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# YOUTH VOICES MATTER

**Search Institute Survey Services**  
Youth self-reporting tools to  
enhance your programming.

A photograph of three young women sitting at a table. The woman in the center, with long brown hair and a bright smile, is wearing a blue button-down shirt. To her left, a woman with dark hair and glasses is looking down. To her right, a woman with curly brown hair is also looking down. The background is blurred, showing a bright, indoor setting.

## ARE YOU LISTENING?

When you have access to relevant socio-emotional, self-report data, you're more likely to make informed decisions grounded in the experiences of young people, rather than on perceptions. You're also able to measure growth over time, showing that your model or theory of change has impact.

# WITH MORE THAN 5 MILLION YOUTH SURVEYED OVER THE PAST TWO DECADES

SEARCH INSTITUTE IS ONE OF  
THE WORLD LEADERS IN DESIGNING AND USING SURVEYS TO HEAR YOUNG PEOPLES'  
VOICES.

As measuring social and emotional skills becomes a priority for schools and programs, Search Institute youth surveys are growing in importance. Schools, youth programs, and communities across the country are using the surveys to better understand young people's ideas, aspirations, and needs.

## DATA FROM SEARCH INSTITUTE SURVEYS CAN BE USED TO:



Focus on relationships, character skills, strengths and supports that young people need to succeed and overcome challenges



Measure intangible social & emotional qualities that *really* matter for youth development and education, and provide insight into students' character strengths that are essential for academic motivation.



Provide easy-to-understand actionable information and supporting tools that positively impacts young people.



Bring young people's perspectives and experiences to your planning.



Help set priorities and strategies for programs and services and demonstrate impact to funders & key stakeholders.

# SEARCH INSTITUTE SURVEY SUMMARIES

## THE REACH SURVEY

Gain insight into middle and high school students' social and emotional skills that are essential for motivating them to become self-propelled young adults.

## THE DEVELOPMENTAL ASSETS PROFILE (DAP)

Measure young peoples' internal strengths, external supports and their growth in these key areas over time.

## THE YOUTH AND PROGRAM STRENGTHS SURVEY (YAPS)

Evaluate your program quality and integrate youth perspectives into your work.

## THE ATTITUDES AND BEHAVIORS SURVEY (A&B)

Obtain a comprehensive snapshot of the current experiences of your adolescent youth.



# THE REACH SURVEY

The REACH survey reliably measures academic motivation. It provides insight to middle and high school students' character strengths that are essential for motivating them to become self-propelled young adults.

Research suggests that subtle contextual shifts can powerfully change the sense made of daily experiences, and greatly impact on who we think we are and what we think is possible for us to achieve. The meaning made of everyday experience in turn fuels motivation. (Oyserman, Terry, and Bybee (2002).

**A 200 page REACH Strategies guidebook is included with every survey purchase.** This includes a set of standards that articulate goals; providing activities and techniques that help students meet the REACH standards.

**Recommended Users:** Middle and High Schools, School Districts

**Grades:** 6-12

**Minimum surveys needed for a report:** 30

- 85 Item Likert Scale
- Online administration
- 20-30 minutes to complete
- Validated as a pre- and post-instrument
- Survey Report

**Optionally Include:**

- Aggregate Report(s) of multiple sites
- Professional Development on REACH research and principles
- REACH implementation technical assistance
- Data planning assistance
- Individual Data File

**Cost:**

- Site Report \$300 (each site report includes up to 100 surveys)
- Each additional survey beyond the first included 100 costs \$2.50



# THE DEVELOPMENTAL ASSETS PROFILE (DAP)

**The Developmental Asset Profile (DAP)** is a 58-item survey for youth that provides a brief, standardized self-report of young peoples' strengths and supports (their Developmental Assets®).

**'Assets' are positive experiences, attitudes, relationships, values, skills and qualities found in children, peers, families, schools, and communities.**

The DAP measures the 8 categories of Developmental Assets (external supports and internal strengths) using reliable and valid scales.

The DAP provides a holistic view of thriving and well being and shows youth perspectives across the contexts of their lives: Personal, Peers, Family, School, and Community. It is an easy to use multi-purpose tool; counseling, advocacy, project assessment, project monitoring, baseline and evaluation as well as community mobilization.

