

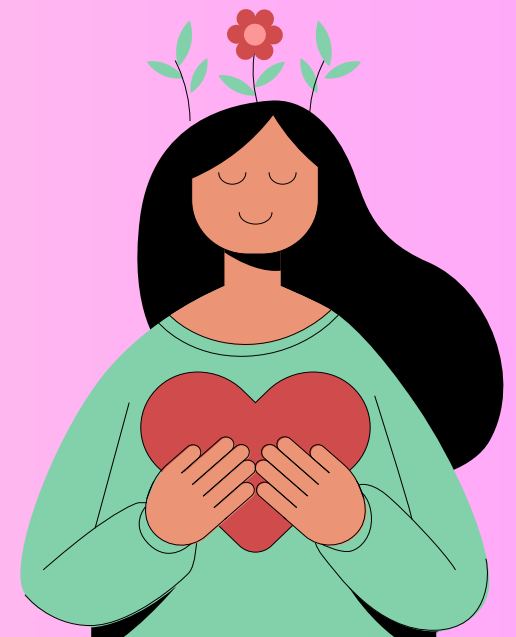
Proposed Evaluation Plan for



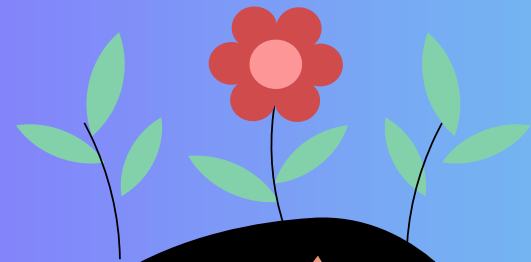
OK Challenge 2025

Created by Team TALEY

**For the AEA Student Case competition
2025**



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Guiding Principles

OK YOU

- **Youth-Led Creativity**
Youth are not data sources but co-creators. Their emotional expression is central to the evaluation process.
- **Wellness Through Self-Connection**
The process of expressing oneself creatively is itself a wellness practice. Evaluation should honor this.

American Evaluation Association (AEA)

- **Participatory & Ethical Practice**
Promote transparency, co-ownership, and youth agency throughout data collection and sensemaking (AEA, 2018)
- **Culturally Responsive Evaluation**
Methods must reflect youth's cultural, linguistic, and emotional identities (Hopson, 2009)

OK Challenge

- **Flexibility & Access**
All tools must work virtually and accommodate diverse formats like video, images, and voice notes.
(Creswell & Plano Clark, 2018)
- **Creativity as Valid Data**
Drawings, journals, and digital art are core data sources—not side notes.
(Greene, 2007)

Team Positionality

As a team of five Ph.D. students in the Research and Evaluation in Education program, we bring a rich tapestry of cultural perspectives and lived experiences that uniquely position us to engage meaningfully with the OK Challenge 2025. Though not yet expert evaluators, we are emerging scholars grounded in critical, participatory, and equity-driven approaches to evaluation.

Each of us has spent time as K–12 educators, which not only fuels our passion for youth development but also deepens our understanding of how educational experiences shape identity, agency, and opportunity. Our shared classroom backgrounds have taught us to listen closely, adapt creatively, and center young people's voices in authentic ways. This collective positionality informs our commitment to designing an evaluation that is collaborative, culturally responsive, and attuned to the lived realities of the youth at the heart of this program.



Program Overview

OK You is committed to expanding a youth-led creative wellness movement by developing young people as advisors, creative, collaborators, advocates, and role models.

