The background of the slide is a photograph of a town, likely Nalaikh, at sunset. The sky is a mix of blue and orange, and the town's buildings are visible in the foreground. A large teal rectangle is overlaid on the image, containing the title and presenter information.

STRATEGIES FOR INCREASING

Youth Civic Engagement in Nalaikh

Presented by: Claire Casher, Samantha Coronel,
Rasmus Dilling-Hansen, & Cassandra Jeffery



Agenda

- I. Background Information
- II. The Policy Problem
- III. Our Methodology
- IV. Focus Group Activities & Findings
- V. Summary of Key Problems
- VI. Recommendations

Background

Introducing the Citizen Satisfaction Survey (CSS)

CLIENT

Governor's Office of Nalaikh District, specifically:
Division of Family, Youth, and Child Development (DFYCD)

GOVERNOR'S OFFICE

- Office of Nalaikh's elected representative
- One of its primary roles is to organize events and initiatives for the community, such as the Citizen Satisfaction Survey (CSS)

DFYCD

- One of five divisions of the Governor's Office
- Mandated to organize development programs for youth, and to create and implement legislation for child protection and youth development

Background

A third of Nalaikh's population are youth

MONGOLIA

- Population of 3 million
- Capital city: Ulaanbaatar

NALAIKH

- One of nine districts of Ulaanbaatar, but granted municipal status
- Population: over 37,000
- Youth (15-34) comprise ~32% of the population
- Regional governance: 8 sub-municipal units ("khoros"), further divided into "khesegs"
- Roughly 200-250 households per kheseg

Policy Problem

In addition to CSS participation, we explored other types of civic engagement

CSS PARTICIPATION

- 80% of CSS respondents age 50+
- Youth opinions not represented

BROADENING THE SCOPE

- Different engagement opportunities will appeal to different youth
- Broadening methods will increase overall youth civic engagement



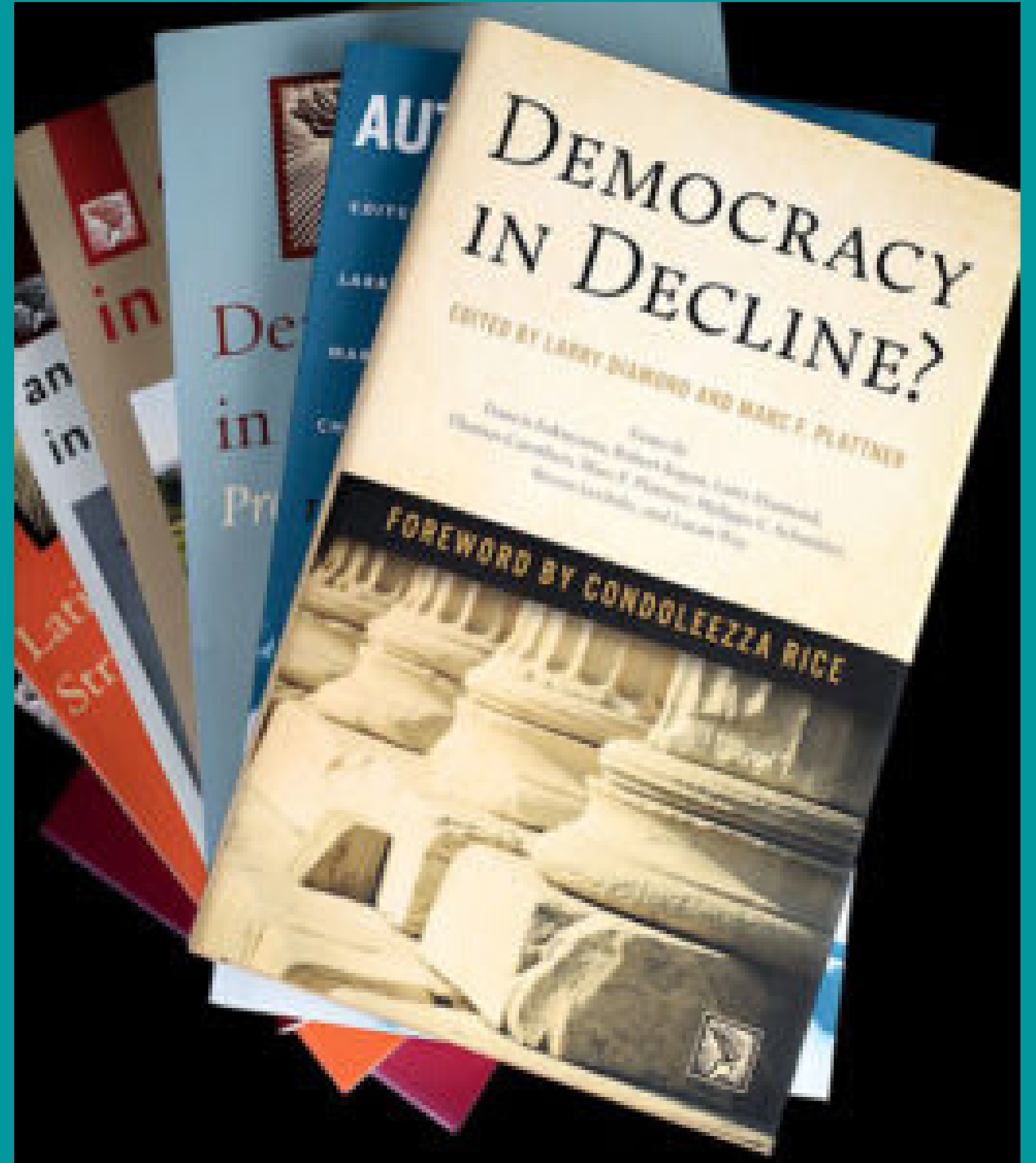
PROBLEM STATEMENT:

