



July 11, 2011

International Coach Federation Foundation
Magdalena Mook
2365 Harrodsburg Rd., Ste. A325
Lexington, KY 40504

Dear Magdalena,

On behalf of the board, staff and volunteers associated with Touch Point Connection (TPC), I extend my most sincere thanks for the International Coach Federation Foundation's investment in TPC's "Coaching At-Risk Teens Toward Educational and Life Success" Program. It is my pleasure to provide you with this final update on the impact of the ICF Foundation's grant.

1. Activities Taken Within 2010-11 School Year (August 2010-May 2011)

May 2011 marked the final year of TPC's three-year test phase at our Protosite, Amphitheater High School (AHS), a large urban school in Tucson, Arizona. We have been diligently working throughout the school year, fine tuning our program, processes and tools, and the collection of data.

TPC's ultimate goal is to spread the power of coaching to support graduation, the pursuit of further education, and a successful transition into the workplace and adult life. In pursuit of this goal, TPC and AHS's leadership decided to expand our program offerings beyond Personal Success Coaching by opening a Just-in-Time "Coaching Office" and integrating it into the school. The Coaching Office opened in mid-November 2010 with the objective of serving *more students* and serving them *more quickly*. With the addition of the Coaching Office, students with a *pressing issue* are able to talk with a Volunteer Coach immediately to help them see their choices and regain their focus. The Coaching Office also gives students the opportunity to *try coaching* before signing up for a Personal Success Coach. Others can get coaching support whenever they feel they need it, without committing to weekly meetings.

After a soft-opening of the Coaching Office late in the fall semester, TPC staff and volunteers embarked upon aggressive promotional activities in January at the start of the new semester. Those activities included:

- 3 lunch-time table events -- to talk with students and distribute program flyers
- 7 classroom presentations and a presentation to the school's Student Council

TPC also provided program information and promotional fliers to all administrative staff, teachers and classrooms.

To meet the unique needs of the Coaching Office, TPC provided additional training for our Coaching Office Volunteers. TPC introduced “Laser Coaching”. Laser coaching is a technique that is very focused, and can accomplish successful results within short, 20-30 minute sessions.

May 2011 also marked our third year collecting qualitative and quantitative data at Amphi High School. TPC conducted teen focus groups in April to gather qualitative data on the effectiveness of our programs. In this setting, teens had the opportunity to open up and share their feedback based on their program experiences. You will read more about the qualitative and quantitative data findings in sections 2, “Outcomes/Results/Impacts” and 4, “Learning that Occurred.”

During the Fall and Spring, TPC embarked on a series of fundraising efforts, including two direct mail campaigns which raised more than \$30,000 from individual donors, including many first-time donors. These campaigns were also supported by an anonymous donor, who pledged to match each campaign, dollar for dollar, up to \$5,000. We continue to secure grants from foundations and community businesses. Going forward, we see many opportunities to provide offerings, including fee-for-service offerings, that fulfill TPC's mission, deliver community service, and reflect our particular knowledge and expertise. TPC is working to identify and establish such offerings that can provide sustainable year-to-year organizational income.

Throughout the school year we have continued community outreach efforts, spreading the word about TPC's coaching program. Currently, we are in preliminary conversations with an organization in Red Wing, MN, two local high schools as well as a university, all interested in coaching programs. We are very excited about these prospects!

2. Outcomes/Results/Impacts

Coaching Office Outcomes

The Coaching Office allowed an introduction of teens to coaching with no obligations to continue with a Personal Success Coach. It also had a cost benefit ratio that put to greater use our trained Volunteer Coaches. In total, The Coaching Office provided:

- 52 coaching sessions to 30 distinct teens
- 5 of those teens successfully transitioned to weekly meetings with their own Personal Success Coach.

Implementation of the Coaching Office at Amphi High School during the 2010-11 school year confirmed our notion that this model is a win-win because it introduces teens to coaching and helps them:

- Establish educational and life goals
- Develop higher levels of self-awareness
- Develop communication skills to articulate their needs
- Learn what it is to have a trusting relationship
- Seek immediate attention to what the teens consider urgent matters and create momentum towards the resolution of those matters
- Understand what the coaching relationship is and how coaching works.

Personal Success Coaching Outcomes

TPC continued matching Amphi teens with Personal Success Coaches. In total, during the 2010-11 school year, 17 Volunteer Coaches were matched with 20 Amphi teens. Volunteer coaches met with teens on a weekly or bi-weekly basis to provide non-judgmental, goal-oriented coaching.

Data Outcomes

Student and program outcomes are rigorously monitored and evaluated on an ongoing basis to ensure effectiveness and best practice.

Data is collected on student outcomes. Quantitative data is collected on coaching's impact on indicators of student graduation: academic success, attendance and behavior referrals. TPC also collects qualitative data from students via interviews, surveys and focus groups.

Our initial quantitative data indicates teens who embrace coaching show consistently higher academic performance as compared to both a control group of teens who did not enter coaching as well as teens who tried coaching, but did not remain in coaching.

During our year-end focus groups a teen shared with us, "Since I started coaching, I have made goals for myself, am getting better grades, and doing better on tests because I manage my time better." Another teen said, "Coaching has given me the strength to show the world what I've got and what I can do. I have learned to not limit my challenges but challenge my limits."

3. Changes in the scope of work

The Coaching Office, as stated above, was a very worthwhile addition to TPC's program offerings. Teens gravitated to the Coaching Office knowing that they could try coaching without making a long-term commitment. With the power of laser coaching, teens get back on track and focused by having someone not only to talk to, but to gain immediate clarity around what brought them to the Coaching Office in the first place.

4. Learning that Occurred

Previously, we faced challenges reaching teens in a way that would allow them to self select and commit to the required consistency needed for Personal Success coaching. The learning that occurred during 2010-11 was about creating an atmosphere where teens can see the benefits of coaching as a service that "successful" people take advantage of in their lives. The use of presentations and the lunch tables to present the opportunity of coaching vis-a-vis the Coaching Office was essential. The Coaching Office provided a gateway to coaching. It was very fluid without the perceived "obligation" to one coach, as well as providing a valuable "just in time" service. We learned that many students appreciate having access to coaching when they need it without having to commit to a weekly meeting with a personal Success Coach.

5. Finances

See the attached report, detailing the funds from the ICF Foundation grant spent on TPC's program.

Please share both our gratitude and our excitement about the results of the International Coach Federation Foundation's investments in TPC with other members of the Federation and Foundation. We treasure your partnership in our quest to help teens overcome barriers to educational and life success through coaching.

Sincerely,

Joan Martin
Co-Founder
Touch Point Connection, Inc.