**Recommended Users:** Youth Programs, Schools, Communities

**Grades:** 4-12

- 58 Item Likert Scale
- Online administration
- Available in English and Spanish (Please call to inquire for other languages)
- 10 minutes to complete
- Validated as a pre- and post- instrument
- Measures social-emotional skills and non-cognitive factors

**Minimum youth needed for report:** 30

**Recommended time between pre- and post-:**  
3 months



## Optionally Include:

- Individual Data File
- Aggregate of multiple sites
- Data planning consult on site or via phone
- Data presentation (What's Up With Our Kids)
- Data presentation
- Professional development [workshops](#)
- Related print [publications](#)
- Approved by the DFC National Evaluation Team to capture the Four Core Measures for the Drug Free Communities Grant

## Cost:

- Site report \$250 (each site report includes up to 100 surveys)
- Each additional survey beyond the first included 100 costs \$2.00

# THE YOUTH AND PROGRAM STRENGTHS SURVEY (YAPS)

The Youth and Program Strengths survey includes the full version of our Developmental Assets Profile which measures the 8 categories of Developmental Assets (external supports and internal strengths) as well as additional items focusing on qualities determined in research as integral to high-performing youth programs.

These 8 program quality elements are:

1. Physical and psychological safety
2. Providing appropriate structure
3. Providing supporting relationships
4. Providing opportunities to belong
5. Building positive social norms
6. Supporting efficacy and mattering
7. Providing opportunities for skill-building
8. Integrating family, school, and community efforts

**Recommended Users:** Youth Programs, Schools, Communities, Youth Serving Organizations

**Grades:** 6-12

**Minimum youth needed for report:** 30

**Recommended minimum time between pre- and post-:** 3 months

- 98 Item Likert Scale
- Online administration
- 15 minutes to complete
- Validated as a pre- and post-instrument
- Measures social-emotional skills, noncognitive factors, and program quality
- Paper administration option

## Optionally Include:

- Individual Data File
- Aggregate of multiple sites
- Data planning consult on site or via phone
- Data presentation (What's Up With Our Kids)
- Professional Development (PD) workshops: (Increasing Quality in Out-of-School Time programs - your data can be incorporated into this workshop)
- Approved by the DFC National Evaluation Team to capture the Four Core Measures for the Drug Free Communities Grant
- **Cost:**
- Site report \$300 (each site report includes up to 100 surveys)
- Each additional survey beyond the included 100 costs \$2.50





# THE ATTITUDES AND BEHAVIORS SURVEY (A&B)

The Attitudes and Behaviors Survey (A&B) is a comprehensive snapshot of the current experiences of your adolescent youth.

The A&B assesses young peoples' external supports & internal strengths, key non-cognitive skills, high-risk behaviors, risk behavior patterns, thriving indicators and deficits. It can be used with youth in urban, suburban, and rural settings to answer questions about attitudes, school climate, boundaries and expectations, structured time use and behaviors to enable adults to better understand the youth voice in their community.

The Attitudes and Behavior survey measures:

- 40 Developmental Assets
- 24 risk behaviors
- 10 high-risk behavior patterns
- 5 developmental deficits
- 8 thriving indicators

**Recommended Users:** Communities, Schools, Coalitions, Community Initiatives, Municipalities, Public Health Organizations, Prevention Organizations

**Grades:** 6-12

**Minimum youth needed for report:** 50

- 160 item survey
- Online administration
- 30 minutes to complete
- Measures social-emotional skills and non-cognitive factors

**Optionally Include:**

- Individually scored data file
- Aggregate report(s) of multiple sites
- Data planning consult on site or via phone
- Data presentation
- Professional Development [workshops](#)
- Approved by the DFC National Evaluation Team to capture the Four Core Measures for the Drug Free Communities Grant

**Cost:**

- Site report \$400 (each site report includes up to 100 surveys)
- Each additional survey beyond the included 100 costs \$3.50





# THE GLOBAL IMPACT OF THE DEVELOPMENTAL ASSETS PROFILE (DAP)

*The Developmental Assets Profile (DAP) being used in Tanzania*



DAP has been used in partnership with **Save The Children**, **World Vision International** and other international partners to integrate a holistic, asset-based approach to child development work. The Developmental Assets Profile can be culturally adapted and translated as a primary measure of subjective child well-being that can be consistently used across nations and program areas.

The Developmental Assets Profile:

- Has been adapted and tested in more than 31 countries
- Uses data collected from more than 25,000 young people outside the United States
- Adapted and validated in at least **29 languages** other than English

Contact Search Institute to learn more: [surveys@search-institute.org](mailto:surveys@search-institute.org)



# FAQS ABOUT SEARCH INSTITUTE YOUTH SURVEYS

Online User Guides: <http://www.search-institute.org/surveys/current-user>

## May I see a sample copy of a particular survey or report?

Certainly! Each survey web-page has downloadable samples, or contact us for a FULL survey or report at [surveys@search-institute.org](mailto:surveys@search-institute.org).

