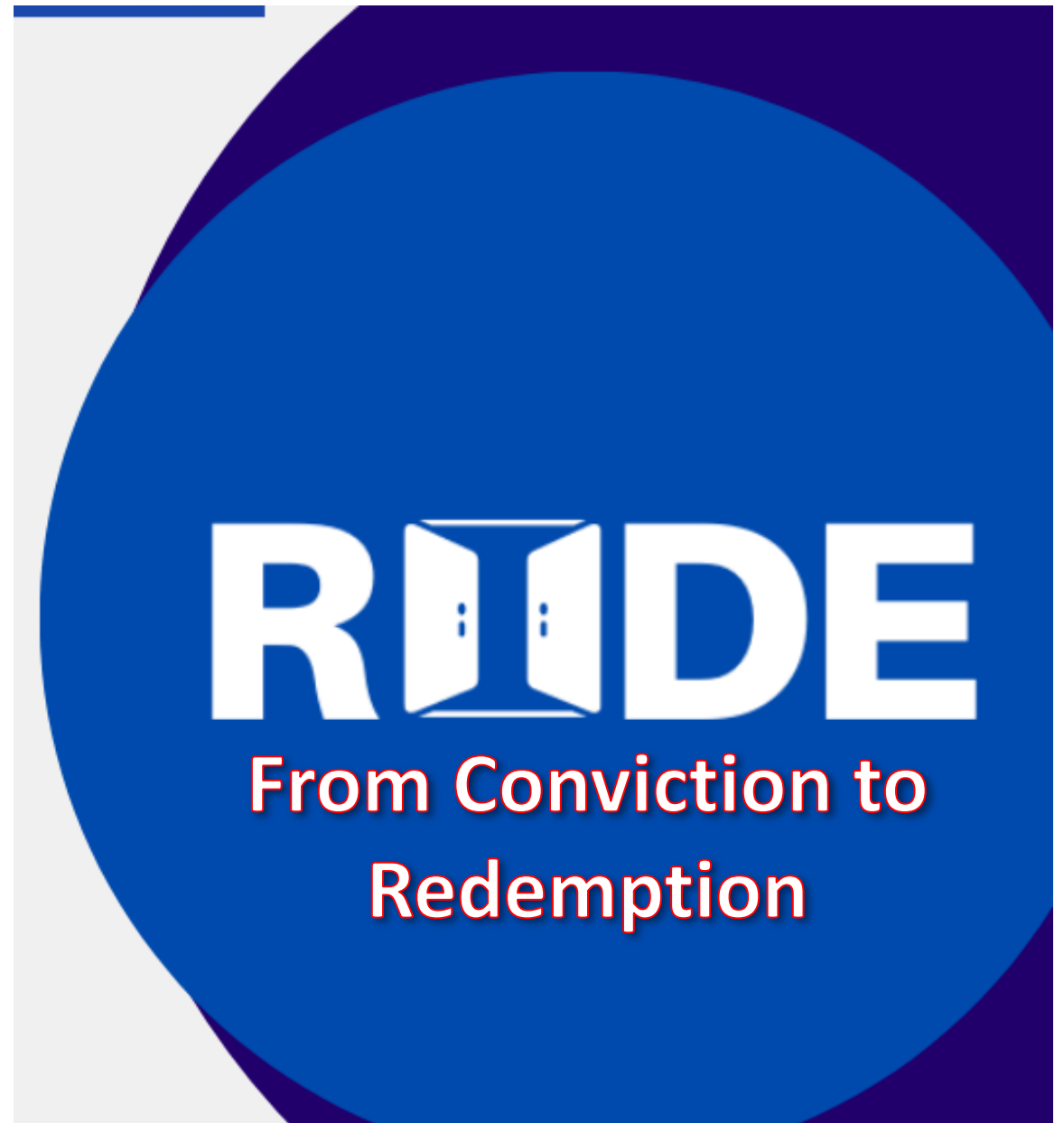


RIDE IMPACT CONFERENCE: Who is R.I.D.E.?

Dr. Paul Archibald, LCSW-C
Executive Director
Wellness Education Advocacy Research Group, Inc.
(WEAR, Inc.)



