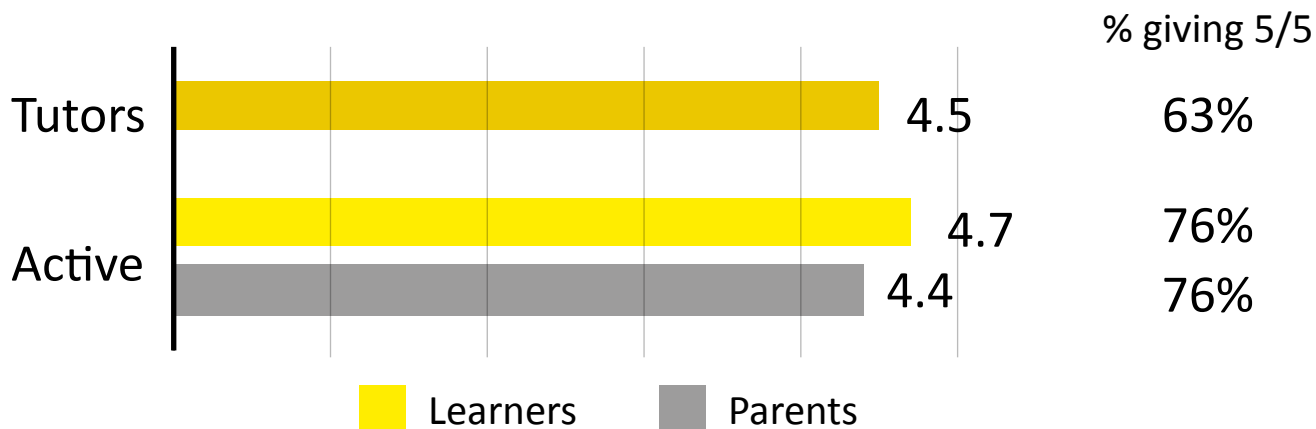
She's a **quiet person** but now **she is interacting with her friends** about Ikamva Youth.

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.**

LIKELIHOOD TO RECOMMEND

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



67% OF ACTIVE LEARNERS SAID THEY WERE LIKELY TO BECOME A TUTOR AFTER THEY MATRICULATE

94% OF LEARNERS FEEL SAFE AT THE BRANCH

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