

Measuring Economic Opportunity and Mobility

May 7, 2026



CAREER CONNECTED
LEARNING PHL



MAGNOLIA
Impact Solutions

Rethinking Success in Youth Career Learning Programs

Youth career learning programs are about creating real pathways into the workforce for young people.

We often measure success through:

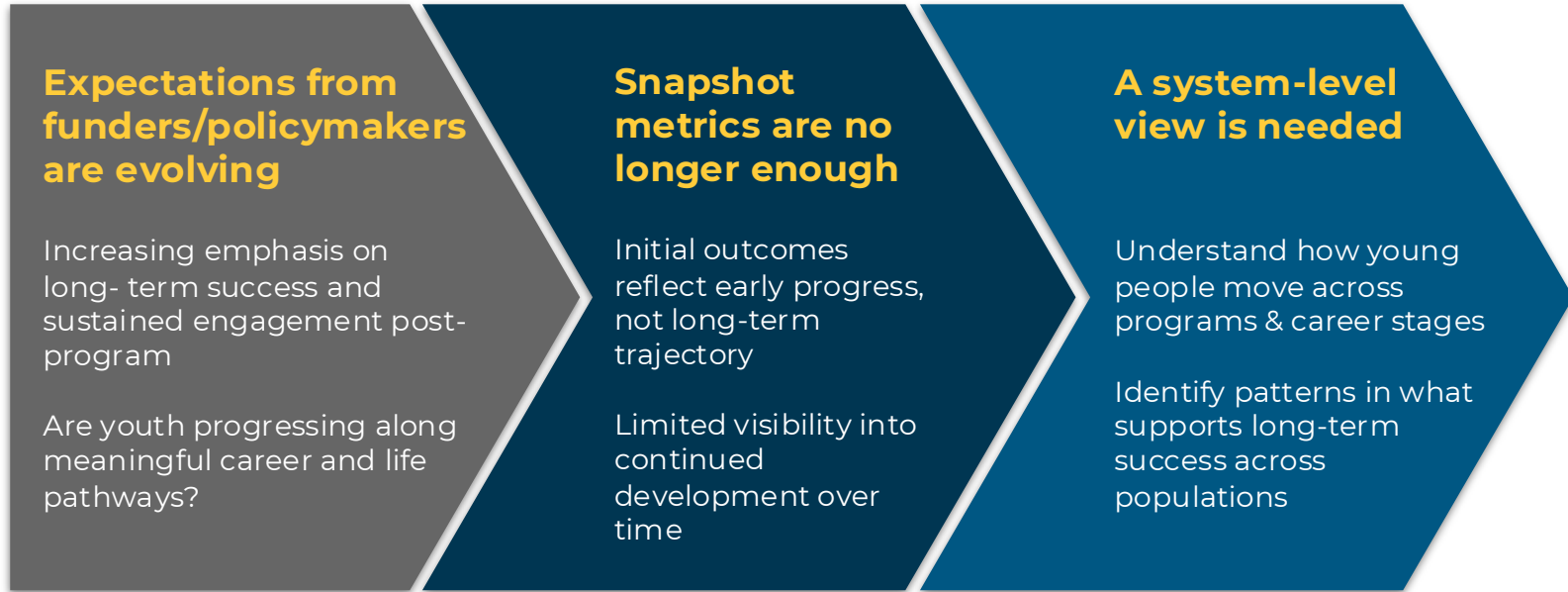
- Program completion
- Job placement
- Wages at exit

