



August 6, 2013

Dear friends:

We are delighted to invite you to join a select cohort of leaders who will work together to engage their communities in a conversation about how well they are preparing young people for the future. This effort – called the *Ready Youth Learning Cohort* – will embark on its second year this September with communities that are committed to administering the Gallup Student Poll in October and utilizing the poll results to catalyze community engagement and action planning in spring 2014.

We recognize that communities across the United States are working hard to keep kids in school and prepare them to be engaged, healthy and successful contributors to society. Many communities invest resources in tracking the skills and behaviors of their students, but few are able to dig deeper to capture the attitudes and perceptions of youth that drive performance. Even among those who have such data, too few are utilizing it to catalyze action.

Many of you are aware that, in order to address this gap in information, five years ago The Gallup Organization created the Gallup Student Poll, a free, online survey for public and private schools that annually tracks the hope, engagement, and well-being of students in grades 5 through 12 across the United States. The poll provides insightful data – but it has the potential to do much more for communities, which is where our new initiative comes in.

As of now, the standard version of the Gallup Student Poll (GSP) captures the collective student voice at the national, district and school levels. The online survey takes less than 10 minutes to complete. In addition to several demographic questions (age, grade, gender, etc.), students are asked 20 core questions about what they do, how they think and how they feel about their home, school and community life. In this basic version, Gallup shares the district- and school-level results on hope, engagement and well-being with superintendents and principals via an online scorecard.

Based on feedback we heard from community and school leaders like you, we realized that leaders wanted more. We have worked with Gallup to develop affordable enhancements to the GSP in order to help communities collect and use the data in more powerful ways.

The *Ready Youth Learning Cohort* communities will use the version of the Gallup Student Poll that offers two exciting data enhancements, plus community engagement supports. First, the GSP data will be reported by community (using zip codes) rather than only by school or district. Second, leaders will have

the ability to disaggregate GSP data by race/ethnicity and other demographics. These features will empower users to develop a more complete community picture, including better comparisons to other publicly available data sets, and will encourage more meaningful community conversations about how well we're preparing young people for the future.

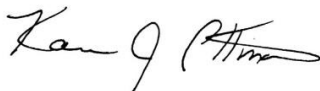
In addition to the enhanced poll, communities participating in the *Ready Youth Learning Cohort* will receive a range of planning and technical assistance supports from the Ready by 21 National Partnership, including monthly cohort calls, guidance on data analysis, sample community conversation agendas and presentation materials, and individualized coaching calls.

To learn more about this opportunity, including benefits, costs and initial steps, please see the attached overview. We also hope you'll join us on one of two upcoming webinars where we will give a fuller introduction to Ready Youth and set aside time for Q&A.

They are scheduled for [Tuesday, Aug. 13 at 2 p.m. ET](#) and [Wednesday, Aug. 21 at 3 p.m. ET](#). To register for one of these sessions, please click on the date and time above that you wish to join. If you have questions in the meantime, don't hesitate to contact Ian Faigley at ian@forumfyi.org or 202.207.3334.

We hope you share our excitement. We are confident that Gallup's precise measurement and analysis, combined with the Ready by 21 National Partnership's community leadership and engagement strategies, will enable local leaders to develop powerful action plans to help get more young people ready for college, work and life.

Sincerely,



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Sharon Adams-Taylor
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