Central this is the OK Challenge

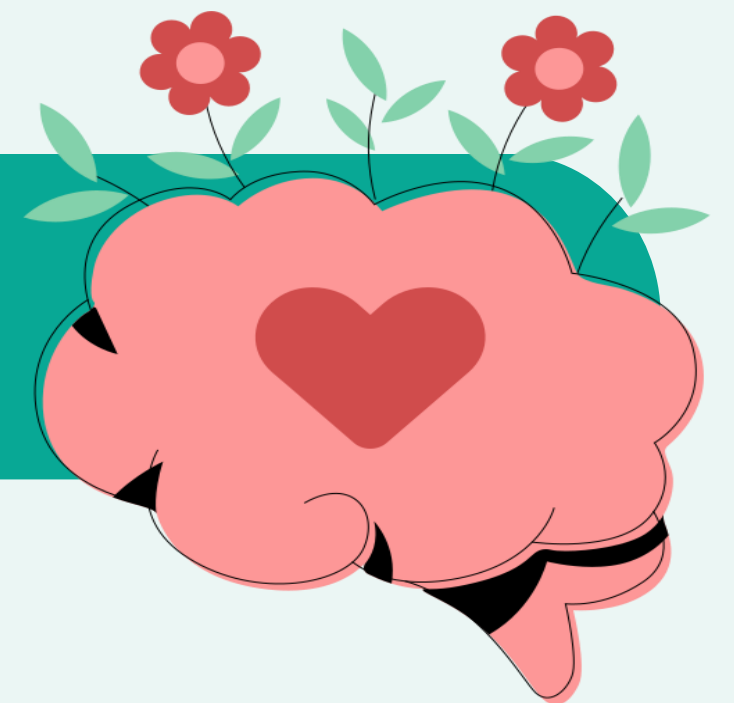
OK Challenge

How do you get through stress and worry?

- **Design competition that invites high school students to explore how creative practices can help them navigate emotions and stay connected to their OK selves.**
- **OK Challenge engages high school students nationwide interested in mental health and creativity.**
- **OK Challenge engages high school students nationwide interested in mental health and creativity.**



Contextual Understanding



Purpose

- According to the CDC,
- OK You works with different people to design creative projects that support emotional wellness
- Goal is to inspire more people to “create their own OK.”

Context

- Started in the greater Portland, Oregon, and the larger Pacific Northwest
- Has expanded across the United States
- Now reaching over 30,000 youth supporters nationwide through online resources

Supports

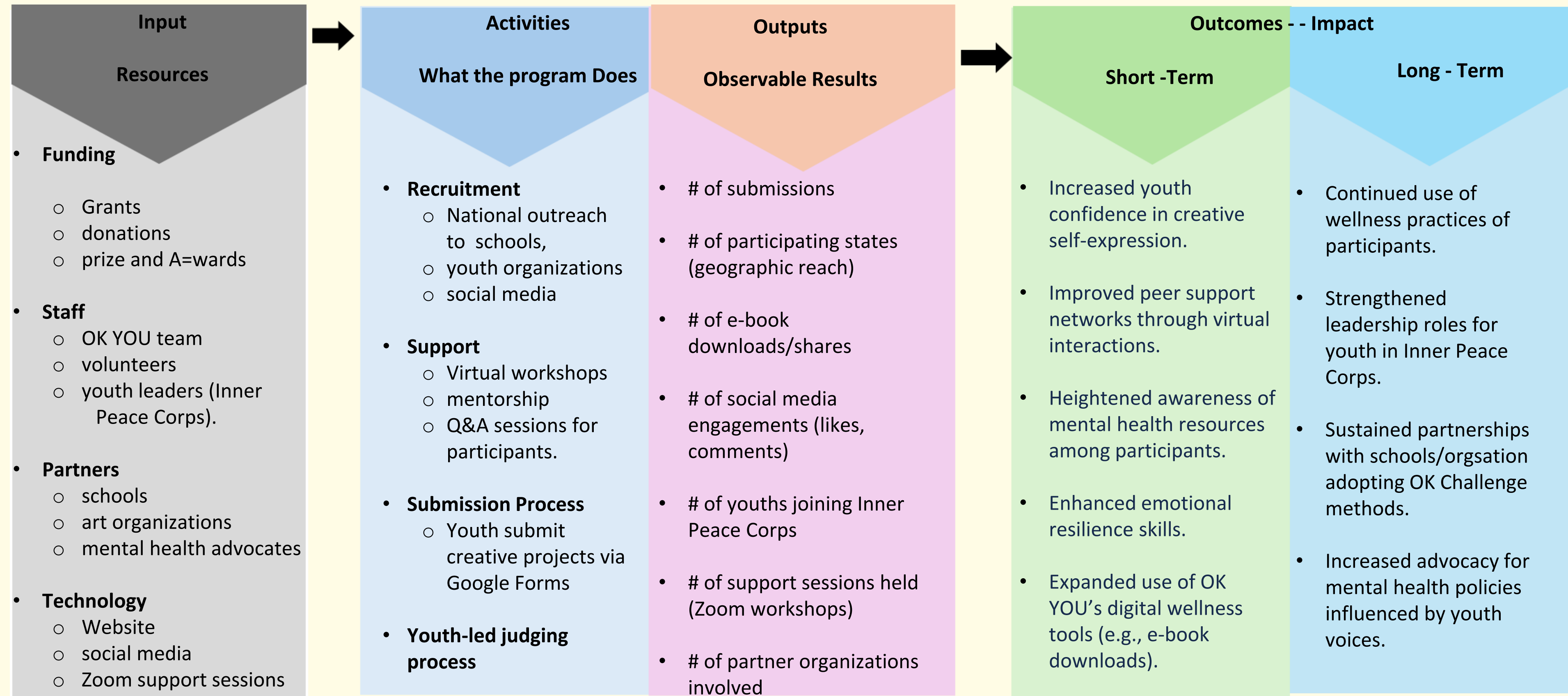
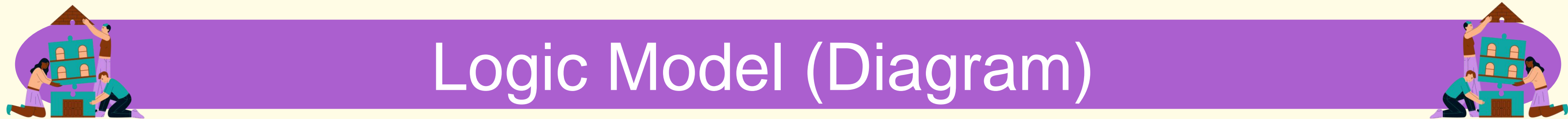
- Support from foundations, corporate sponsors, and individual donors through our growing Anxiety Society
- Staff of 4 supported by a 6-member Board, 30+-member Advisory Council
- Volunteers

