



Main IDEA

IMPACT REPORT



FY 2018 - 2019



Main IDEA Youth & Arts

Main IDEA empowers youth by providing quality accessible arts programs to under-resourced communities.

What We Do

- ★ After School and Summer Youth Arts Programs in Main South, Worcester
- ★ Music, Creative Drama, Creative Writing, Dance, and Visual Art
- ★ Youth Leadership Development

Why the ARTS?

- ★ Arts programming improves:
 - Student academic achievement
 - Student motivation and engagement
 - Social competencies such as teamwork skills, self-expression, and self-confidence (Diaz 5).
- ★ The arts provide valuable lessons in critical thinking and creativity that apply to other fields of study (Egan).
- ★ The arts can reduce youth risk factors, increase protective factors, and engage students in their local communities (About YouthARTS).

Our Core Values: I.D.E.A.

- ★ **Imagination:** Fostering a creative and self-expression centered environment
- ★ **Discipline:** Building self-efficacy and self-confidence
- ★ **Exploration:** Discovering new art forms
- ★ **Attitude:** Maintaining respect and positivity

Main IDEA Benefits Worcester

- ★ 30% of children in Worcester are living below the poverty line (WRRB).
- ★ 80% students enrolled in Worcester Public Schools (WPS) are considered “high needs” (WRRB).
- ★ 60% students enrolled in WPS are considered “economically disadvantaged” (WRRB).

Main IDEA FY 2018 - 2019

Our Programs

Children's Programs (ages 6-12)

- ★ Fall Arts Workshop
- ★ After School Drama & Arts Program
- ★ Full-Day Summer Program
- ★ Various workshops with partner organizations

Teen Programs (ages 13-17)

- ★ Teen Arts Program
- ★ Teen Open Mic & Art Nights
- ★ Teen Music Business Program
- ★ Worcester Youth Concerts
- ★ Various workshops with partner organizations

Partner Programs

- ★ April Vacation Arts Class, with Boys & Girls Club of Worcester
- ★ 4-week Summer Arts Program, with 21st Century Schools
- ★ Summer Drama Class, with Creative Hub Worcester



Program Activities:

- ★ Public Community Murals
- ★ Sculpting
- ★ Comic book-making
- ★ Drama Workshops
- ★ Creative Writing Workshops
- ★ Crocheting
- ★ Dance choreography (hip-hop, ballroom)
- ★ Music Lessons (piano, ukulele, singing, hand drum)
- ★ Painting (watercolor, acrylic)



Theory of Change

Goal: Main IDEA empowers underserved youth
in Worcester as Leaders in their community through the arts

A
R
T

A
S

A

C
O
N
N
E
C
T
O
R

Connect & Engage

- Expand peer and adult social groups
- Observe pro-social norms
- Gain interpersonal skills
- Engaged participation

Explore Art & Value Experience, Learn by Doing

- Positive risk, bravery & persistence
- Practice discipline & self-control
- Begin self-exploration & expression
- Value learning process

Increase Confidence, Positive Identity & Character

- Learn from failure and success
- Receive and give constructive criticism
- Increased self-expression & sense of individual identity

Increase Sense of Belonging & Connection

- Protective factors enforced
- Positive & trusting relationships with peers and adults
- Sense of belonging & fitting in

Empowered Youth: Find Voice & Believe in Self

- See value in both strengths & weaknesses of self & others
- Belief in future and determination to achieve goals
- Achieve capacity to confidently express self, maintain positive self-image & assurance in abilities; respect for diversity
- Use voice to express self

Youth as Leader: Empathetic, Caring & Understanding

- Expressed ability to mentor others & teach new skills
- Ability & desire to take initiative & contribute to the community
- Encourage & empower others
- Develop empathy and appreciation for others points of view.
- Develop and use skills related to conflict resolution & communication
- Agency through advocacy for self & others

Main IDEA Benchmarks of Success: FY 2018-2019

1

Youth

Youth Gain Social Competencies & Assets



100% of youth self-reported learning to stand up for themselves at Main IDEA (agency)

85% of youth self-reported that they learned that their emotions can affect others at Main IDEA (self awareness)

100% of youth self-reported supporting others during Main IDEA activities (leadership skills)

2

Youth

Youth Gain Connection & Attachment in an Enabling Environment



86% youth made friends with someone of a different gender & ethnicity

71% youth self-reported shared identity with someone from a different background

100% youth always/often felt they “belonged” at Main IDEA

100% youth stated they had developed a good relationship with at least one Main IDEA adult staff

100% of youth self-reported feeling safe at Main IDEA

3

Youth

Youth Master Self-Control & Discipline



91% of teens in leadership roles self-reported feeling comfortable receiving feedback/ suggestions from Main IDEA Staff

100% of youth self-reported an increased patience with peers

4

Youth

Youth Gain Positive Identity & Become Empowered Leaders



100% of teens in leadership roles felt they could be “themselves” at Main IDEA

91% of teens in leadership roles reported they will seek leadership opportunities in their community

100% of teens in leadership roles strongly agreed/agreed that they can make a positive difference in the community

87% of teens in leadership roles had previously attended Main IDEA programs

84% of teens in leadership roles felt they were always/almost always able to empower younger kids at Main IDEA

5

Community

Community is Engaged in the Arts and Vested in the Development of Youth as Empowered Leaders



