Outreach 2015

For all 2015 clients, 55% (595/1066) reported an outreach source. All the conclusions below are drawn from those 595 clients. That number includes anyone who made an appointment during 2015, including those who ended up not coming or never completing an application.

Outreach data was not reliably collected during the beginning of the year. This data provides some guidance on what has worked and what has not, but is not totally comprehensive.

**General Trends**

Word of mouth was the most popular outreach source during 2015: 33% of clients heard about Project Citizenship through a family or friend. We cannot tell from the data how many of those clients were referred from former clients.

 Second was radio, which made up 20% of all outreach responses. The most popular subcategory, Haitian Radio, made up 23.7% of the radio category. During 2015, Veronica appeared on two Haitian radio programs: Tele Diaspora and Planet Compas. Television was also a popular outreach source at 17% of all responses. The most popular subcategory under television was Univision, at 30.6% of all television. Second was Telemundo at 11.2%.

Community Organization, which made up 8% of overall outreach, proved to be a wide umbrella under which many different responses were grouped. The most popular community organization that referred clients to Project Citizenship was ABCD, with 30%. The most popular subcategories under Workshop Partner were the Attleboro Literacy Center and the Lawrence Senior Center with 31% and 26.6%, respectively.

Among the Other categories, the MBTA was the most popular at 52.5%. The Orange Line proved marginally more effective than the Red Line. In the lead up to Citizenship Day 2015, the Mayor’s Office of Immigrant Advancement sponsored ads on the Orange and Red lines, as well as a few bus lines and a billboard on I-93.

The least effective outreach during 2015 was library outreach, which only one client listed as their outreach source. Also ineffective were social media, newspaper, and website outreach, the former two of which contributed 1% each to outreach success, with the latter contributing 2%.

Also in the lead up to Citizenship Day Boston 2015 was a large scale flyer distribution effort. Flyers were distributed to students at a number of Boston Public Schools. That effort led to almost no applicants.

Below is a pie chart of all the outreach data we collected for 2015:

**City-Specific Data Outliers**

This report divides the overall outreach done in 2015 into the outreach reported by clients from five different cities we visited over the course of the year: Boston, Lawrence, Framingham, Attleboro, and Malden. This report also looks at the outreach for Citizenship Day 2015 as a separate category. While outreach success for every city and for Citizenship Day generally followed the overall trends listed above, there were a few instances where anomalies occurred. These notable data points are explained in greater depth below.

The aforementioned high percentage of clients referred to Project Citizenship by ABCD is explained by looking at Boston client outreach. ABCD was a popular outreach source only in Boston, where it made up 46% of all Community Organization outreach. As a funded partner organization, ABCD generally refers to us clients that they do not have the capacity to serve – either because they do not live in Boston proper, do not qualify for the fee waiver, or have complicated criminal backgrounds. Those clients do not result from outreach on Project Citizenship’s end, but rather stem from the funded partner network relationship.

Radio outreach was moderately successful, following the general trend. Haitian radio stations seemed to be the most popular subcategory in Boston for Radio at 20% of all Boston radio outreach. (Veronica visited two Haitian radio stations in 2015, Tele Diaspora and Planet Compas. There is no data regarding how many people each station referred.)

The Other category for Boston was unique in that the MBTA ads were the most popular subcategory, making up 46% of the overall category. Only for Boston outreach and Citizenship Day outreach were the MBTA ads relevant.

Below is a graph of Boston-based client outreach in 2015:

Workshop Partners formed 26% of outreach – during 2015 our only workshop partner in Lawrence was the Lawrence Senior Center, who drove much of the outreach. Radio was 15% of Lawrence outreach, although no clients had a specific radio station listed.

Below is a graph of Lawrence-based client outreach in 2015:

Outreach in Framingham was notable because it was dominated by Radio, which reached 70%. Unfortunately, no specific radio station was listed for 96.9% of those clients; the one client with radio subcategory information listed the station 650 AM. Television was the next most successful in Framingham at 11%, but only one client had subcategory information listed (WHDH Channel 7 – Urban Update). Family/Friends accounted for only 9% of outreach success in Framingham, a low number compared to Boston and Lawrence. This is possibly due to the fact that 2015 was the first year we reached out to Framingham.

Below is a graph of Framingham-based client outreach in 2015:

Attleboro outreach in 2015 was notable because it was largely made up of Workshop Partner efforts, accounting for 65% of all Attleboro outreach. Out workshop partner in Attleboro is the Attleboro Literacy Center, whose students almost exclusively made up the workshop clients. Representative Kennedy’s office contributed to 13.3% of the category’s clients. Television made up 15% of overall Attleboro outreach, although no specific channels were listed as subcategories.

Below is a graph of Attleboro-based client outreach in 2015:

Workshop Partner was the second largest category at 23% due to Malden High School, which was very helpful in spreading the word. The principal of the school at the time, Principal Dana Brown, sent robo-calls to the entire student body for a week leading up to the event. Principal Brown clearly had strong ties to the community and many applicants credited him with telling them to come. Television was the third largest at 6%, and half of those clients listed Univision as their subcategory, with the other half going unspecified. This is likely a result of Boston outreach, given how close Malden is to Boston proper.

Below is a graph of Malden-based client outreach in 2015:

Television, Family/Friend, Radio, and Other were the largest outreach categories for Citizenship Day 2015. Television was the largest by a few percentage points at 28%. While 41.8% of clients who listed television as their outreach source did not include a channel as their subcategory, the largest reported subcategory was Univision at 34.3%. Family/Friend was the second largest category at 24%. Next was Radio at 22%. Haitian Radio was the largest subcategory there at 47%. (Again, there is no data breaking down how many people Tele Diaspora referred, or how many Planet Compas referred.) The category Other reached 19%, with the MBTA ads proving the most popular subcategory at 52%. Again, the Orange Line was marginally more effective than the Red Line.

Below is a graph of Citizenship Day client outreach in 2015: