

CALIFORNIA EMERGING TECHNOLOGY FUND

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ORGANIZATION PROFILE: CENTRAL CITY NEIGHBORHOOD

PARTNERS

JUNE 29, 2007

– ORGANIZATION AND PROJECT OVERVIEWS –

Name of Organization	CENTRAL CITY NEIGHBORHOOD PARTNERS (CCNP)
Name(s) of Principal(s) and Complete Titles	Veronica Olmos McDonnell, Executive Director
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Name of Program or Project (if different from organization)	CCNPconnects: Connecting Communities, Creating Change
Geographic Location or Focus of Program or Project	CCNPConnects is a community-wide initiative within the City of Los Angeles with its geographic area of focus in the Westlake community, comprised of the Belmont, Central City West, Pico-Union and MacArthur Park neighborhoods.
Demographic Overview of Focus Community or Population	The Westlake community serves as an access point for many Latino immigrant families, who are impacted by their linguistic, cultural and economic factors. Of the 106,714 residents living in Westlake, 42% have less than a high school education, and 67% are foreign born, primarily speaking Spanish (US Census, 2000). Their educational level and limited English proficiency is a contributing factor to the 40% of families living in poverty, with an average household income of \$29,265 (US Census 2000). 66% of these families have children in area schools that rank among the lowest performing in Los Angeles Unified School District (US Census, 2000). Too many students persist at dismally low education levels that leave them unprepared for entry and success in college or the workforce. The state's official graduation rate for Los Angeles is 66.3 percent, and only about 22 percent of 9th graders in the class of 2003 graduated having successfully completed the A-G curriculum. Rates for minority students are even worse. According to The Education Trust-West, only 16 percent of Latino 9th graders in the class of 2003 graduated having mastered the curriculum. These socio- and economic conditions will continue to have a serious impact on area youth if we do not develop solutions that result in systemic changes that create pathways for students to achieve a rigorous, high quality education.
Description of Program or Project named above o Goals	CCNPconnects is a community-driven social network campaign designed to support CCNP's work with Communities for Educational Equity, a coalition of grassroots organizations working together to prepare high school students in Los Angeles for college and work success. CCNPconnects will engage parents from underserved communities in developing and utilizing social web tools to advocate for systemic changes in their children's education, and encourage parents to understand and support the newly adopted A-G curriculum that

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	will raise academic standards to college preparatory levels helping us achieve our goal of ensuring all students graduate prepared for post secondary education, work and life.
o Objectives	By the end of year one, a core group of active and informed parent leaders, who will have had consistent access to technology and social web tools will expand local awareness and engagement within their communities by: 1) providing parent education workshops and counsel to 3,600 parents about the importance of A-G curriculum and community resources that support the successful completion of A-G coursework, 2) be better able to advocate for their children and hold the district accountable for ensuring the adoption of A-G requirements by 2008, and 3) mobilize community residency to advocate for local school reform district-wide with the support of a social network platform.
o Strategies	By the end of the program year, parents will embed their knowledge of the A-G required coursework into a social network platform that will support their advocacy efforts for local school reform district-wide. To ensure its effectiveness, CCNP will use the Latin American promotora model that reaches underserved communities through peer education.
o Actions	By the end of the program year, parents will have completed the following: <ul style="list-style-type: none"> o Participated in parent education workshops that teaches Latino parents how they can effectively participate in their children’s education and steps they must take to ensure their children receive a just and equitable education that prepares them for post secondary education, work and life; o Participated and successfully completed computer training; o Designed and developed a social network platform for sharing information; and o Mobilized community residents in a community-wide social network campaign.
o Outcomes	CCNP will provide training to parents to prepare them to be advocates for their children’s education. The mobilization of these advocacy efforts will result in the following outcomes: <ul style="list-style-type: none"> o 80% of parents participating in the parent education requirements will increase their knowledge of A-G requirements and community resources; o 80% of parents participating in the computer classes will successfully complete the training; and o Develop a community-driven social network platform that is actively used by students, parents, teachers, and community to promote advocacy efforts and support services to ensure school and work success.
o Brief History (when was the organization founded or when was the program launched?)	Founded in 1994, and incorporated as a non-profit in 2000, CCNP is a non-profit economic development corporation that is highly innovative in its approach to promoting systemic change and increasing services to youth and their families. Through a non-competitive formal collaboration, CCNP works with community based organizations, businesses, educational and governmental entities in the Central City, Westlake, and Pico-Union communities of Los Angeles to achieve the agency’s mission: <i>to foster economic development and create systemic change by developing collaborative partnerships and linking resources to provide social and economic services that develop the assets families need to achieve and strengthen economic stability and organize for social change.</i> CCNP’s unique approach is an innovative model that, unlike many organizations, creates systemic change via its partners and improves the service delivery in the community by creating non-competitive partnerships and functions of responsibility that are not duplicative in order to ensure high impact and cost efficiencies. Through this partnership, CCNP provides more efficient methods of providing services that ultimately leverages resources and increases our collective impact by providing education, workforce development, and