Art Activity Booths at 10 City/Neighborhood Events

7 Teen Public Concerts/Art Events

2 Media Coverages (WCCA TV, Worcester Magazine)

100% of youth stated they got to know people in the community they probably would have never met before

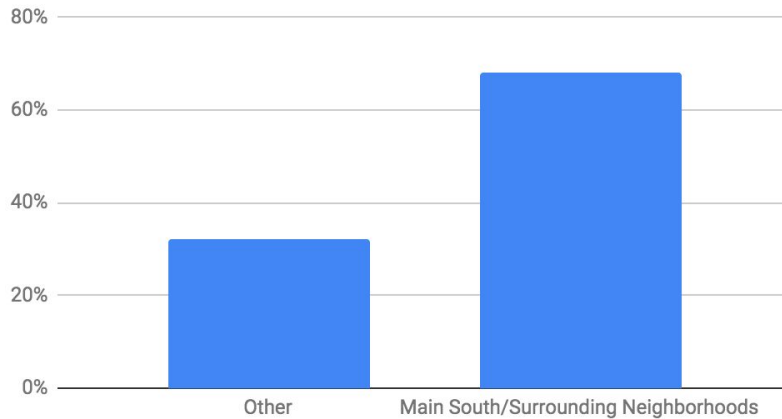
92% of teens in leadership roles reported they want to continue their involvement with Main IDEA in the future

100% youth self-reported they had good conversations with a parent/guardian because of their experience at Main IDEA

Main IDEA FY 2018 - 2019

Quick Facts

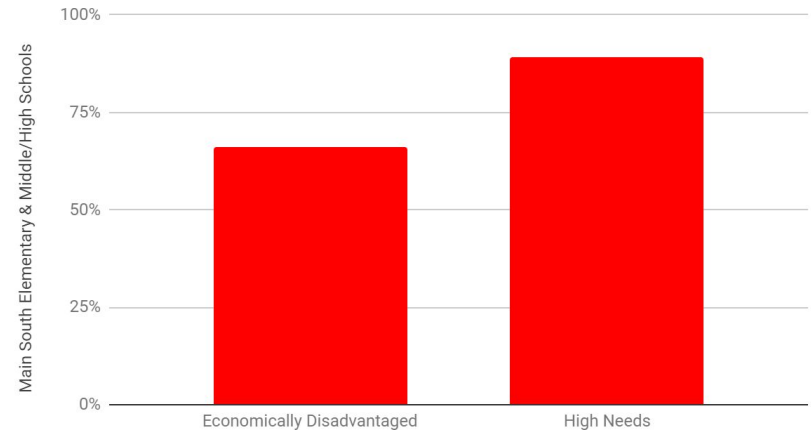
Main IDEA Students: 2018 - 2019



- ★ 29.4% of Main South families have a child(ren) ages of 6-17, more than double rate of Worcester's (FactFinder).
- ★ More than 40% of residents in Main South live below the poverty line (WRRB)
- ★ 90% of Main IDEA's programs are offered **FREE** of cost to participants
- ★ Worcester public high school curriculum only requires **ONE** arts class to graduate (Curriculum)



Main South Elementary & Middle/High Schools

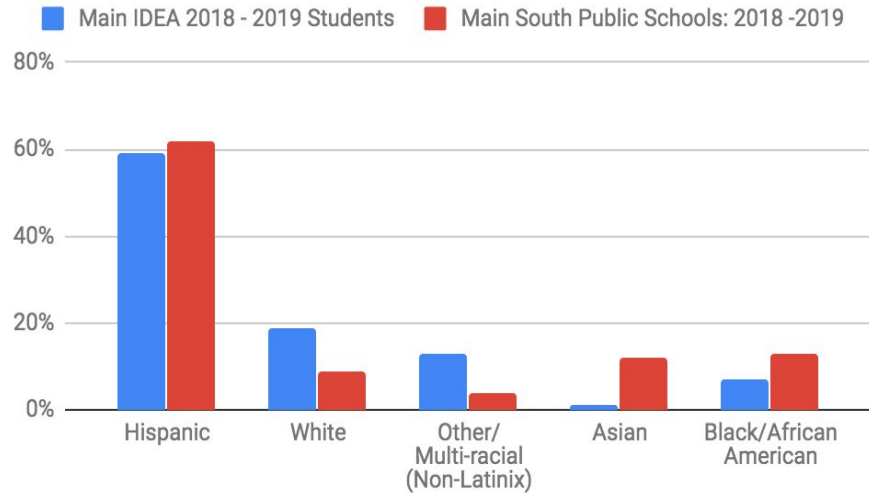


Noteworthy Conclusions:

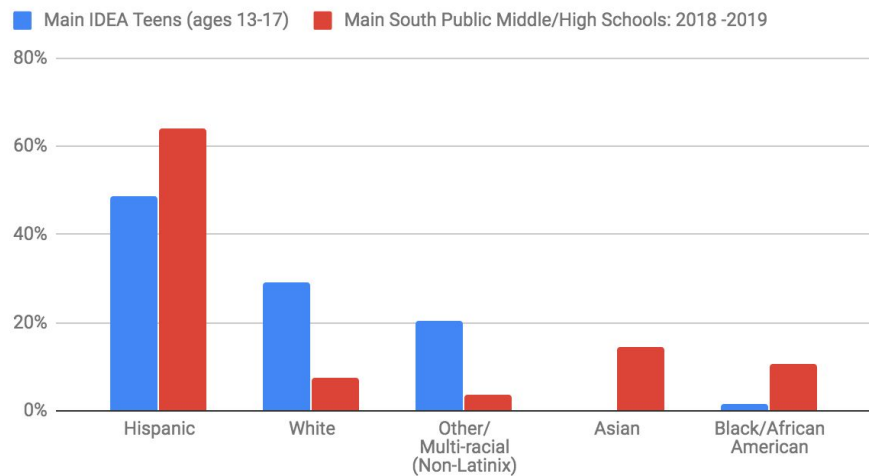
- ★ *The Main South neighborhood of Worcester is under-resourced*
- ★ *Main IDEA provides free arts programming primarily to youth in Main South*

Main IDEA FY 2018 - 2019

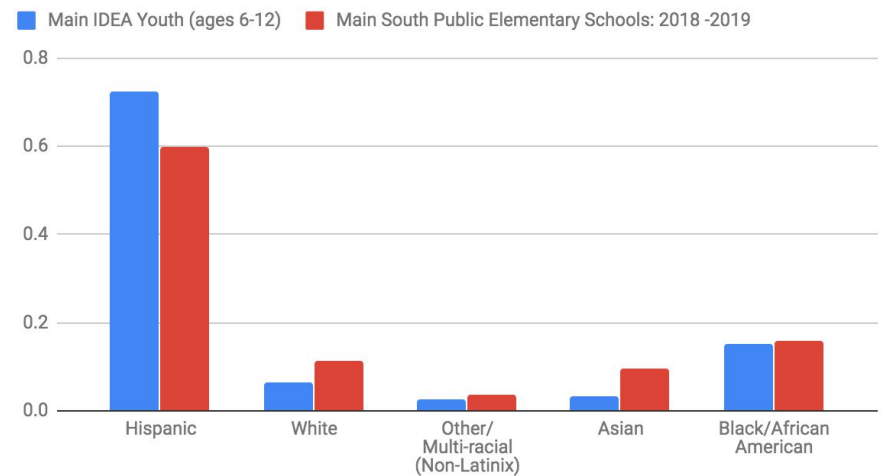
Race/Ethnicity



Main IDEA Teen Students: 2018 - 2019



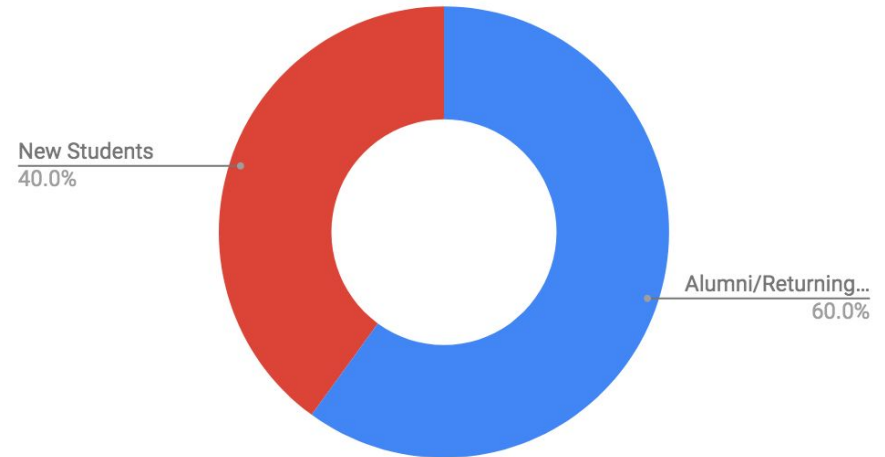
Main IDEA Youth Students: 2018 - 2019



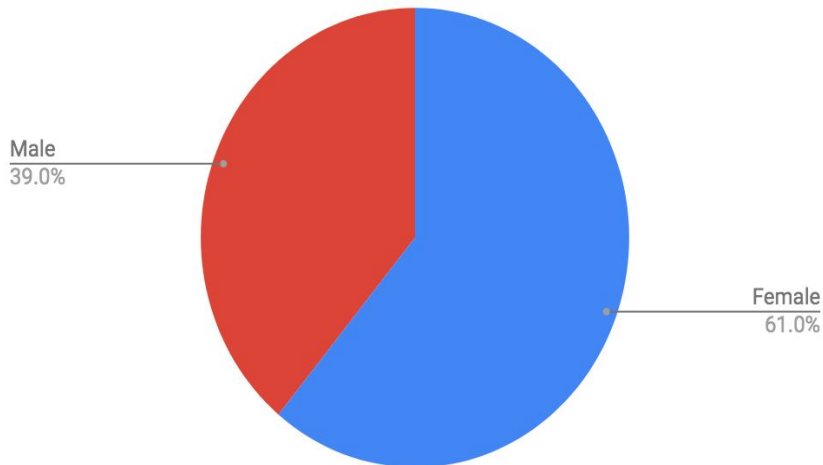
Main IDEA FY 2018 - 2019



Main IDEA Students: 2018 - 2019



Main IDEA Students: 2018 - 2019



Noteworthy Conclusions:

- ★ *Majority of Main IDEA Students are Hispanic/Latinix*
- ★ *The racial/ethnic demographic of Main IDEA students is reflective of the schools in the Main South neighborhood*