The lack of youth civic engagement in the Nalaikh District **hinders effective policy** creation and implementation.

The DFYCD is mandated to draft policies that cater to the development needs of youth, but its current efforts to engage youth are **not yielding sufficient information** about those needs.

Democratic Decline

Low engagement is not unique to Mongolia



Methodology

We used primary and secondary research to gather data

RESEARCH QUESTIONS

1. Why are youth in Nalaikh civically disengaged?
2. What are good practices to increase youth civic engagement in Nalaikh?

CORE RESEARCH COMPONENT

- Two-week field visit to Nalaikh
- Interviews
- 7 Focus Groups with youth

Focus Group Participants

We engaged a diverse range of youth in our focus groups

FOCUS GROUP THEMES

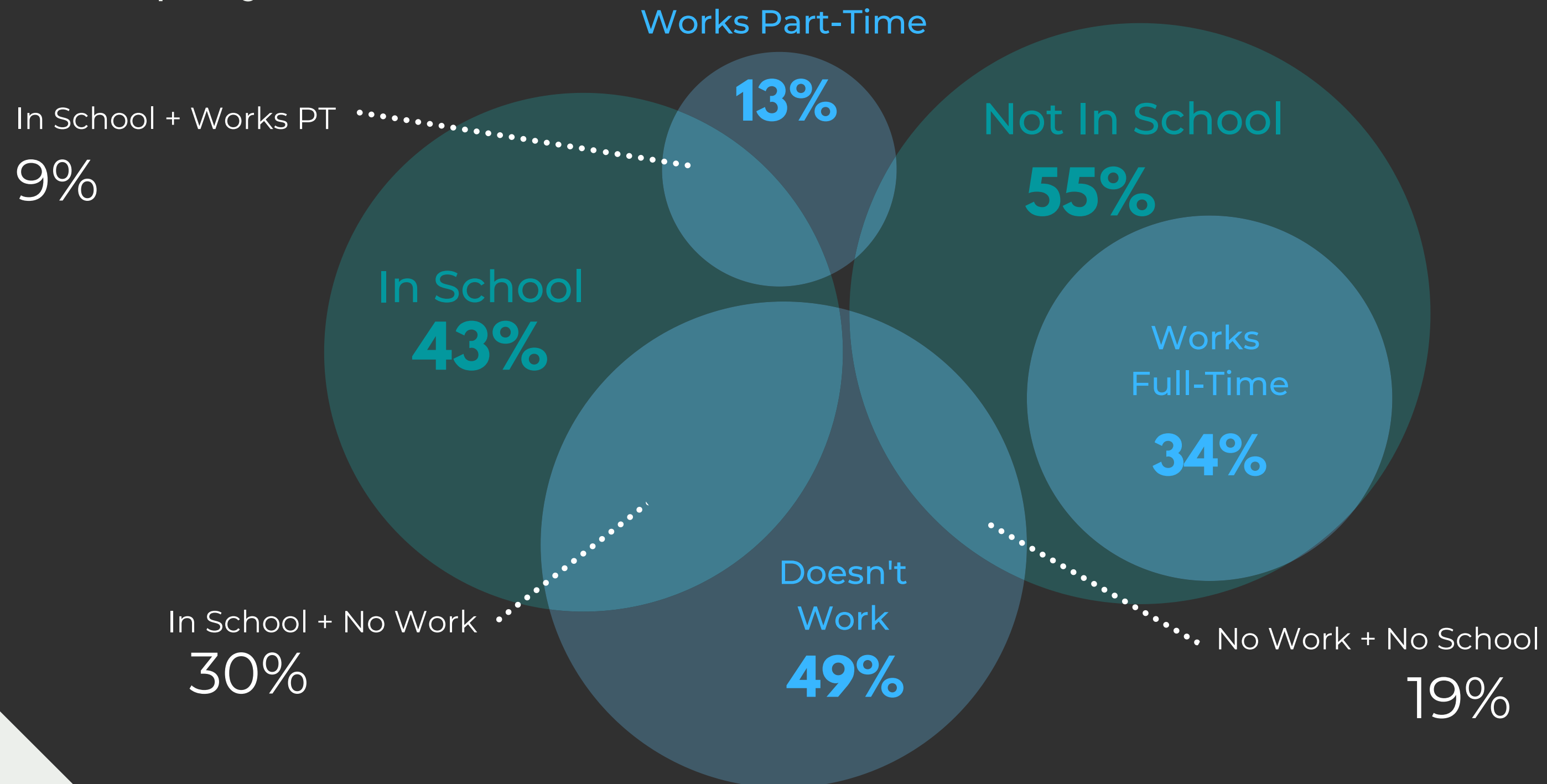
- High School Students
- Vocational Training Students
- University Students
- Public Sector Employees
- Private Sector Employees
- Unemployed Youth