Background

Reentry process is very complex

Access to education, employment prospects, and economic well-being is a fundamental aspect of the reentry process

60% to 75% of RCs are unable to secure employment 1 year after being released

Unemployment outcomes are a public health issue



Morgan State University Solution



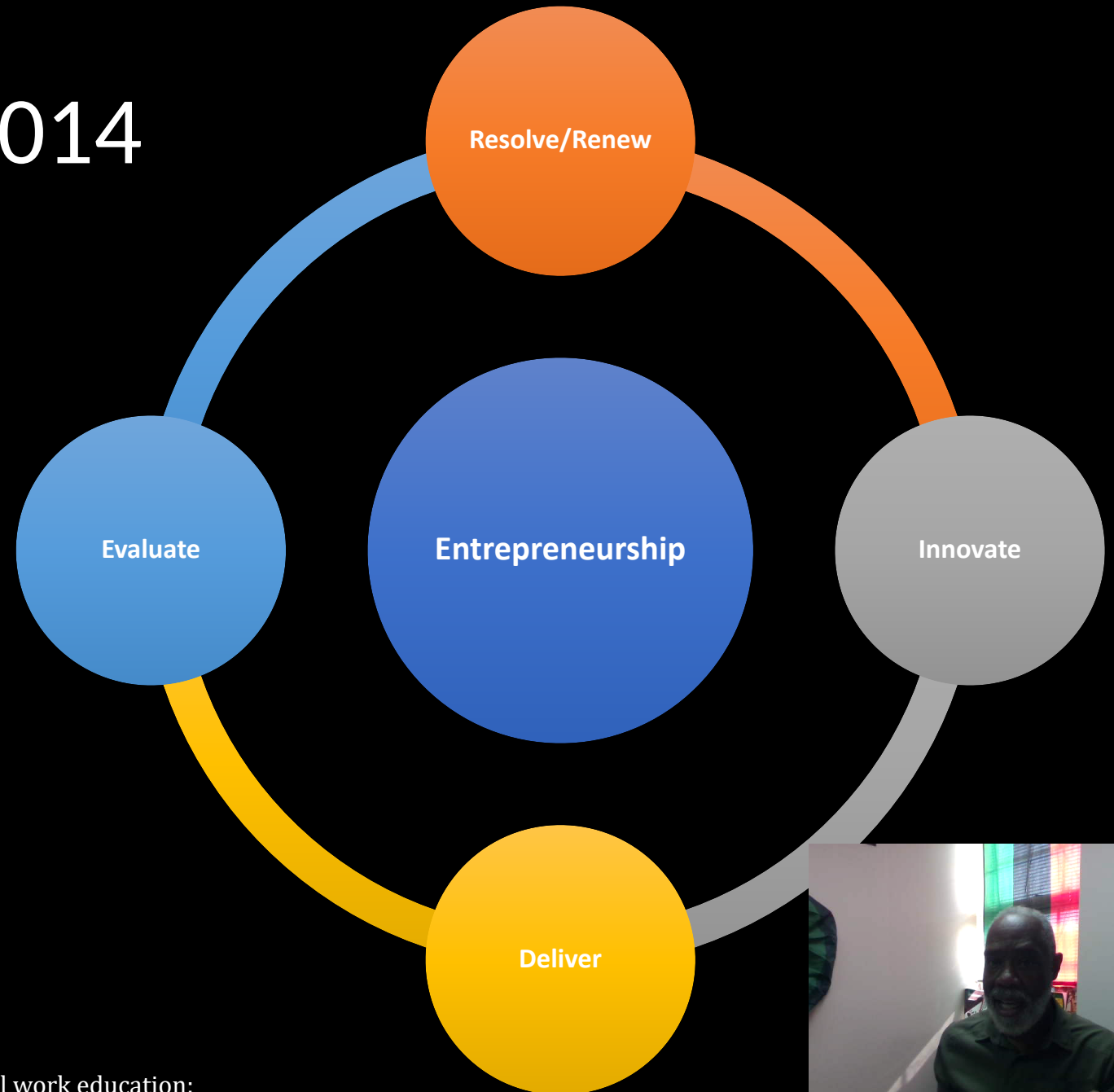
Initial Response - 2014

Resolve/Renew - personal development phase

Innovate phase - business planning phase.