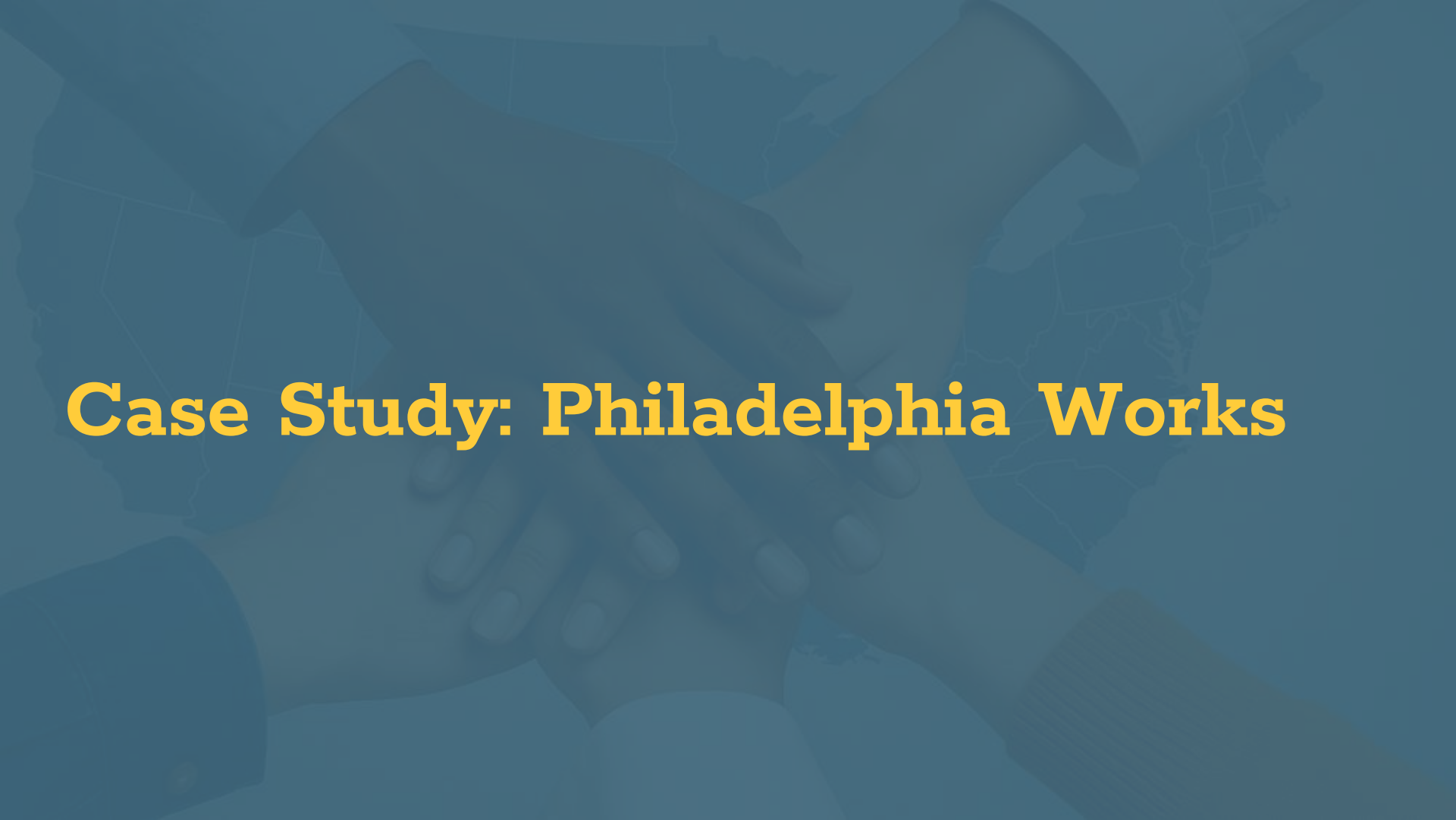
These are important, but only a snapshot in time.

How do we know if participants are actually on a sustainable path to economic mobility?



Why Measuring Economic Mobility Matters Now



The background of the slide features a semi-transparent blue overlay. Within this overlay, there is a faint map of the United States. Overlaid on the map are several hands of different skin tones, clasped together in a supportive grip, symbolizing unity and community.

Case Study: Philadelphia Works

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Philadelphia Works, Inc. (PhilaWorks) released funding to support an assessment of the financial health outcomes of TANF recipients participating in the Employment, Advancement & Retention Network (EARN) program.