STATISTICS

- Sample Size: 47
- Age Range: 18-34*
- Mean Age: 25

Participant Demographics

The majority of the sample was not in school, but most were employed

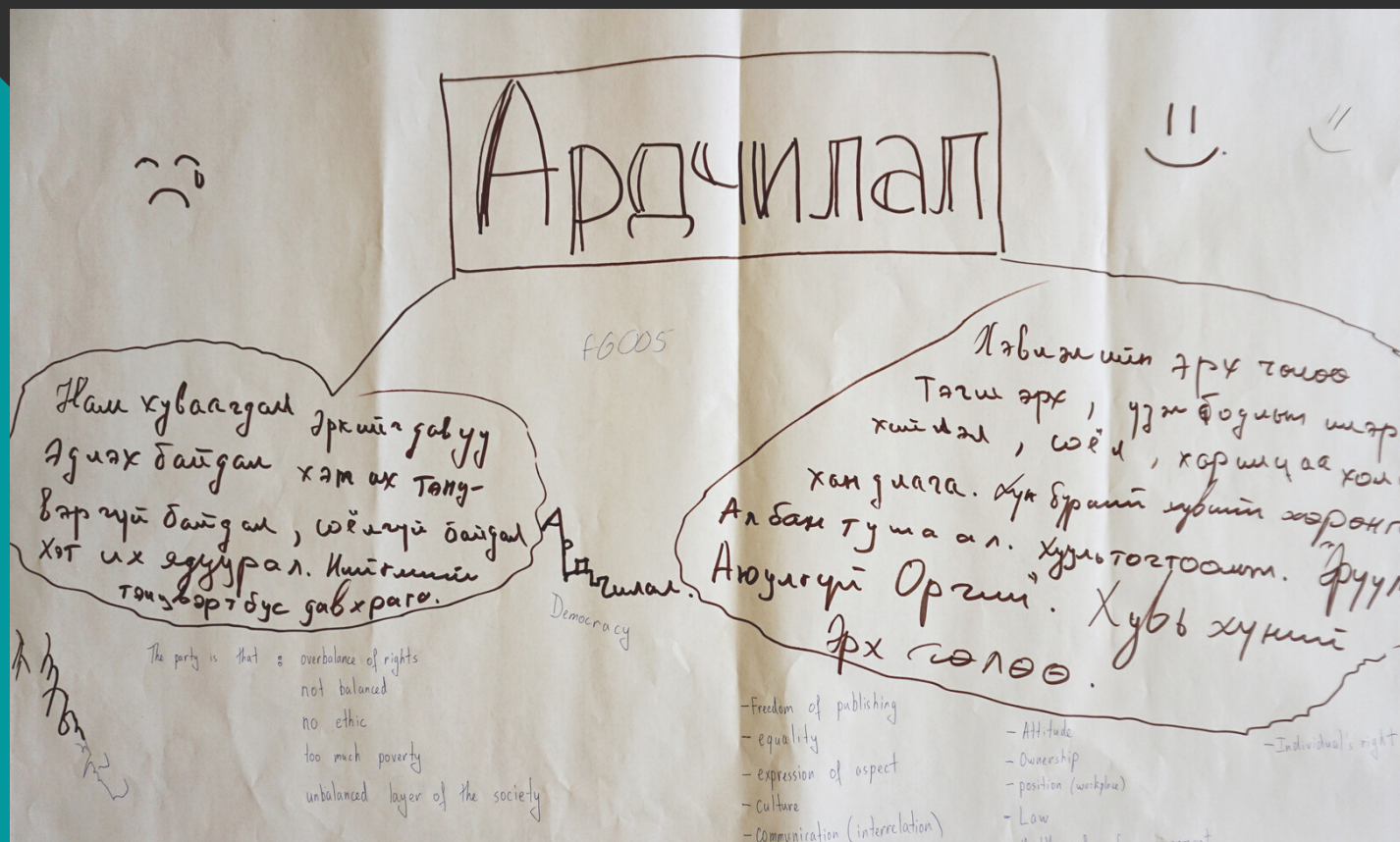




Activities & Findings

Perceptions of Democracy