Deliver phase - working the business phase

Evaluate phase - checking to see how things are going phase.



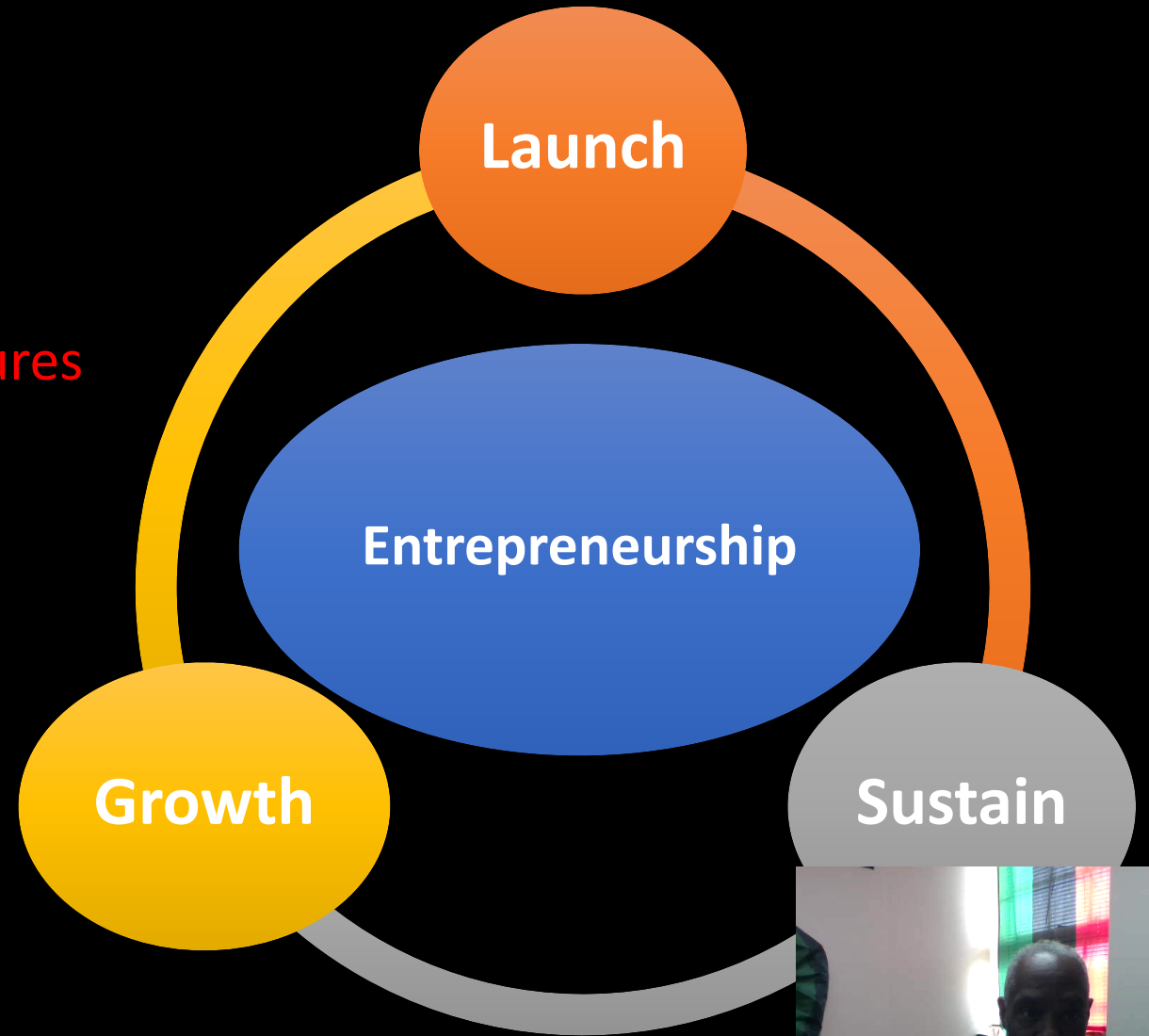
2020-2023 Response

Returning Citizens
Inspired to
Develop
Entrepreneurial Ventures

Launch- entrepreneurship introductory phase using growth wheel curriculum

Sustain- creation of a 30-60-90-day action plan

Growth- extend market reach

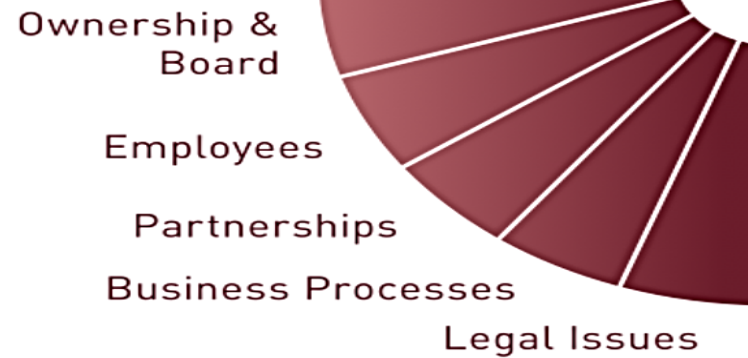


GrowthWheel

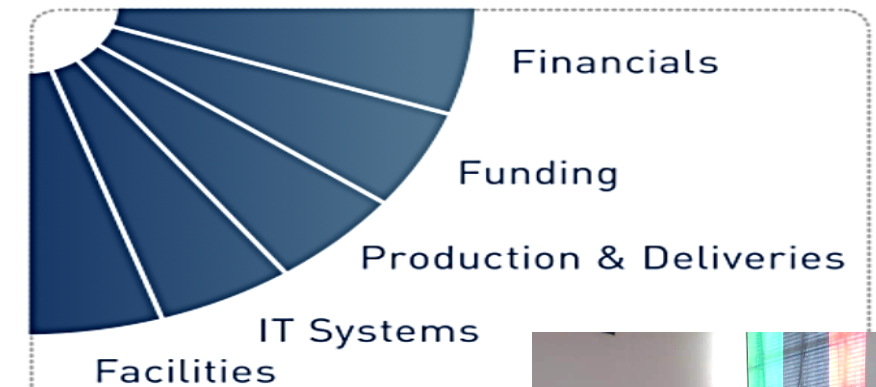
BUSINESS CONCEPT



CUSTOMER RELATIONS



ORGANIZATION



Gallup BP10

BUILDER TALENTS

Confidence

Delegator

Determination

Disruptor

Independence

Knowledge

Profitability

Relationship

Risk

Selling



BUILDER ROLES

Rainmaker

Conductor

Expert



Key Builder Roles

- **Rainmaker:** A self-confident, aggressive, sales-oriented person who creates excitement and product demand with an eye on making money.
- **Expert:** The smartest person in the room, an independent quick thinker who expects excellence through constant learning and innovation.
- **Conductor:** The person who gets things done through hard work, with a focus on operations and successful delegating tasks to others.



EVALUATION



Evaluation Goals

Goal 1: Conceptualize and design a learning model for the ongoing development and improvement, replication, and scaling up of the Returning Citizens Inspired to Development Entrepreneurial Ventures (R.I.D.E.) Initiative

Goal 2: Evaluate the assumption that the **RIDE** is the right mechanism for creating supportive approaches to help returned citizens learn entrepreneurial skills.