Evaluation Needs



Focus Area	What We Need to Understand	Why It Matters
 1. Youth Motivation & Engagement	<ul style="list-style-type: none"> • Why did students participate? • What helped or hindered them? 	To improve outreach and increase national youth participation.
 2. Inner Transformation	<ul style="list-style-type: none"> • What emotional, creative, or identity growth happened? • What does “more OK” feel like? 	To assess wellness, self-esteem, and emotional impact.
 3. Creative Expression as Wellness	<ul style="list-style-type: none"> • How do students express healing or stress creatively? • Which formats resonate? 	To validate creativity as evidence (Greene, 2007).
 4. Peer & Community Impact	<ul style="list-style-type: none"> • Are ideas applied in local or peer settings? • Are youth seen as leaders? 	To understand ripple effects and support youth-led wellness communities.
 5. Program Reach & Representation	<ul style="list-style-type: none"> • Who is and isn’t participating, and why? 	To improve access and equity in future program cycles.
 6. Most Valuable Components	<ul style="list-style-type: none"> • Which elements (mentorship, public sharing, etc.) matter most to youth? 	To focus resources on the most meaningful parts of the program.
 7. Sustainability of Impact	<ul style="list-style-type: none"> • Are practices continued or shared after the Challenge? 	To measure long-term influence and youth-led momentum.
 8. Digital Platform Effectiveness	<ul style="list-style-type: none"> • How do youth interact with the site and tools? • Are tools intuitive? 	To improve platform accessibility and design (Creswell & Plano Clark, 2018).
 9. Youth Voice in Evaluation	<ul style="list-style-type: none"> • Are youth involved in interpreting data? • Do they trust the process? 	To uphold ethical, participatory standards (Cargo & Mercer, 2008; Cousins & Whitmore, 1998).
 10. Visibility & Movement-Building	<ul style="list-style-type: none"> • Is the program gaining recognition? • Are youth being seen as leaders? 	To amplify youth voices and advance the national wellness movement.

Logic Model (Diagram)



Logic Model Assumptions & External Factors

Assumptions

- The youth participants are eager and actively engage in creative wellness exercises.
- The facilitators are able to perform the exercises and address participants' emotional well-being needs.
- The resources available, be they monetary or material, are sufficient enough to facilitate the planned workshops and sessions.
- The society is open to creativity and well-being and hence ready to adopt engagement in the challenge.