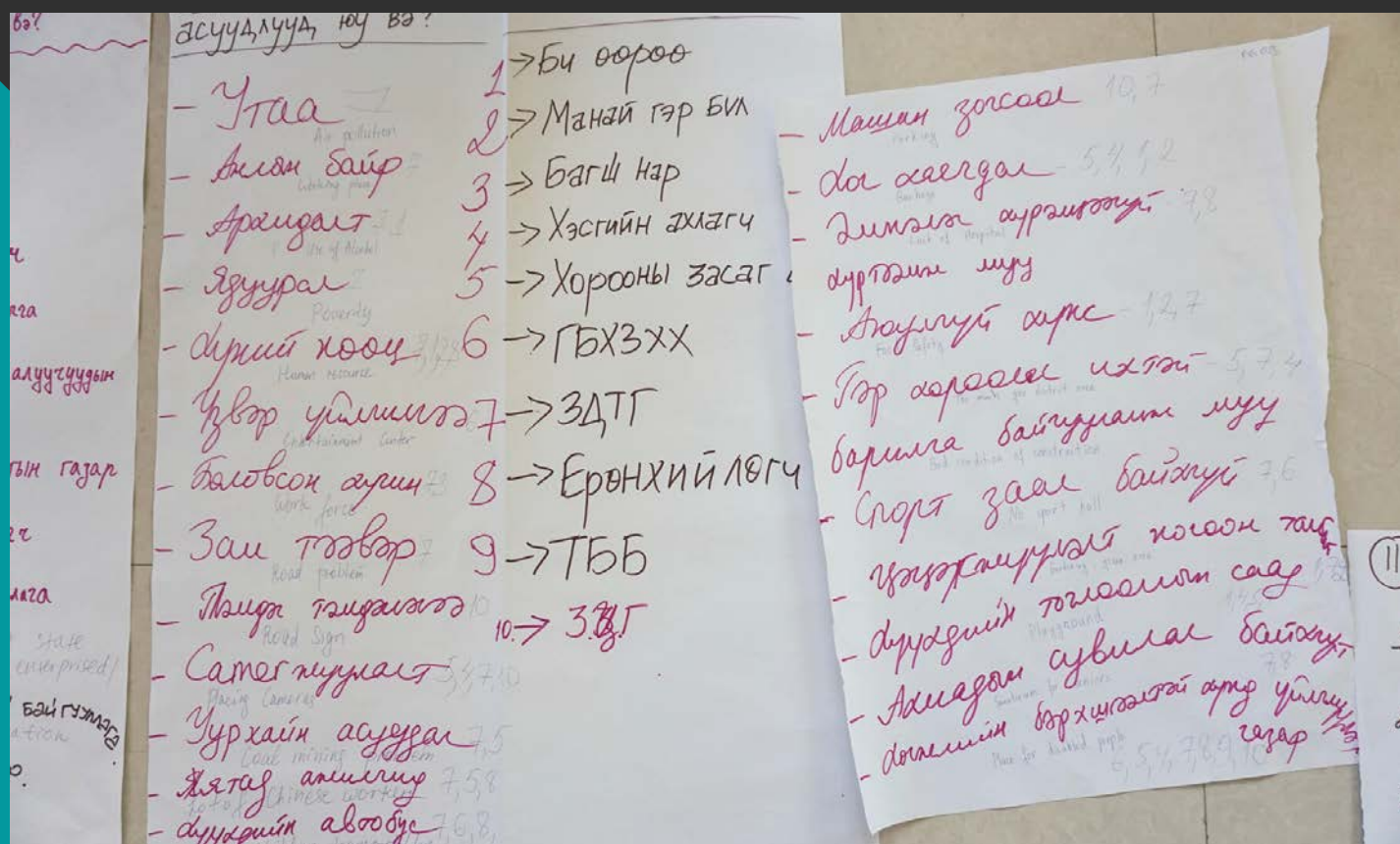
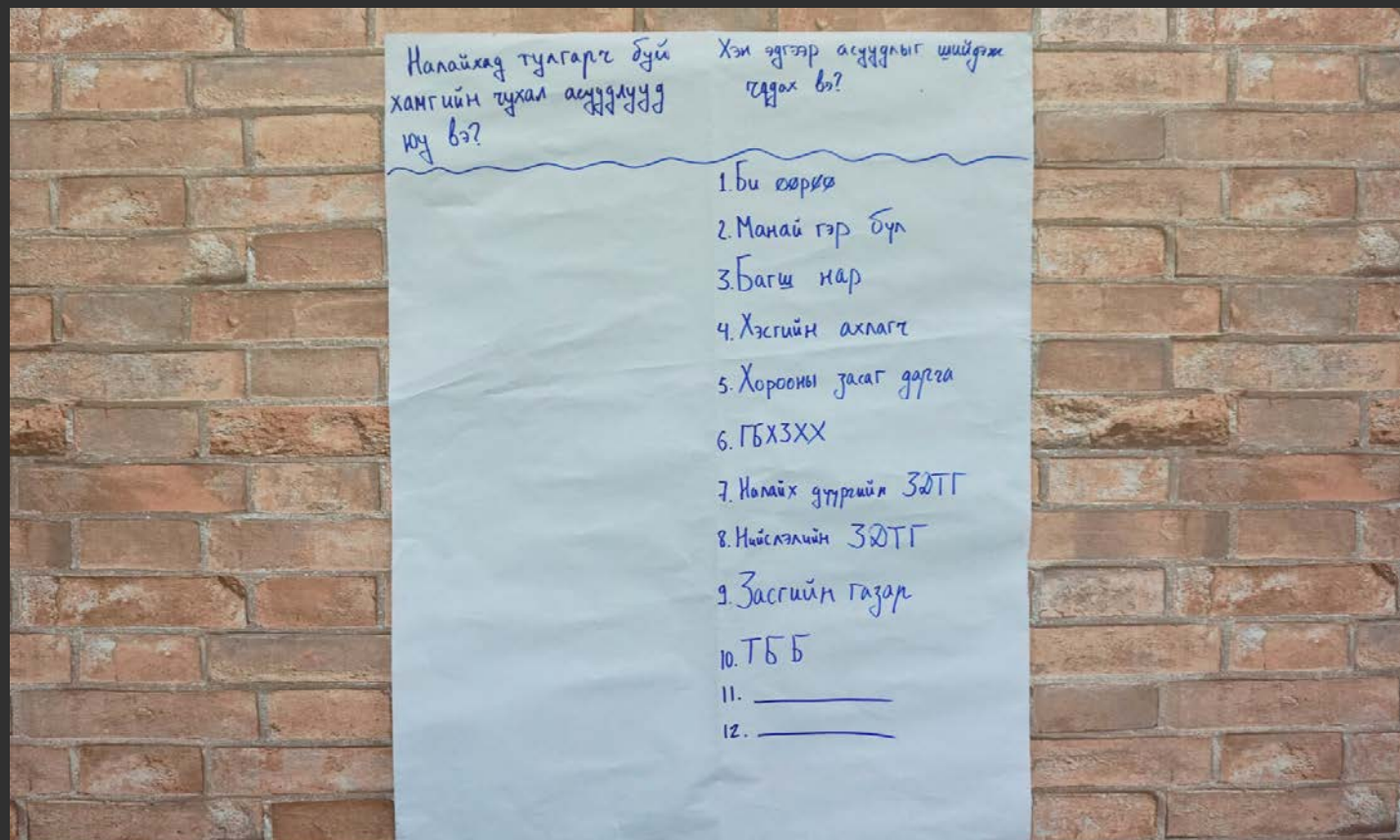
Youth hesitated when asked what democracy makes them think of