Main IDEA FY 2018 - 2019

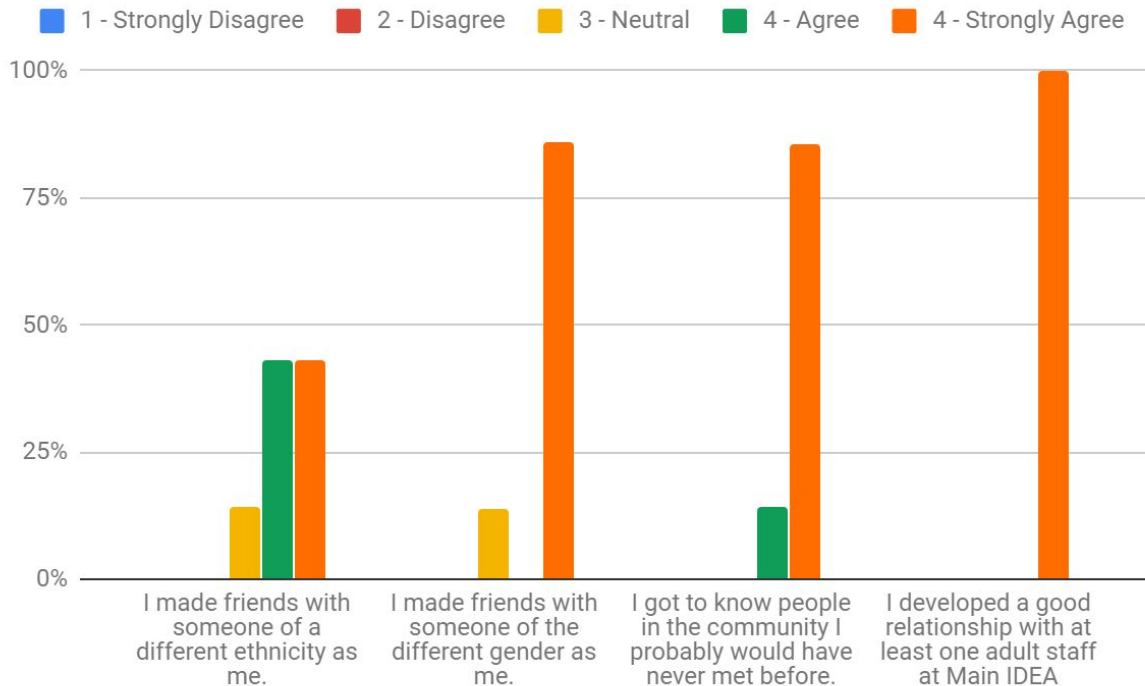
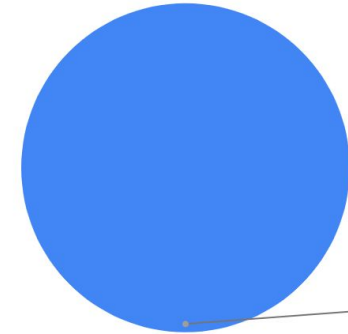
Youth Surveys

(Surveys received from students from the Main IDEA 2018-2019 Teen Arts Program)

"My favorite part of Main IDEA is knowing that everyone around me is supportive, kind, and respectful towards others, and that we don't feel like a program we feel like family."