External Factors

- The fluctuations in finances can influence participants' engagement or supply of resources.
- Social or cultural attitudes toward mental health and creativity may impact levels of interest and participation.
- There can be other activities or programs competing for the time or focus of potential participants.
- Availability of technology (e.g., the internet or devices) may impact participation in any virtual or digital component of the program.

Logic Model Narrative



The OK Challenge program seeks to empower young people through imaginative self-expression and mental health support through access to funding, staff, partners, and technology. The program activities include school and social media outreach, online workshops, mentoring, and youth-led project submission and judging. These activities produce measurable outputs, such as the submissions, e-book downloads, social media engagement, and attendance at support sessions. Short-term gains to participants include enhanced confidence, development of peer networks, and inner strength, whereas long-term benefits consist of consistent wellness practices, leadership development in youth, and mental health policies advocacy in the long run.

The program's success relies on basic assumptions like participant engagement, facilitator preparedness, and sufficient resources, while issues beyond OK Challenge's control, including financial stability, cultural orientation, and technology access, may influence its expansion. By taking these variables into account, OK Challenge is striving for sustainable impact, empowering a generation of youth equipped with creative and emotional well-being skills to succeed in their communities.

Partner Analysis Overview

Framework for Partner Engagement

- The partner analysis for the 2025 OK Challenge is meticulously structured to align with the program's core objectives and values. It is rooted in OK YOU's commitment to creativity as a tool for emotional resilience, accessibility, diversity, equity, and youth empowerment through a community-based approach.
- It showcases how Primary and secondary intended users will be involved in the evaluation process.

Primary Partners

- High school students across United
- Program Staff: Inner Peace Corps members

Secondary Partners

- School counselors and art teacher
- Family members
- Youth supporting organization
- Funding Partners
- advisory council and
- board members and other community members



Partner Analysis

Partner Groups	Spokesperson	Role in the evaluation	Engagement strategy	Communication Methods	Potential use of findings
Youth participants	High School students, Inner Peace Corps members	Share lived experiences, program impact, and personal growth Co-create promotional content with Inner Peace Corps	Host virtual “idea jam” sessions on Zoom and Instagram Live Virtual feedback circle	Advisory panel for iterative improvements Monthly check-ins	Improve program design, ensure alignment with youth needs about social emotional intelligence, inform program expansion.
Program staff	Program Director, Development Manager, media manager, Facilitator	Oversee program goals and objectives, implementation, and alignment with mission, goals and core values	Regular emails, zoom meetings, Use group chats	Regular progress updates, strategy meetings, co-analysis of process and findings	Strengthening program strategy, secure future funding, scale program
Partner schools	Art teachers, principals, counselors	Assess program integration in schools, impact on student well-being	Surveys, structured interviews, advisory meetings	Email campaigns, educators toolkits, virtual PD webinars	Support school-wide adoption, advocate for continued partnership
Family & care givers	Parents, siblings, Grandparents, extended family members	Share their experiences, participation in the program activities	Feedback forms and Surveys, focus groups	OK YOU blog shorts, reels, translated flyers and newsletters	Support mental health of their child
Community Organizations	Leaders from youth centers, libraries, cultural organizations	Provide additional context on youth mental health trends, potential for collaboration	Stakeholder interviews, coalition meetings	Evaluation brief, animated infographic, Zoom showcase events	Expand partnerships, align services with broader community needs
Digital Facilitators & Mentors	Artists, mental health professionals	Provide insights on program delivery, youth engagement, and areas for improvement	Virtual Roundtable discussions, feedback sessions, collaborative online reflection workshops	Periodic reports weekly, email	Enhance facilitation approaches, refine training for new facilitators
Funders	foundations, corporate sponsors, and individual donors	Ensure sustainability and effectiveness of funded programs	Executive summaries, impact reports, data visualization presentations	Short surveys	Justify continued investment, demonstrate program effectiveness
Policymakers & Advocacy Groups	Officials from department of education, health, local government	<u>Inform</u> education, mental health, and youth policy initiatives	Briefings, policy reports, participation in advocacy events	OK Map (interactive), animations, testimonials on YouTube	Advocate for policy changes, integrate program model into broader initiatives
Board members, Advisory Council members, and volunteers	Chair, treasurer Secretary	Provide guidance to ensure the evaluation aligns with OK YOU’s mission and long-term vision and goals	Surveys	Email requests	refine strategic priorities, adjust program models, and strengthen alignment with OK YOU’s core values.