[illegible]

Perceptions of Government

Youth demonstrated high interest in, and awareness of, problems in Nalaikh



Perceptions of Government

Youth are engaged in the community, but unclear on what the local government does



CSS Comparison

Contrast between youth opinions & CSS results suggests need for youth-specific measures

TOP PROBLEMS- YOUTH

1. Urban Planning
& Infrastructure

2. Pollution

3. Public Services /
Lack of Leisure
Facilities

TOP PROBLEMS - 2019 CSS

1. Increasing the
number of
schools and
kindergartens

2. Healthcare
services

3. Infrastructure

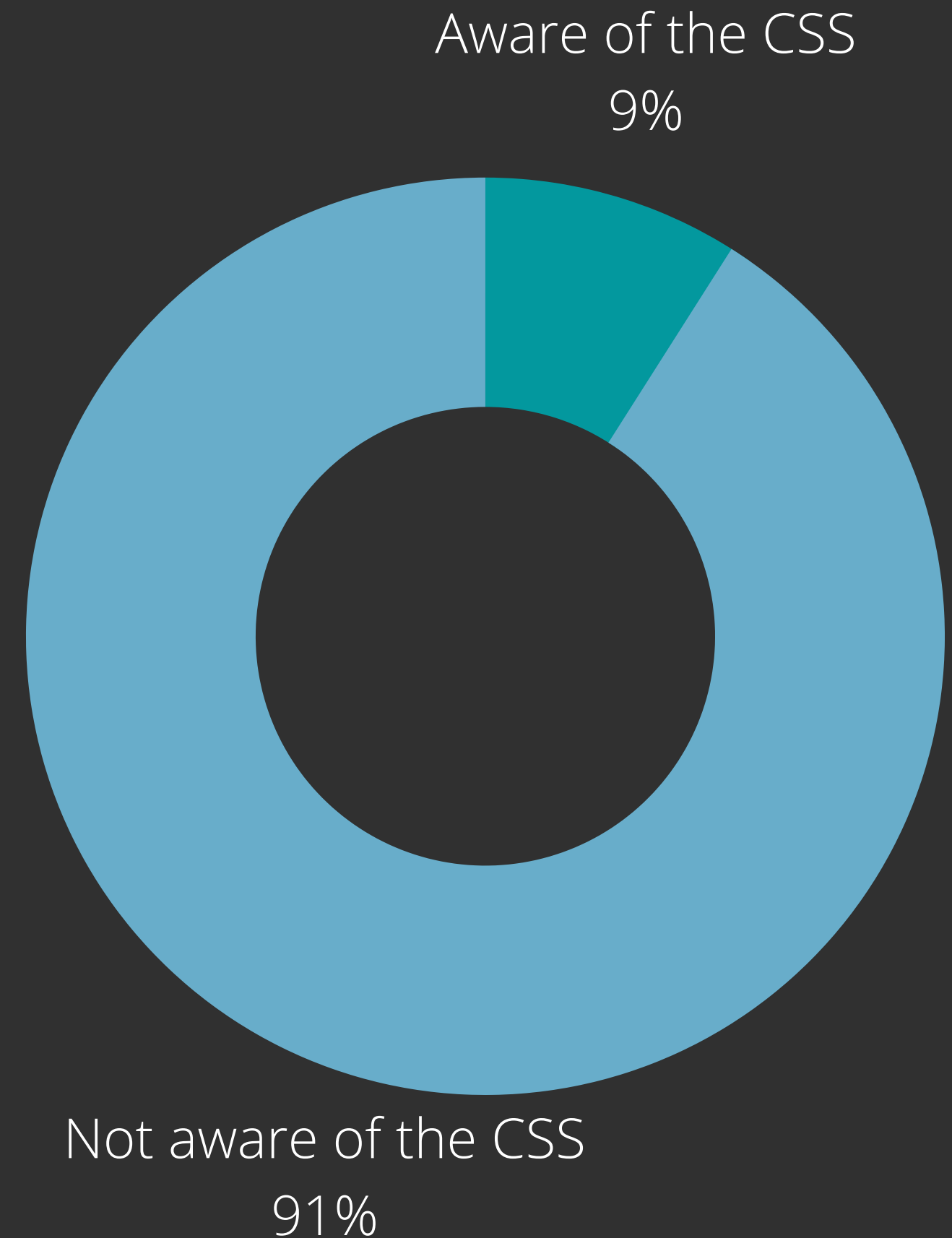
Barriers to Engagement

We asked youth to brainstorm why they don't fill out the CSS on sticky notes, and sorted the notes to find themes



