

CALIFORNIA EMERGING TECHNOLOGY FUND

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ORGANIZATION PROFILE: ORGANIZATION NAME DATE

– ORGANIZATION AND PROJECT OVERVIEWS –

Name of Organization	CITY OF FRESNO PARKS, RECREATION AND COMMUNITY SERVICES DEPARTMENT
Name(s) of Principal(s) and Complete Titles	Randall L. Cooper, Director
Contact Information (complete)	Irma Yepez-Perez, Grant Writer
Name of Program or Project (if different from organization)	Fresno BEST (Business Education Service Training)
Geographic Location or Focus of Program or Project	City of Fresno Sunnyside High School, Fresno High School and Ted C. Wills Community Center
Demographic Overview of Focus Community or Population	Disadvantaged low-income community areas, with approximately 91% minority population comprised of 71% Latino, 4% African American, and 16% Asian. At least 50% of the population consists of English language learners, and 71% of the school population participates in the free or reduced lunch programs.
Description of Program or Project named above	Fresno BEST engages high school students with the world of technology and business by immersing students with knowledge of basic computer concepts and providing employment and interpersonal skills. The Fresno BEST after school program goal is to provide high school age youth with the skills, understanding and interest to be successful in employment and entrepreneurship.
o Goals	
o Objectives	Improve school performance and ultimately help participants become productive citizens.
o Strategies	Fresno BEST is a model Technological program, aiming to expand community outreach beyond traditional recreational opportunities.
o Actions	Enhance technology skills and workforce opportunities
o Outcomes	Students will gain experience with computers, and learn how to obtain a job and keep it. Students will also gain from job shadowing opportunities and field trips. Students gain five school units upon successful completion.
o Brief History (when was the organization founded or when was the program launched?)	FresnoBEST began in 2005, working directly with the Mayor of Fresno's vision for youth development and economic development.

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REGION FACT FINDING CONVERSATION
WITH KEY STAKEHOLDERS AND PROSPECTIVE PARTNERS

DATE
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<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 	<p>FresnoBEST is operating in five High Schools throughout the City of Fresno. Approximately 80 students, per site participate in the program, for a total of 400 participants. In addition, business and community leaders volunteer their time to speak about their business and life experiences. Parental feedback and support is an important component of the project.</p>
<ul style="list-style-type: none"> ▪ Annual Budget, Percentage of Earned Income and Staff 	<p>\$98,700 Annual Budget Five (5) FTE staff are assigned to this project.</p>
<ul style="list-style-type: none"> ▪ Funding Sources and Partners 	<p>The City has partnered with AT&T Foundation to provide major support for the Fresno Connect computer labs, the Fresno Mobile Recreation Vehicle, and the Fresno Science Mobile. Wells Fargo Bank has contributed to the Financial literacy component at Fresno BEST, and Pacific Gas & Electric Company has provided funding for training. Staff administration is funded through the City of Fresno Community Development Block Grant (CDBG) program. PRCS is also partnering with the Center for Multicultural Cooperation to open a Youth Media Center in Fresno that will help increase access to community media creation and technology.</p>
<ul style="list-style-type: none"> ○ Results and Evidence of Success <ul style="list-style-type: none"> ● Metrics for Evaluation Progress 	<p>Students improve school performance, academic achievement and absenteeism from school. Direct feedback from the schools</p>
<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>The initial focus has been for high school 11th and 12th grade participants. With additional funding the program will expand to serve other grades, and improve the opportunities for youth to stay in school and increase job readiness. Results can be tracked on an annual basis, with pre and post student surveys.</p>

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