Evaluation Matrix Narrative



Evaluation Approaches: The evaluation will be grounded in a theory that integrates participatory and mixed-methods approaches, guided by Youth Participatory Action Research (YPAR) principles to ensure alignment with OK YOU’s core values of *youth-centeredness, creativity, and equity*. This design reflects a dual rationale: to capture nuanced, meaningful changes aligned with the program’s theory of change, and to ensure findings are both statistically credible and contextually rich.

Data collection tools will be co-created with youth, embodying both rigor and innovation. Notably, the traditional survey will be substituted with the "OK-Meter"—a gamified mobile app that will enable real-time self-assessment and progress tracking in a way that resonates with young participants. Additionally, qualitative methods will include interviews as well as digital storytelling, where youth produce 2-minutes video reflections capturing key moments of their journey in the program.

These creative tools not only uplift youth voices but also position them as active interpreters of the evaluation findings. By attending to the complex, multi-layered nature of the OK Challenge’s implementation, the matrix directly responds to OK YOU’s articulated evaluative priorities and is informed by contemporary evaluation literature.

The approach ensures that the evaluation is not only methodologically sound but also inclusive, dynamic, and deeply responsive to the lived experiences of youth.

Evaluation Matrix : Question # 1



How do youth participants' understanding and articulation of their values change through the Challenge?

- a) What language or metaphors do participants use to express their evolving values during the program?
- b) How do participants describe the moments or activities that most shaped their values?
- c) To what extent does participation foster inner transformation, such as shifts in self-concept, inner peace, or emotional awareness?

Data Sources

Youth participants.

Methods

OK-Meter, video reflections, interviews.

Sampling & Scope

Purposive sampling of 25–30 youth across 3 regions, stratified by gender, age, and project type.

Measurable Indicators

- Emergent themes of identity shift.
- Descriptions of changes in peer/family dynamics.
- Ratings of inclusion/cultural relevance on a 5 -point scale.

Evaluation Matrix : Question # 2



In what ways do participants apply their values in planning and implementing community projects?

- a) How do participants connect personal values with the goals of their community action projects?
- b) What strategies do they use to translate abstract values into practical action?
- c) How do external contextual factors (e.g., local socio-economic or cultural conditions) moderate the effectiveness and relevance of these applications?

Data Sources

Youth, mentors,
community members.

Methods

Digital storytelling,
project documentation,
focus groups.

Sampling & Scope

20 project teams purposively
selected based on diversity of
geography and community
type (urban/rural).

Measurable Indicators

- Depth of alignment between values and project goals.
- Types of strategies coded from narratives.
- Identified local contextual barriers or enablers.



Evaluation Matrix : Question # 3

How do participants describe the personal and interpersonal impact of the program on their identity, relationships, and leadership?

- a) In what ways has the program influenced participants' sense of personal identity or purpose?
- b) How do participants describe changes in their relationships with peers, family, or community members?
- c) What are participants' perceptions regarding the inclusivity and cultural responsiveness of the initiative?

Data Sources

- Youth, peers.

Methods

- Interviews, OK-Meter, storytelling.

Sampling & Scope

- 20–25 diverse youth participants plus peer reviewers for triangulation.

Measurable Indicators

- Emergent themes of identity shift.
- Descriptions of changes in peer/family dynamics.
- Ratings of inclusion/cultural relevance on a 5-point scale.



Evaluation Matrix : Question # 4

What program components (workshops, mentorship, peer networks) are most influential in shaping participants' outcomes?

- a) Which specific elements do participants find most memorable, meaningful, or transformative?
- b) How do youth and mentors compare in their perceptions of component effectiveness?
- c) To what extent do program components work synergistically to support sustained impact?

Data Sources

Youth, mentors,
community members.

Methods

- Digital storytelling, project documentation, focus groups.

Sampling & Scope

- 20 project teams purposively selected based on diversity of geography and community type (urban/rural).