- EARN provides job search, employment, and retention support the PA CareerLink® Philadelphia centers
- Services include Individualized planning, workshops, hiring events, and case management
- Eligible participants: Parents with children, referred by County Assistance Office (CAO)



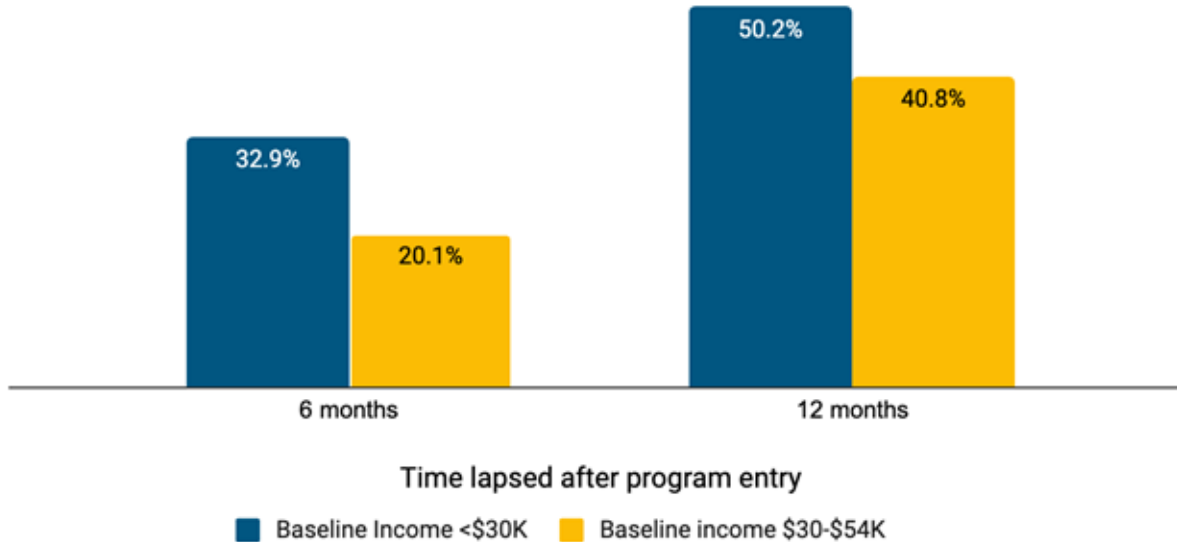
Case Study: Philadelphia Works

- Citywide workforce leadership and coordination
- Skills training and job entry
- Expanding access to opportunity
- Participation and placement define success
- Pathways to sustained employment



Did participants see an increase in household income? Yes!

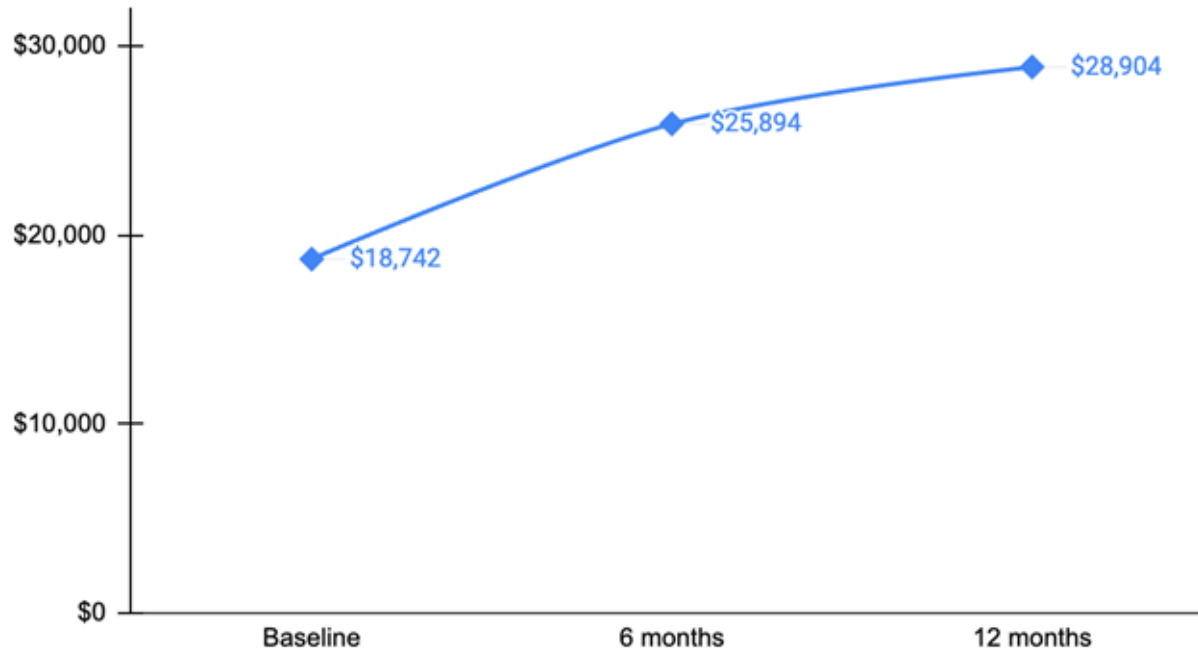
Percent of participants whose household income increased after 6 and 12 months



- Substantial impact in 6 months
- Impact increasing over time
- Families starting with <\$30K saw highest impact

How much did income increase for the lowest income families? By 1.5x!

