



Pathways: Impact Measurement Plan

Goals:

1. **Increase student awareness** of union careers and apprenticeship pathways
2. **Build understanding** of how to access those careers, especially for non-college-bound students
3. **Expand access** to high-quality, good-paying jobs by connecting students with unions, programs, and next steps
4. **Strengthen partnerships** between unions, schools, and workforce development efforts

Who:

- **Primary audience:** High school students (ages 14–18), especially from underrepresented communities
- **Secondary stakeholders:** School staff, teachers, counselors, and union partners

Methods:

- ☐ Pre-event registration questions to assess baseline awareness and interests
- ☐ Post-event 1-minute survey to capture changes in understanding and perceived access
- ☐ Interactive reflection posters (students respond to prompts with sticky notes) to gather qualitative feedback in a student-friendly way
- ☐ Partner follow-up form for teachers and unions to provide insights on impact and engagement

Metrics:

Quantitative:

- % of students who report learning about a new career option
- % of students who know what a union is (pre and post)
- % of students who say they understand the steps to access an apprenticeship/union job
- Number of students attending
- Number of unions and programs represented
- Number of students who sign up for follow-up info or interest forms

Qualitative:

- Student responses to reflection poster prompts (e.g., “What surprised you?”, “What’s your next step?”)
- Open-ended survey responses (favorite part, suggestions, key takeaways)

- Feedback from teachers and union partners on student engagement and value of the event

Target Outputs:

Metric	Target	Rationale/Notes
Total number of events hosted (2025)	3-5	Ideally connect with 3-5 schools in different neighborhoods and parts of LA.
% of students who report learning about a new career option	85%+	With exposure and direct conversations, most students should discover at least one new trade or career they hadn't considered.
% of students who know what a union is	Pre: 40–50% Post: 80%+	Start with the understanding that many students are unfamiliar with unions. The event should nearly double that awareness.
% of students who say they understand the steps to access an apprenticeship/union job	70%+ post-event	While full mastery isn't expected, a strong majority should walk away with basic clarity on how to get started.
Total number of students attending (across 3–5 events)	500+	Aim for an average of ~150 students per event. You can scale up or down depending on location size and staffing.
Number of unions and programs represented (per event)	10–20	Enough variety for students to explore different paths, but manageable for organizers.
% of students who sign up for follow-up info or interest forms	50–60%	Not every student will be ready to take the next step, but a strong portion should express interest in continued contact or resources.
Total sign-ups for follow-up or interest forms (annual)	250+	Based on estimated reach and interest rate across all events.