Measurable Indicators

- Depth of alignment between values and project goals.
- Types of strategies coded from narratives.
- Identified local contextual barriers or enablers.

Ethical Considerations & Inclusion Strategy

Informed Assent & Consent

- All youth participants will complete age-appropriate assent forms.
- Parents/guardians will provide digital consent, using secure platforms like Docu sign or encrypted Foofle Forms.
- Protects minors and meets IRB standards for virtual youth engagement (Kraut et al., 2004).

Youth Power & Voice

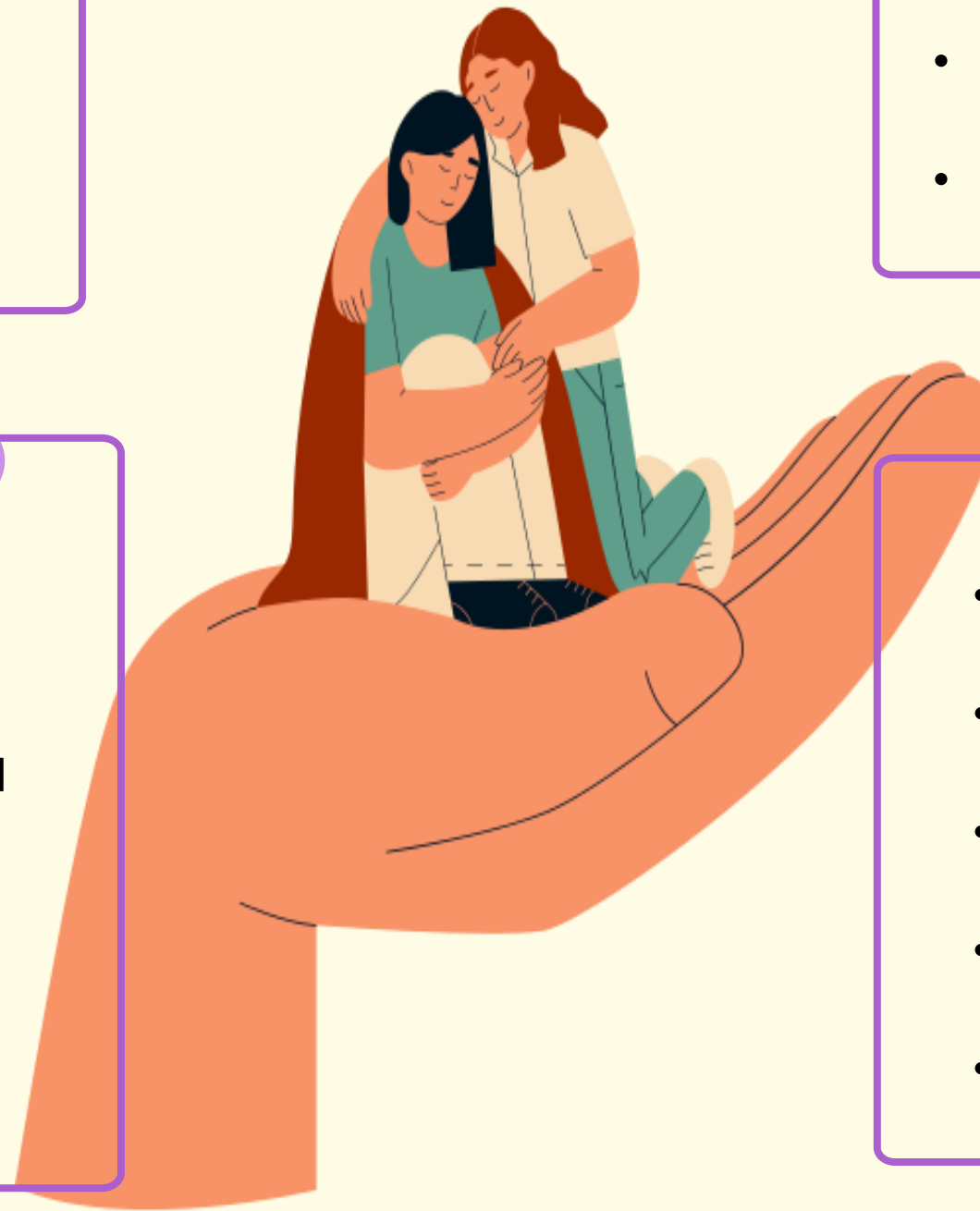
- Inner Peace Corps members co-interpret findings and approve messaging before public sharing.
- Use of creative data respects non-traditional knowledge forms (e.g., visual narratives, spoken words).
- Youth co-lead dissemination through zines, workshops, and digital galleries.
- Empowers youth as ethical agents, not subject, in the evaluation (Cargo & Mercer, 2008).