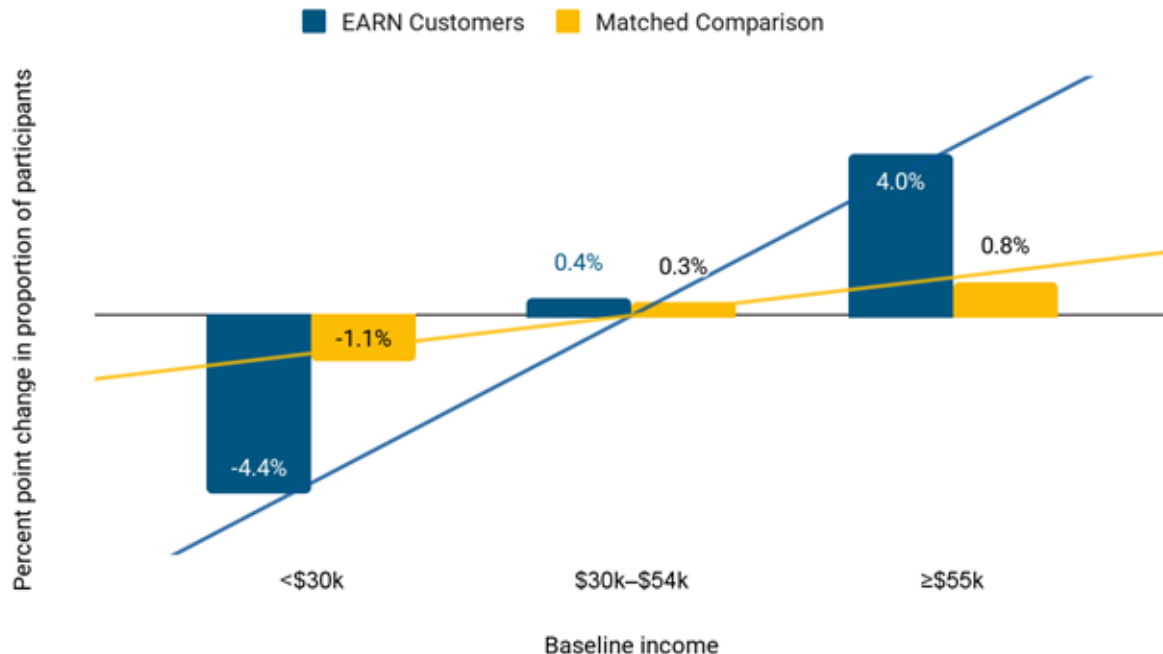
Average household income among for participants with a baseline income <\$30K



- 1.5x increase in household income within 6 months
- However even after 12 months, average income below FPL for family of 4

How did impact compare to like populations that did not participate in the program? Significantly better!