Approach

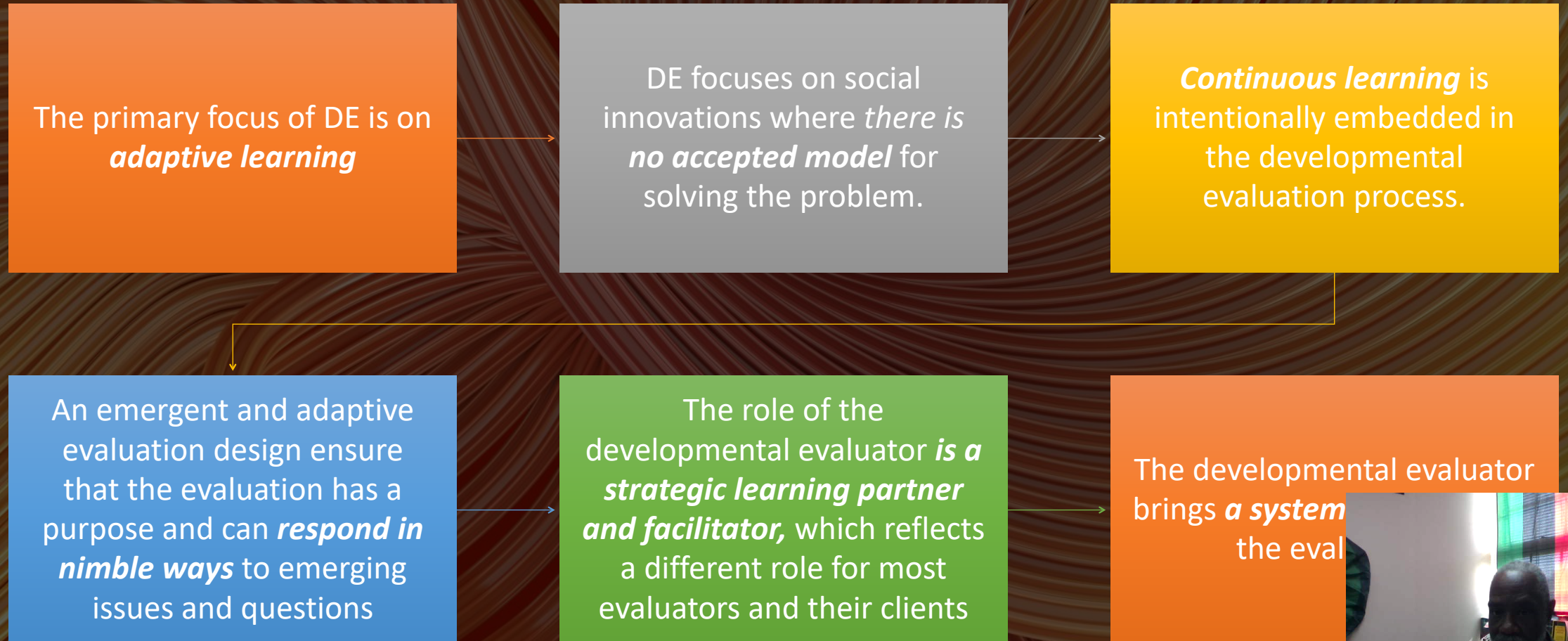
Developmental Evaluation of the Returning Citizens Inspired to Development Entrepreneurial Ventures (R.I.D.E.) Initiative

Traditional forms of evaluation may work well in situations where the progression from problem to solution can be laid out in a clear sequence of steps

New initiatives like **RIDE** with multiple stakeholders, high levels of punctuated innovation, fast-paced decision-making, and areas of uncertainty require more flexible approaches, with opportunities for real-time learning



Developmental Evaluation (DE) & RIDE



Methodology

Administrative data

- Program application forms
- Contact/sign-in sheets
- Intake forms

Surveys

- Pre- and post-test
- Post-training participant survey
- Post-training staff survey
- Program sustainability assessment tool (PSAT)

Focus groups

Podcasts

Expert Interviews



The background of the slide features a 3D rendering of three white rectangular boxes on a teal surface. The middle box is open, revealing a bright yellow interior that glows. A large, semi-transparent white circle is positioned on the right side of the image, partially overlapping the boxes and the text.

Preliminary Results



Referral Sources



A word cloud visualization of referral sources. The words are arranged in a circular pattern around the central word 'pivot'. The words are color-coded: purple for the most prominent words, yellow for medium prominence, and orange/red for less prominent words. The words include:

- mrwoods
- pivotschool
- behavioralhealthprogram
- behavioralhealthorganization
- friendannzmariz
- friend
- janet
- staff
- pivotcohort
- mentor
- vehiclesforchange
- referral
- nostrugglenosuccess
- counselor
- peerspecialist
- casemanager
- mr
- peerrecovery supporter
- pivot
- wordofmouth
- hilda'splace
- healthcareforthehomeless
- johnwoodskra
- gbba
- associate
- gbba
- johnwoods
- caseworker
- pivotprogram
- gbbainc
- employmentjobcoach
- inc
- organization
- kra
- ride
- behavioralhealth