Privacy & Emotional Safety

- No names or identifying info are required in submissions.
- Creative content is stored on secure servers, and participants can opt out of public sharing.
- Sensitive topics (e.g., trauma, mental health) are handled with content warnings and opt-out options.
- Moderators will review materials before any dissemination.
- Promote digital safety and emotional well-being in a public-facing program (Livingstone & Third, 2017).

Inclusion Strategy – Centering Equity

- Translate tools into multiple languages (e.g., Spanish, Mandarin, Tagalog).
- Offer multiple modes of expression: audio, text, visuals, or mixed-media.
- Actively recruit from underrepresented groups (rural youth, LGBTQ+, neurodivergent teens).
- Adjust timelines for tech-limited participants (e.g., mobile-only users).
- Ensures marginalized youth are not excluded due to language, access, or neurodiversity (Hopson, 2009).



Anticipated Challenges

Tracking Impact Across Remote Participants

- **Virtual Mentorship:** Adult supporters guide youth via video calls and online forums.
- **Interactive Webinars:** Train participants on data collection and digital tools.

Gathering Meaningful Youth Data

- **Gamified Surveys:** Boost engagement with quizzes, badges, and rewards.
- **Digital Storytelling:** Let youth share experiences through videos and narratives.

Limited Direct Access to Youth

- **Virtual Check-Ins:** Regular touchpoints to ensure accurate reporting.
- **Workshops for Adults:** Train supporters to assist youth effectively.

Measuring Long-Term Impact

- **Longitudinal Tracking:** Follow participants over time with unique identities.
- **Social Media Analytics:** Monitor engagement via hashtags and interactions.



Dissemination Plan



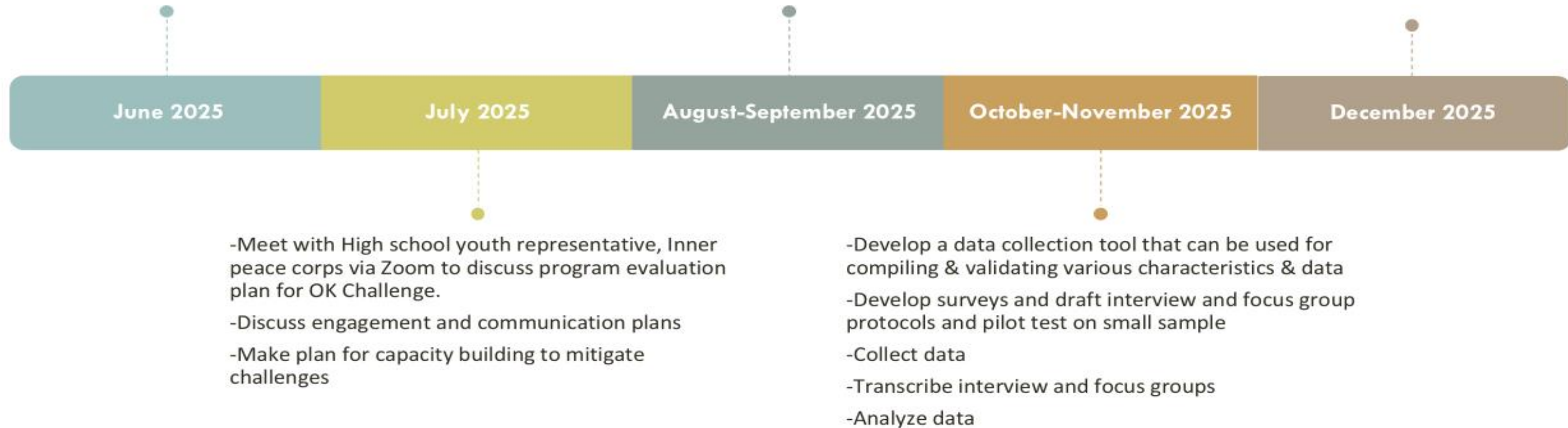
Audience	Format	Platform	Importance
Youth Participants	Short videos, zines (mini booklets), and interactive "OK Map" of youth voices	OK You website, Instagram, Digital e-Book	Make findings fun, creative, and meaningful for youth
OK YOU Staff & Leaders	Data dashboards, summary briefs, and internal debrief sessions	Google Drive, Internal Webinars, Reports	Support future planning, improve outreach, and refine program content
Educators & Supporters	Public-facing slide decks, tip sheets, and workshop kits	Email newsletters, PDF downloads, Partner events	Help adults understand what works for youth mental wellness and use ideas in classrooms or programs
Funders & Partners	Info graphs, impact reports, and short presentations	Email, Board meetings, Funder briefings	Show program outcomes, strengthen cases, and grow future relationships
General Public	Social media, campaigns, blog posts, and interactive visuals	OK YOU's social channels, YouTube, Blog	Raise awareness, celebrate youth creativity and grow national OK Challenge movement