Change in proportion of EARN customers by income band over 4 months

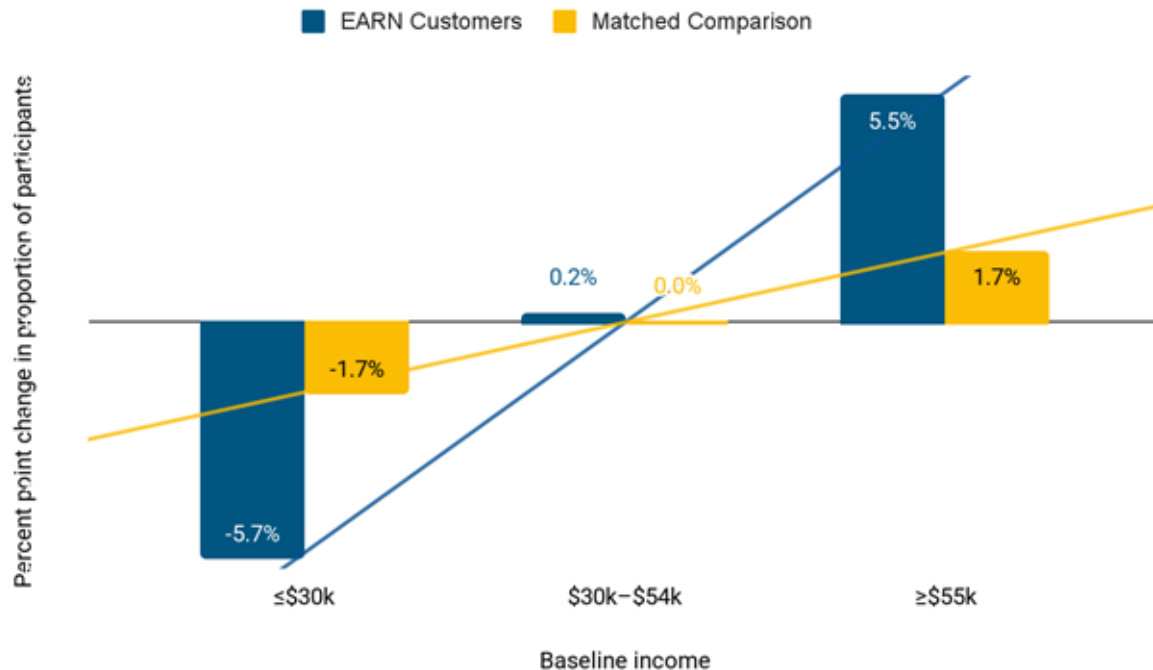


>3x more EARN participants transitioned from <\$30K to >\$30K in income compared to peer group

The comparison population is drawn from close neighbors of the customers to match baseline income profile

How did impact compare to like populations that did not participate in the program? Significantly better!

Change in proportion of EARN customers by income band over 8 months



>3x impact sustained over time

The comparison population is drawn from close neighbors of the customers to match baseline income profile

The background of the slide features a dark blue, semi-transparent overlay. Within this overlay, there is a lighter blue map of the United States. Overlaid on the map are several hands of different skin tones, reaching up and interlocking in a gesture of unity or agreement. The text 'How Does It Work?' is centered in a bold, yellow, sans-serif font.

How Does It Work?

A New Way to Measure Meaningful Outcomes

What is MIAA™?

Why is it better?

How is the data used?

Magnolia Impact Assessment App:

A digital measurement approach that tracks participants' economic mobility over time using secure, encrypted outcome data and a scientifically rigorous evaluation context.

What makes it different?

Low burden, scalable, updates quarterly, can extend indefinitely.

What does it unlock?

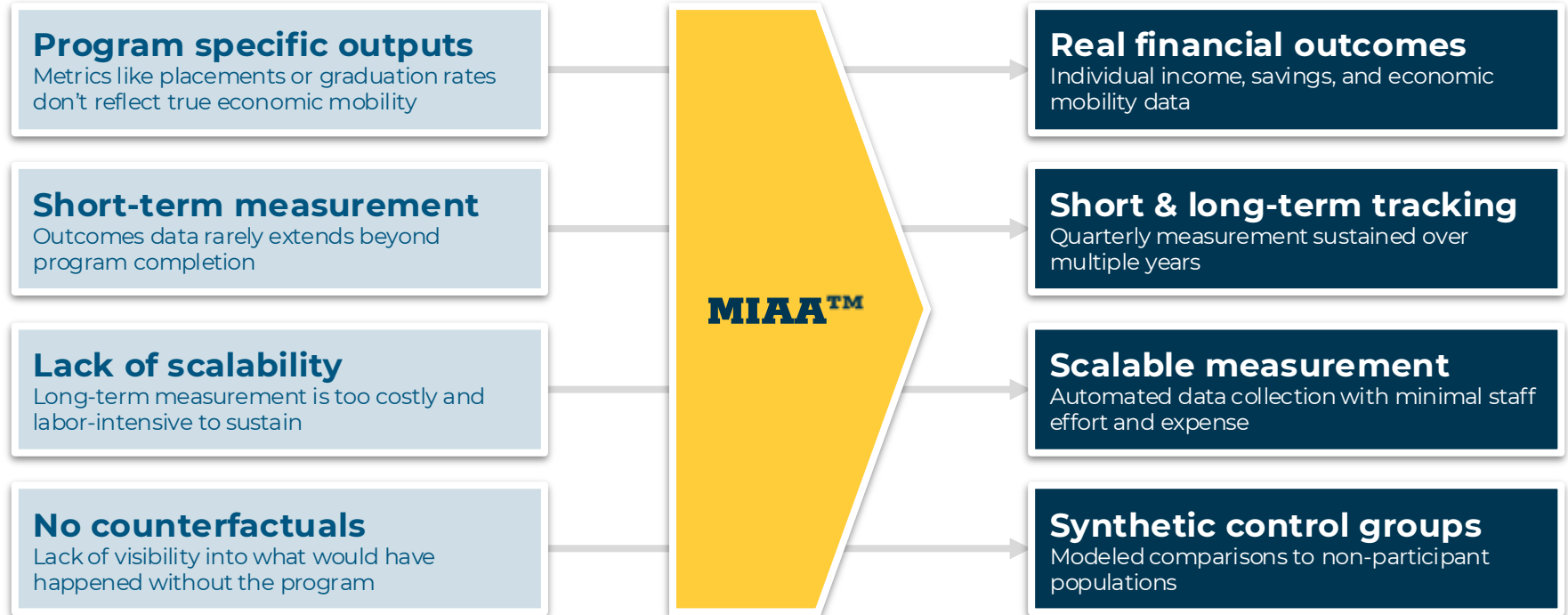
Continuous insight into long-term success, without waiting years for answers.