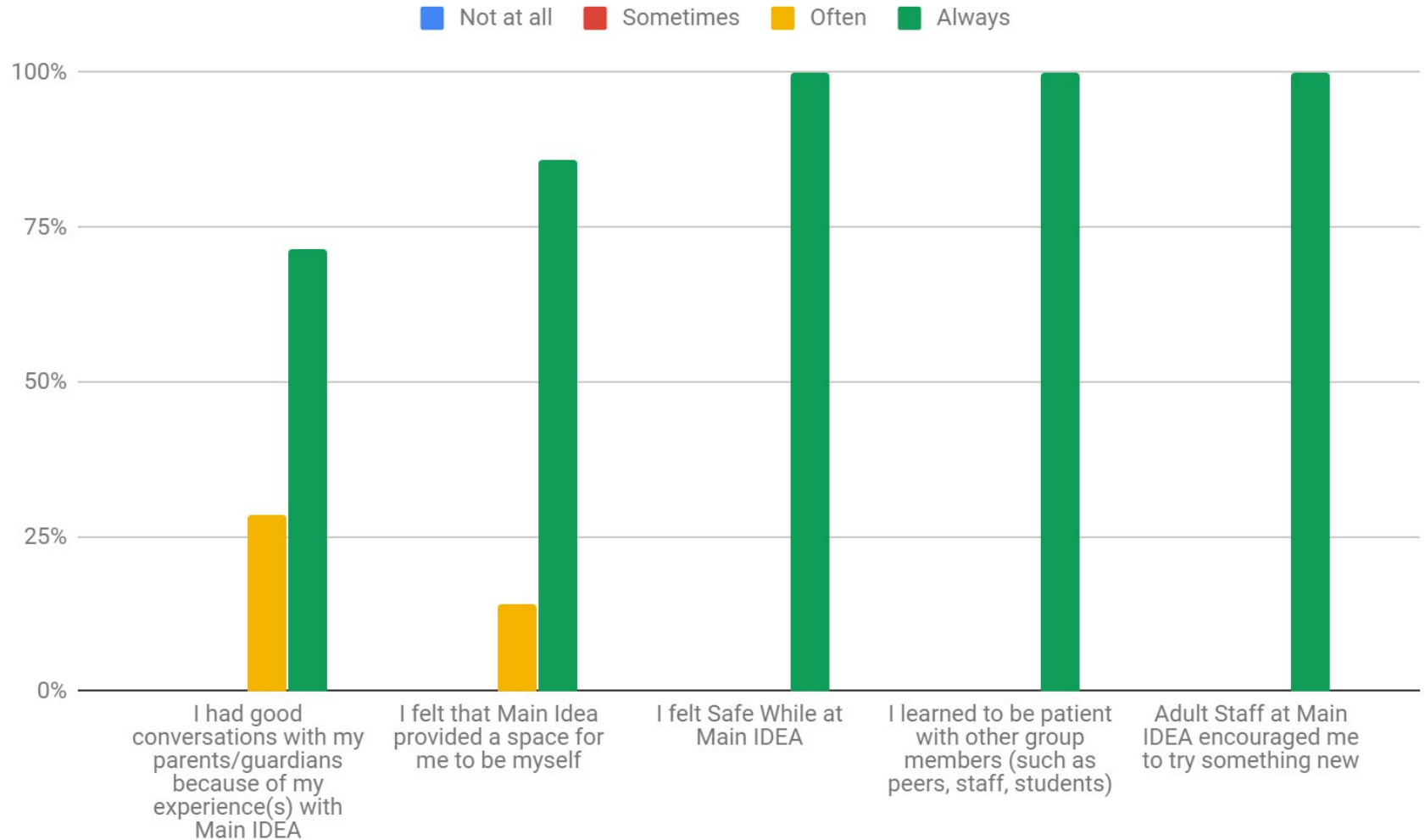
I would recommend Main IDEA to a friend



"My favorite part of Main IDEA is the courage I have after going."

Main IDEA FY 2018 - 2019

Youth Surveys

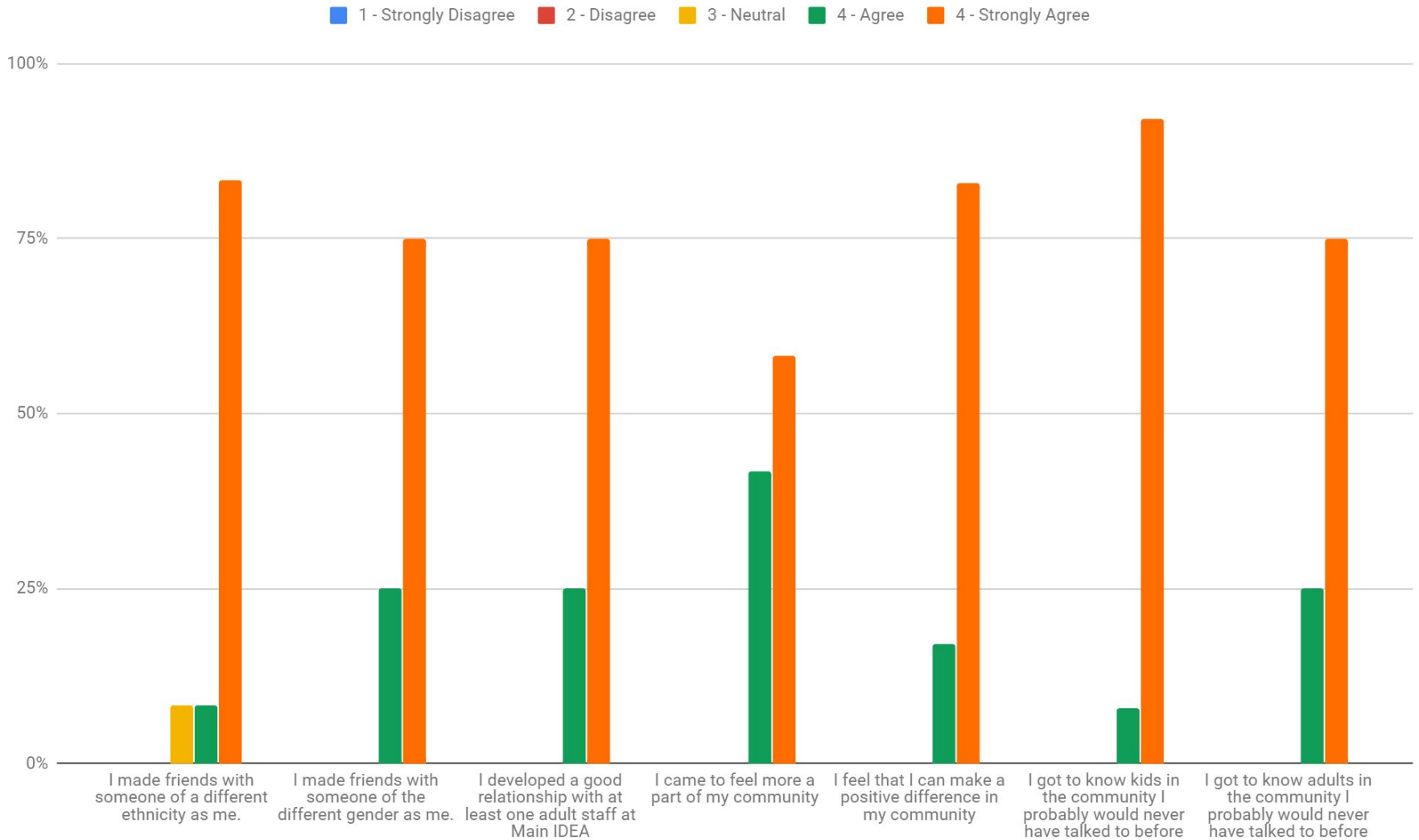


Noteworthy Conclusions:

- ★ Youth built a positive sense of self at Main IDEA
- ★ Youth developed positive relationships with peers and adults

Main IDEA FY 2018 - 2019

Teen Leadership Program



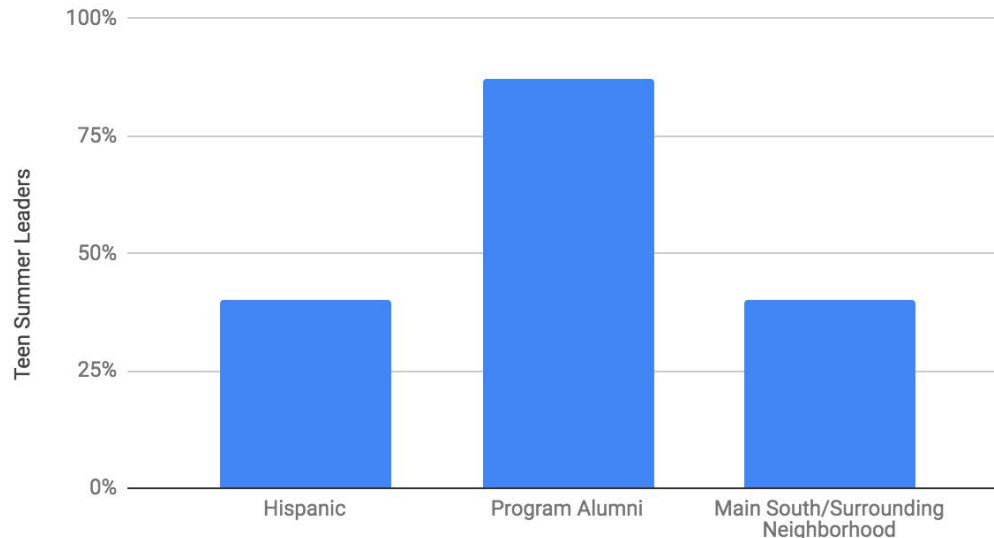
Main IDEA FY 2018 - 2019

Teen Leadership Program

"Main IDEA has given me the opportunity to help kids experience the arts and to help build my self confidence."



2019 Teen Summer Leaders



Noteworthy Conclusions:

- ★ Majority of Teen Leaders were returning Main IDEA students
- ★ Almost half of all Teen Leaders were reflective of the Main South community
- ★ Teen Leaders built a stronger sense of community at Main IDEA
- ★ Teen Leaders cultivated positive relationships with peers and adults
- ★ Main IDEA is developing teens into community leaders



"I feel more empowered and more sure of myself now that I've participated in Main IDEA"

Main IDEA FY 2018 - 2019

Teen Arts Fellowship Program



"Before I went to Main IDEA I wasn't confident in presenting my art in front of people, especially at school. But after being this program I can now present in front of a class with ease."

- Petra, 17 (Visual Artist)

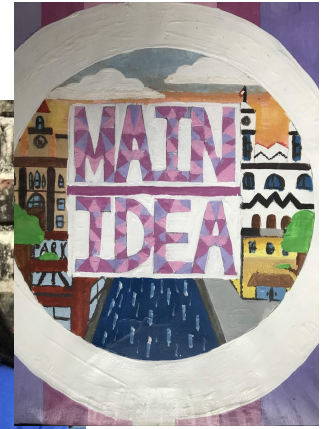


- Javon, 13 (Actor)



"I was once a reserved student but now I find myself seeking other social situations and opportunities to express myself, all with a purpose to better my character and confidence."

- Michel, 16 (Visual Artist)



Main IDEA Awarded 3 Teen Fellows residing in/attending school in Main South, Worcester, dedicated to developing their leadership and honing their artistic skill. These Teen Fellows met weekly with an adult Artist Mentor, completed weekly assignments, and showcased their work at Main IDEA's monthly public art events.

Main IDEA FY 2018 - 2019

Parent Testimonials



Main IDEA is a tremendous summer resource and experience for the children and families [in Main South] ...As the former Mayor of Worcester and former Lt. Governor, I can say that there are few [organizations] like Main IDEA.

- Tim Murray, CEO of Worcester Chamber of Commerce)

[We are] confident that the good influence of the staff, the confidence-building, and the exposure to new ideas and creativity [our son] encountered at Main IDEA is one of the factors that has impacted his [academic and behavioral] success and has helped him overcome his obstacles.

- Lisa Weinberg and Joe O'Brien, Former Mayor of Worcester

I saw [my daughter] have more confidence, and my son become a leader... I do not think I ever saw him proud of his behavior. Main IDEA gave him the outlet he needed to showcase his potential in dance and art.

- Eve James, Parent, Volunteer, and Board Member

Alumni Testimonials

I feel as though I have gotten more out of one week of Main IDEA, than I would have for an entire summer with any other program...the best thing about any form of art is that it can help you find your place in the world. It is especially important for children to find where they belong, to form a community, and that is the reason I keep coming back every year—Main IDEA is part of my community.