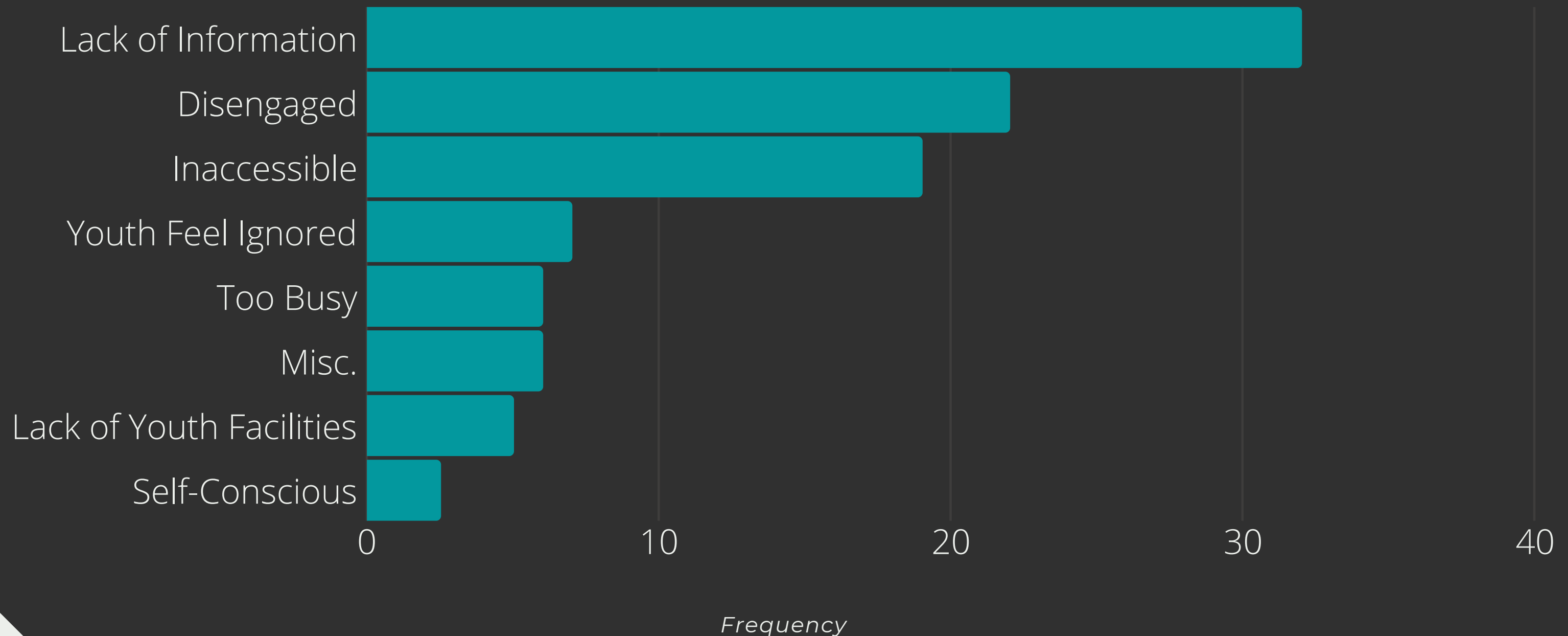
Barriers to Engagement

"Didn't know about it" was the most common reason youth did not fill out the CSS



Barriers to Engagement

Other commonly-cited barriers include disengagement & busy schedules



Summary

Key Problems

There are 3 main barriers to youth civic engagement in Nalaikh



LACK OF INFORMATION

About CSS,
Governor's Office & DFYCD,
community events and youth-based
projects



LACK OF CIVIC EFFICACY

Disconnect between civic education
taught in schools, & **applying lessons**
learned outside of the classroom











LACK OF YOUTH-SPECIFIC MEASURES

Governor's Office does not address
problems through a **youth-specific lens**

Recommendations

Recommendations

We came to five recommendations for improving youth civic engagement in Nalaikh

Short Term   	1	New CSS Distribution
	2	Youth Focus Groups
Medium Term  	3	Communications Campaign
	4	Civic Engagement Clubs
Long Term   	5	Youth Leadership Positions

1) New CSS Distribution Methods

The Governor's Office should extend and improve its survey sampling methodology to better target youth



Extensions		New Methods
Household Visitations	School & Youth Events	Mobile Phone Outreach
Transport	Social Media	Mobile Tech (Smart UB Partnership)