Why RIDE? – Select Participant Responses

- “To get the knowledge and possibly network to strengthen my connections to help me start my own sober living/ re-entry homes to give back what has been freely given to me.”
- “I am looking for guidance and to learn the skills necessary to become an entrepreneur.”
- “Need the help for a Second chance ”
- “To better my life”
- “I have an idea, just need guidance”
- “I want to be involved in the program to learn something different to move forward with success.”
- “So I can have a career in something that I like doing.
- “I want to be involved in this opportunity because I believe I have what it takes to thrive in the fashion fi
passionate and believe I can show the world my talent with the right assistance, resources, mentoring an



Distribution of Select Characteristics

Characteristics	Total (N = 69) [goal was 50]
Demographics	
Female, %	59.3
Black, %	91.4
Baltimore, %	72.5



Incarceration Statistics

**Range of
Incarceration
Years**

0 – 38

**Mean of
Incarceration
Years**

8.6

**Modes of
Incarceration
Years**

0, 1, 3, 5 & 8



Distribution of Charges

Charge Type	Total (N = 69)
Felony, %	53.6
Misdemeanor, %	46.4



Distribution of Builder Talents

Builder Talent	Total (N = 69)
Confidence, %	65.7
Delegator, %	0.2
Determination, %	28.6
Disruptor, %	28.6
Independence, %	51.4
Knowledge, %	34.3
Profitability, %	77.1
Relationship, %	54.3
Risk, %	0.1
Selling, %	51.4



Distribution of Builder Roles

- Rainmaker:** A self-confident, aggressive, sales-oriented person who creates excitement and product demand with an eye on making money.
- Expert:** The smartest person in the room, an independent quick thinker who expects excellence through constant learning and innovation.
- Conductor:** The person who gets things done through hard work, with a focus on operations and successful delegation of tasks to others.

Builder Role	Total (N = 69)
Rainmaker, %	43.9
Conductor, %	28.6
Expert, %	28.6



Business Ventures of Participants (Current/Future)



A word cloud representing various business ventures. The words are arranged in a roughly circular pattern, with 'automotive' and 'cleaning service' being the largest and most prominent. Other significant words include 'reentry', 'addiction', 'recovery', 'entertainment', 'retail store', 'mobile car wash', 'hospitality', 'food service', 'beauty', 'sales', 'tech', 'crafts', 'car rental', 'healthcare', 'consulting', 'treatment', 'rental complex', and 'clothing store'. The colors of the words vary, including shades of purple, yellow, green, and red.

addiction
clothingstore
entertainment
recovery
sales
retailstore
reentry
automotive
cleaning service
treatment
rentalcomplex
beauty
mobilecarwash
tech
crafts
carrental
healthcare
foodservice
consulting
hospitality
treatment



Plan to Use Newly Acquired Knowledge

- “I will use the information to build a successful company”
- “Start journaling my ideas”
- “I will continue to refer back to my notes to make sure I am doing things right to make my business grow”
- “To start a business plan...I have a plan but now I will have a business plan.”
- “I will be more precise about what I am selling”
- “I will work on building up my strengths and working on my weaknesses”
- “I have a blueprint on how to organize my ideas to develop my business”
- I will definitely be using the SWOT analysis”



Evaluation of RIDE SESSIONS

RATING SCALE:

1 = STRONGLY DISAGREE 2 = DISAGREE 3 = UNDECIDED
4 = AGREE 5 = STRONGLY AGREE

Evaluative Statement	Mean
Trainer relates well to the audience	4.86
Trainer is knowledgeable about the subject	4.70
Trainer's presentation was clear and organized	4.86
I found the handouts to be a helpful tool for learning	4.70
The training site was conducive to learning	4.55
I would recommend this training to others	4.91
The length of the class was acceptable.	4.32
The time of the class was acceptable.	4.45
The class met my expectations.	4.86



Suggestions – Select Responses

- “Very informative”
- “The trainers were kind and good at explaining concepts”
- “Some of the classes need to be longer...did not want it to end”
- “More in depth about formation of different types of businesses”
- “Make the start time later ”
- “Wish that your organization understood how hard it is for returning citizens to use technology”
- “Liked the pitch program”
- “I would like more pictures and videos to explain things”
- “Get this out to more people.”