Solving Four Big Measurement Problems

What is MIAA™?

Why is it better?

How is the data used?



Built for Privacy, Designed for Insight

What is MIAA™?

Why is it better?

How is the data used?

What data is used?

- Third-party financial/ demographic data (household income, net worth)
- Data collected at the individual level, aggregated for reporting
- Focus on changes over time (enabling longitudinal tracking of economic mobility)

Is it private and secure?

- End-to-end encryption, at rest (AES-256) & in transit (TLS)
- Secure transfers with RSA 2048 encryption
- Controlled access to personally identifiable information
- Aligned to organizational data governance standards
- Supports consent management (opt in/out workflows)
- Flexible data deletion policies at individual, program, full dataset levels

A Simple Experience for Complex Measurement





**IMPACT
ASSESSMENT APP**

Measure What Matters

Sign In
Welcome back!

Email

Password

LOGIN

[Forgot your password?](#)

[Or if you don't have an account?](#)

SIGN UP

MY FILES

UPLOAD NEW FILE +

[CLICK HERE FOR FILE INSTRUCTIONS](#)

Please download a file template [here](#)

Requirements:

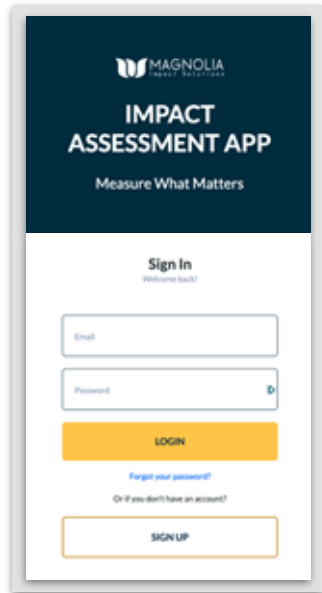
- File extension should be .xlsx or .xls
- File must have a minimum of 75 individuals, more is typically better
- For files exceeding 100K names, please contact us directly
- Files must have 100% fill of First Name and Last Name
- File must have 100% fill of one of at least remaining 3 columns. Populating more columns is highly recommended as it will result in better match rates with our database

1. Please Select a File: 2. Number of participants in your file: 3. Any Additional Information?

Choose File No file chosen

UPLOAD FILE

One Methodology. Many Use Cases.



Who is benefiting from these programs, and who is left behind?



Which program drivers are correlated to positive outcomes?



Are programs producing sustained improvements over time?

Key Takeaways

- There is a new way to measure impact on economic mobility of program participants
- The new data source can enhance your existing evaluation efforts with new insights
- This approach enables long-term impact assessment well after participants have completed the program
- The approach does not require surveys, social security numbers or wage-tax data

Q&A

For more about MIAA™:



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