



IMPACT ASSESSMENT YOUTH ENRICHMENT SERVICES

Harvard Business School
Community Action Program

Objective:

Assess YES Impact on

- Youth in the Boston Area
- Community Youth Agencies
- Ski Industry

Skier Creation

- YES benefits the ski industry by creating skiers in a demographic group which generally does not ski
- YES sponsors 6,000 skier days per year
- One out of four YES participants: 1) learned to ski with YES and 2) still skis 3 days per year (after an average of 10 years)
- These YES created skiers generate over 25,000 skier days per year for the ski industry

Socioeconomic Impact on Boston Youth

YES Alumni respondents achieve a high level of education and employment relative to communities served (3,500 kids per year)

- 90% Graduate High School
- Half have some college experience
- Only 8% are unemployed

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“YES Kid” Advantage

Boston youth who participate in YES programs for several years and ski multiple times per year have a very high level of achievement (300-400 kids per year)

- Over 70% have some college
- Only 3% unemployment
- 25% of “YES Kids” get some work experience at YES

What Youth Agencies say

- “YES should be a national model. Their program builds self esteem and helps kids develop life skills.” Boston Community Center
- “Terrific program. YES is in a class by itself. Tremendous impact on the kids. They love it.” Boston Police Youth Services
- “We use YES trips to motivate kids to stay in school.” East Boston Social Center

Impact on Community Youth Agencies

- YES serves over 200 community youth agencies, schools and churches per year
- “Adventure” trips are a critical component of youth agency programs
- Such trips are used as an incentive to stay in the program and in school
- The objective is to expose kids to new situations, provide them a challenge, and build self esteem
- Without YES, these agencies would not have ski programs

Research Supports Importance of YES Mission

- “Trips and outings have been a very successful component of the Boston Youth Network. The most successful trips have been skiing, hiking and camping. Camping and skiing trips require the involvement of an organization like Youth Enrichment Services (YES) which provides the skiing or camping equipment and in some cases transportation and instruction.” Dr. Richard Woy,
Assessment of Boston Youth Network