- Zoe Kraner, Alumni & Teen Leader

There are truly no words to describe how positive and wonderful this experience is; not only have I made a difference in someone's life, but Main IDEA has changed me...Main IDEA has truly changed my life and formed me into the person I am today. Main IDEA has changed my life so much and has become such a huge family to me, that now I want to change theirs.

- Gabby Ohl, Alumni & Teen Leader

Main IDEA FY 2018 - 2019

Collaborations



Youth & Staff jump for joy during Main IDEA and Creative Hub Worcester's 2018 Joint-Summer Program, "IDEA Hub!"

Collaborative Partners

- ★ Worcester Public Schools & Clark University
 - After School & Summer Workshops/Programs
- ★ Worcester PopUp (Worcester Cultural Coalition)
 - Teen Open Mic & Art Nights/Youth Concerts
- ★ Woodland Academy (events)
- ★ Main South Community Development Corporation (events)

Partner Programs

- ★ Boys & Girls Club of Worcester
 - April Vacation Arts Class
- ★ 21st Century Schools
 - 4-week Summer Arts Program
- ★ Creative Hub Worcester
 - Summer Drama Class



Main IDEA Executive Director, Joy Murrieta (left), and Boys & Girls Club of Worcester Executive Director, Liz Hamilton, showcasing a mural created by youth and local artist, John Vo, during their joint-program on April 18th, 2019.

Main IDEA FY 2018 - 2019

THANK YOU 2019 SPONSORS!

Fletcher Tilton PC
Attorneys at law



THE GEORGE F. and SYBIL H. FULLER FOUNDATION



UNIBANK

BOWDITCH
ATTORNEYS





References

"About YouthARTS." YouthARTS. Americans for the Arts, 2003. Web. 12 Apr. 2016. <<http://youtharts.artsusa.org/about>>.

Diaz, Gene. The Arts Learning Pathway: An Evaluation Report for Burncoat Quadrant Worcester Public Schools. 2015.

Egan, Brendan. "Arts a Pathway to Success for Students, Worcester School Board Says - Worcester Mag." Worcester Magazine. Worcester Magazine, 02 Oct. 2015. Web. 17 Apr. 2016. <<http://worcestermag.com/2015/10/02/arts-a-pathway-to-success-for-students-worcester-school-board-says/36768>>.

"The Worcester Almanac 2019," Worcester Regional Research Bureau, Inc., March 2019.
<http://www.wrrb.org/worcester-almanac/2019/03/worcester-almanac-2019/>

Source: American FactFinder, 2016, "Community Facts." American FactFinder , United States Census Bureau, 5 Oct. 2010,
<https://factfinder.census.gov/faces/nav/jsf/pages/index.xhtml>

"Massachusetts School and District Profiles: Worcester Selected Populations" (MA Schools). Mass.gov. Massachusetts Department of Elementary and Secondary Education, 2018. Web. 13 Sept. 2019. <http://profiles.doe.mass.edu/profiles/student.aspx?orgcode=03480000&orgtypecode=5&>.

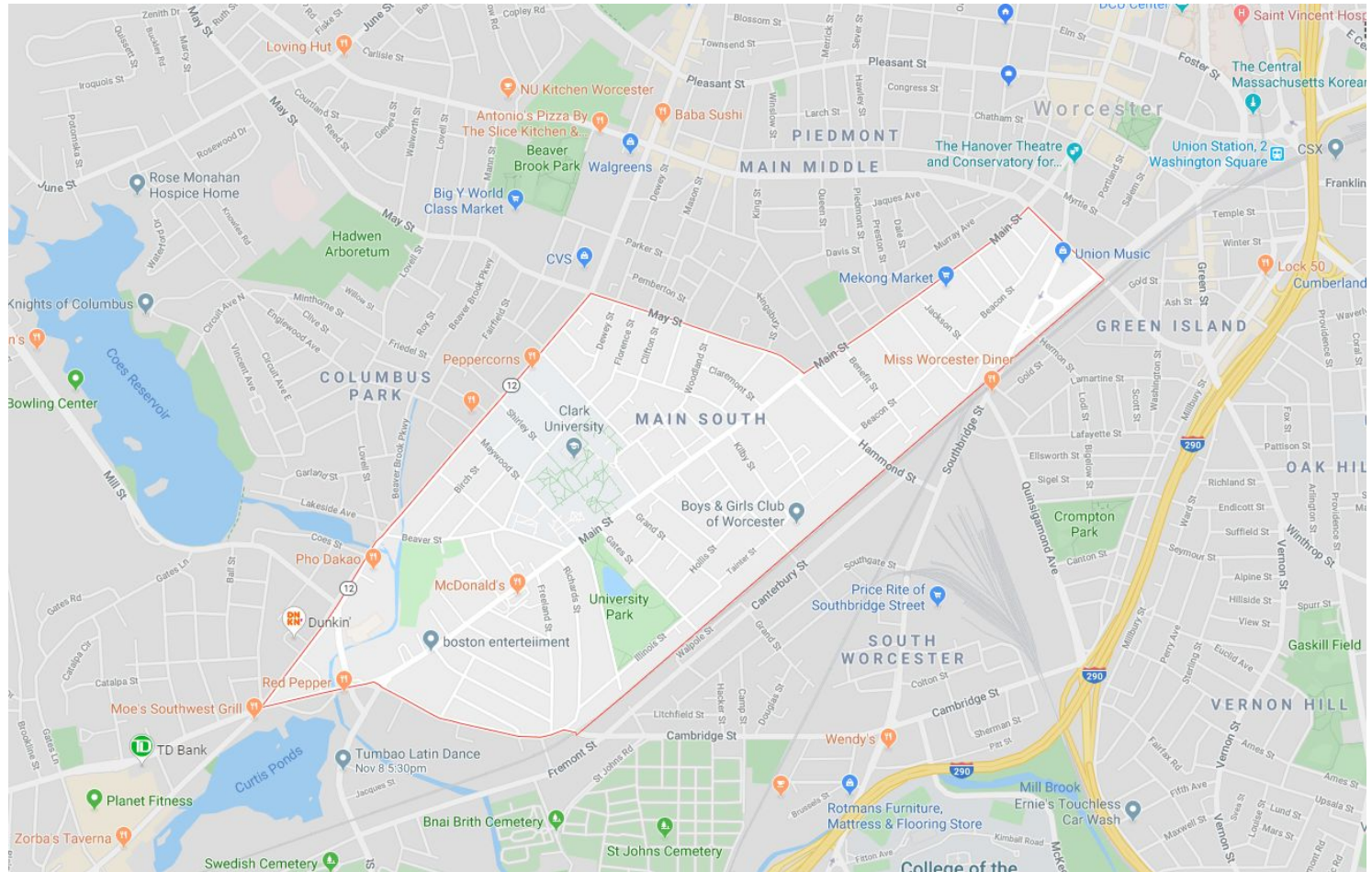
"Curriculum". Worcester Public Schools. 2018. <https://worcesterschools.org/academics/curriculum/> Web Oct. 2018.

