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 ("khoroo"), 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 PARTICPATION

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

- **In School**: 43%
- **In School + Works PT**: 9%
- **In School + No Work**: 30%
- **Works Part-Time**: 13%
- **Doesn't Work**: 49%
- **Not In School**: 55%
- **Works Full-Time**: 34%
- **No Work + No School**: 19%
Activities & Findings

Photo Credit: Nalaikh, 2019
Perceptions of Democracy

Youth hesitated when asked what democracy makes them think of.

Photo Credit: Nalaikh, 2019
Perceptions of Democracy

Youth understand democracy in the abstract, but are unclear on their role in it.
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.

Photo Credit: Nalaikh, 2019
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

Photo Credit: Nalaikh, 2019
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.

<table>
<thead>
<tr>
<th>Short Term</th>
<th>Medium Term</th>
<th>Long Term</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. New CSS Distribution</td>
<td>3. Communications Campaign</td>
<td>5. Youth Leadership Positions</td>
</tr>
<tr>
<td>2. Youth Focus Groups</td>
<td>4. Civic Engagement Clubs</td>
<td></td>
</tr>
</tbody>
</table>

**Short Term**
- New CSS Distribution
- Youth Focus Groups

**Medium Term**
- Communications Campaign
- Civic Engagement Clubs

**Long Term**
- Youth Leadership Positions
1) New CSS Distribution Methods

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

<table>
<thead>
<tr>
<th>Extensions</th>
<th>New Methods</th>
</tr>
</thead>
<tbody>
<tr>
<td>Household Visitations</td>
<td>Mobile Phone Outreach</td>
</tr>
<tr>
<td>School &amp; Youth Events</td>
<td>Mobile Tech (Smart UB Partnership)</td>
</tr>
<tr>
<td>Transport</td>
<td>Social Media</td>
</tr>
</tbody>
</table>
2) Youth Focus Groups

The DFYCD should conduct biannual focus groups with youth.

Photo Credit: Nalaikh, 2019
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)