## Which demographic break-downs are included?

In the final report, percentages are generally reported by total group, gender, grade levels. The YAPS Survey include reports by race/ethnicity, and level of program participation. To protect anonymity, if the data shows fewer than 30 youth in any subgroup, responses are included in the total scores, but are not reported separately.

## Will asking questions about certain topics actually encourage certain behaviors?

The U.S. Centers for Disease Control and Prevention says, "There is no evidence that simply asking students about health risk behaviors will encourage them to try that behavior."

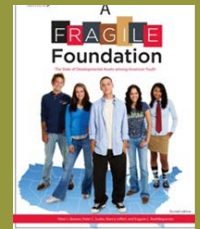
See <https://www.cdc.gov/healthyyouth/data/yrbs/index.htm> for more information.

## Do youth answer truthfully?

Studies show that students are truthful when answering questions on anonymous surveys. To be safe, our cleaning process looks for inconsistencies in the way students respond to similar questions, report unrealistically high substance use, leave too many unanswered items, and patterns in responses. Surveys with these kinds of problems are not used in the report findings.

## Can we compare our survey results to national data?

Search Institute has an aggregate dataset representing 89,366 public or alternative school students in grades 6 through 12 (available in the book, [A Fragile Foundation](#)). The sample includes students from U.S. communities in 26 states. This data was gathered through independent community studies across the 2009-2010 school year.



Caution should be used in comparing your community's data to this aggregate data set, as the data set is not based on a nationally representative sample, but rather, was weighted to reflect the 2010 U.S. Census.

## How long does it take to complete a survey?

On average, the REACH Survey takes Middle School students 30 minutes and High School students 20 minutes. The Developmental Assets Profile takes 10 minutes, Youth and Program Strengths takes 15 minutes and Attitudes and Behaviors takes 30 minutes. Allow extra time for introduction, questions, and explanations.

## After a survey is administered, what information can we expect from the site report?

The in-depth survey reports will contain detailed charts, graphs, and tables on the scales that your particular survey measures. Depending on sample size and survey type, these scores may be broken down into cohorts based on demographic variables. The report will also provide you with information on next steps and helpful questions to start a dialogue.

### **I need to measure change over time. Which survey is best for me?**

The REACH survey, DAP survey and YAPS survey measure change over time and can be used as a pre- and post-instrument.

### **Am I still able to use the DAP in a paper format?**

Yes. Completed surveys can be entered into the online platform by administrators at your program as if they were program youth, allowing responses to be included in the aggregate report.

### **Which other languages are services available in?**

All surveys are available in English. We do have several other languages available for DAP. Please email [surveys@search-institute.org](mailto:surveys@search-institute.org) to inquire.

### **We are a Drug Free Community grantee. Do your surveys comply with the Four Core Measures?**

Yes, the DAP can be ordered with the added Four Core Measures, there is an additional fee. The Attitudes and Behaviors survey complies with the latest Four Core Measure requirements for DFC grantees.

### **Are the surveys confidential?**

Surveys are confidential. The reports will contain information at the aggregate level, and if sample size warrants, at demographic subgroup levels. No individual data is reported. All survey data is stored on our secure servers where access is limited to those individuals working on the project.

The surveys have an option for your organization to ask for a youth identifier. This is commonly used if you are linking results to your own data sources. This is not a requirement, and our User Guide provides more information on how to obtain the proper consent. Please contact [surveys@search-institute.org](mailto:surveys@search-institute.org) to learn more.

### **Where and how is the data stored?**

Data is stored on Search Institute's secure servers and is only accessible to Search Institute employees who work on the analysis. Datasets have a number assigned to them. Organizational youth identification information are not stored in these databases.

### **Can I add questions or measures?**

Sometimes we can add questions: There is an additional cost to doing so and the questions will need to be approved. Please contact [surveys@search-institute.org](mailto:surveys@search-institute.org) to learn more.

### **Can I eliminate questions or measures?**

In general, no. Removing questions tampers with the validity of the survey tool. However there are some minor adjustments that can be made to the A&B survey, or if the context in the survey can't match the population. Contact [surveys@search-institute.org](mailto:surveys@search-institute.org) to learn more.



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