TIMELINE

- Review relevant background materials;
- Become familiar with the OK Challenge Program, existing review processes, and tools and identify key stakeholders
- Kick-off online meeting with OK YOU staff via Zoom to get sense of the OK challenge program
- Discuss tools and process, tasks, roles, responsibilities, timelines, deliverables, communication, and reports.

- Create initial Evaluation Plan
- Logic model, framework, purpose, evaluation approach, timeline, sample size, data sources, engagement strategies, challenges, dissemination
- Present and obtain feedback on evaluation plan and data collection tools from relevant users.
- Update evaluation plan, include updated data collection instruments/methods

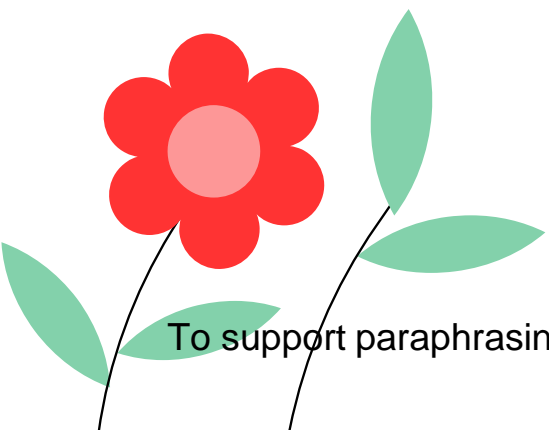
- Draft evaluation and present to Ok You staff, youth and youth leaders and incorporate their feedback
- Draft final Action Summary report
- PowerPoint presentation of report via Zoom
- Submit final report



Conclusion

“Young people are not just the future—they’re the now.” — OK YOU, 2025

- **Youth-Led**
Content and meaning are co-shaped by youth throughout the evaluation.
- **Creative & Participatory**
Art is treated as valid evidence. Youth serve as co-researchers and co-interpreters.
- **Digital & Scalable**
All tools are virtual and aligned with OK YOU’s long-term digital platform goals.
- **Beyond Data**
This evaluation builds capacity and amplifies youth-led wellness across the U.S.



To support paraphrasing and sentence restructuring, QuillBot was used during the drafting process. Original ideas and citations were maintained and reviewed for accuracy.



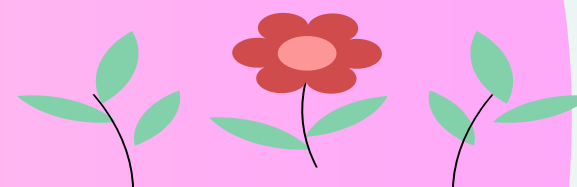


Thank you!



- **OK YOU** – For co-developing the SECC case and pioneering creative wellness initiatives
- **AEA SECC Committee** – For empowering new evaluators and fostering innovation
- **Youth Participants** – For their courage, insight, and leadership
- **Inner Peace Corps** – For co-creating the program and this evaluation

We honor all those advancing diverse, youth-centered wellness movements nationwide.



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