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	health and human services under one roof; thereby, creating a one-stop delivery system model that is comprehensive, seamless and integrated.
<ul style="list-style-type: none"> ○ Size and Magnitude of Program or Project <ul style="list-style-type: none"> ▪ Number of People Served, Involved, Impacted 	The project will target the 21,804 families living in Westlake. Of these families, a core group of 25 parents will be trained to facilitate educational presentations to parents in the community; 3,600 parents will be reached with educational presentations; 100 of the parents attending the educational presentations will be empowered to advocate for systemic change and be active participants in our advocacy campaign; 150 parents will receive computer training; 25 parents will become part of the social network team responsible for assisting in the development of the social network platform and sharing it with the community.
<ul style="list-style-type: none"> ▪ Annual Budget, Percentage of Earned Income and Staff 	The annual project cost is \$431,875.86 with 66% of the income supporting personnel (staff and consultants).
<ul style="list-style-type: none"> ▪ Funding Sources and Partners 	The project is funded by the City of Los Angeles, Community Development Department, Bill and Melinda Gates Foundation, The James Irvine Foundation, and Verizon Foundation. The Belmont Education Collaborative partners working on this project include: Alliance for a Better Community, Central American Resource Center (CARECEN), CivatasSOL, Families and Schools, Los Angeles Unified School District, Salvadorean American Leadership and Educational Fund (SALEF), UCLA, and the Youth Policy Institute; and providing family support services to strengthen the success of the BEC includes CCNP's network partners: CARECEN, Clinica Msr. Oscar Romero, El Centro del Pueblo, Inner City Law Center, New Economics for Women, and Sunrise Community Counseling Center, and USC School of Dentistry.
<ul style="list-style-type: none"> ○ Results and Evidence of Success <ul style="list-style-type: none"> • Metrics for Evaluation Progress 	<p>Evaluation tools will be designed to monitor and measure the effectiveness of the project, and will be evaluated internally by CCNP and externally by UCLA. Pre- and post-tests evaluation tools will provide qualitative and quantitative data to track, guide, and assess the performance of the project, which includes the following:</p> <ul style="list-style-type: none"> ○ Parent education workshops – This includes an assessment of the number of workshops conducted and participants reached by promotoras conducting the educational workshops. ○ Pre- and post-test knowledge of community residents – a pre- and post-test questionnaire will be administered to evaluate changes in community residents' knowledge of educational issues and use of community resources, as well as information and technology literacy. ○ Focus Groups, Surveys, Community Blogs, and Traffic Numbers – Focus groups, evaluation surveys, community blogs and traffic numbers will measure the effectiveness of CCNPconnects, the social network platform for the advocacy campaign.
<ul style="list-style-type: none"> • Change in Outcomes or Metrics Over Time • How long does it take to secure results for the program above? 	<p>CCNP will conduct on-going formative (process) and (summative) outcome evaluations to include changes in educational and technology literacy. Pre-and post-tests questionnaires will be administered before and after workshops and training sessions, and tracked monthly. The social network platform will be evaluated at the end of each development phase. Advocacy efforts will be evaluated for its effectiveness to turn out parents and students to meetings and events, as well as their ability to engage in active and meaningful participation.</p> <p>Results in knowledge will be achieved at the end of a 4-series presentation to parents, whereas, advocacy involves investing in building the capacity skills of parents over time, so that they feel confident in their ability to better advocate for the needs of their children. This varies by individual; therefore, it is expected that as a whole</p>

	results will be achieved by the end of year one.
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