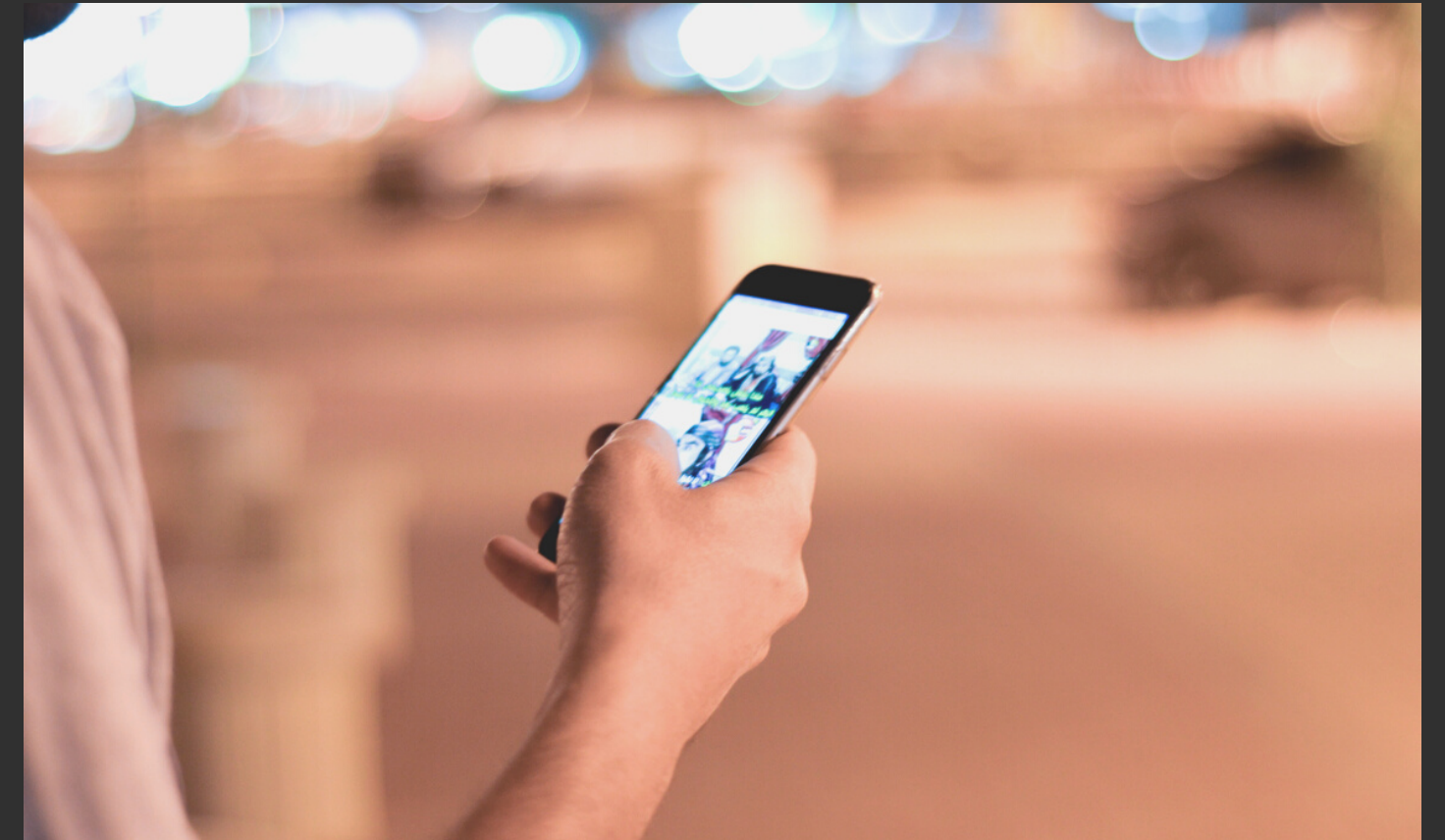
2) Youth Focus Groups

The DFYCD should conduct biannual focus groups with youth



3) Communications Campaign

The Governor's Office should draft a targeted social media campaign



4) Civic Engagement Clubs

The DFYCD should create clubs that allow youth to practice civic engagement



Photo Credit: The Edge (Top), Ames Town and Country Kiwanis (Bottom)

5) Youth Leadership Positions

The Governor's Office should create leadership roles for youth



Photo Credit: Autodesk Research (Top),
Justin Trudeau Twitter Account (Bottom)



Thank you!