Main IDEA FY 2018 - 2019

Index: Main South Neighborhood
(Source: Google Maps)

Main South Schools:

- ★ UPCS
- ★ Claremont Academy
- ★ Woodland Academy
- ★ Goddard
- ★ Canterbury
- ★ Jacob Hiatt



Main IDEA FY 2018 - 2019

Index: Main IDEA Students

FY 2018 - 2019	Residence		Gender			Race/Ethnicity					Alumni	
Main IDEA - ALL Programs	Main South / surrounding neighborhoods	Other	Female	Male	Other	Black/African American	Asian	Hispanic /Latino	White/ Caucasian	Other/ Multi-racial (Non-Latinix)	Returning Students	New Students
2019 Atwood	68%	32%	50%	50%	0%	24%	0%	62%	12%	2%	71%	29%
2019 Teen Summer Leadership Program	40%	60%	67%	33%	0%	1%	0%	60%	26%	13%	87%	13%
Woodland After School Program	100%	0%	63%	37%	0%	22%	4%	67%	7%	0%	11%	89%
Fall Arts Workshop	76%	24%	65%	35%	0%	0%	6%	88%	0%	6%	88%	12%
Teen Arts Program	53%	47%	68%	32%	0%	5%	0%	68%	16%	11%	63%	37%
Teen Music Program	0%	100%	50%	50%	0%	0%	0%	0%	75%	25%	25%	75%
Teen Arts Fellowship Program	100%	0%	67%	33%	0%	0%	0%	67%	0%	33%	33%	67%
	62%	38%	61%	39%	0%	7%	1%	59%	19%	13%	54%	46%

Main IDEA FY 2018 - 2019

Index: Main IDEA Students

FY 2018 - 2019	Residence		Gender			Race/Ethnicity					Alumni	
Main IDEA - YOUTH Programs (ages 6-7)	Main South / surrounding neighborhoods	Other	Female	Male	Other	Black/African American	Asian	Hispanic /Latino	White/ Caucasian	Other/ Multi-racial (Non-Latinix)	Returning Students	New Students
2019 Atwood	68%	32%	50%	50%	0%	24%	0%	62%	12%	2%	71%	29%
Woodland After School Program	100%	0%	63%	37%	0%	22%	4%	67%	7%	0%	11%	89%
Fall Arts Workshop	76%	24%	65%	35%	0%	0%	6%	88%	0%	6%	88%	12%
	81%	19%	59%	41%	0%	15%	3%	72%	6%	3%	57%	43%
FY 2018 - 2019	Residence		Gender			Race/Ethnicity					Alumni	
Main IDEA - TEEN Programs (ages 13-17)	Main South / surrounding neighborhoods	Other	Female	Male	Other	Black/African American	Asian	Hispanic /Latino	White/ Caucasian	Other/ Multi-racial (Non-Latinix)	Returning Students	New Students
2019 Teen Summer Leadership Program	40%	60%	67%	33%	0%	1%	0%	60%	26%	13%	87%	13%
Teen Arts Program	53%	47%	68%	32%	0%	5%	0%	68%	16%	11%	63%	37%
Teen Music Program	0%	100%	50%	50%	0%	0%	0%	0%	75%	25%	25%	75%
Teen Arts Fellowship Program	100%	0%	67%	33%	0%	0%	0%	67%	0%	33%	33%	67%
	48%	52%	63%	37%	0%	2%	0%	49%	29%	21%	52%	48%

