

CALIFORNIA EMERGING TECHNOLOGY FUND

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ORGANIZATION PROFILE: FRESNO CENTER FOR NEW AMERICANS 6/29/07

– ORGANIZATION AND PROJECT OVERVIEWS –

Name of Organization	Fresno Center for New Americans (Fresno Works for Better Health)
Name(s) of Principal(s) and Complete Titles	Lue Yang, Executive Director
Contact Information (complete)	2300 Tulare Street, Suite 315, Fresno CA 93721 (559) 441-9441 veda@fbwh.org
Name of Program or Project (if different from organization)	FWBH Connects
Geographic Location or Focus of Program or Project	Southeast Fresno, 93702 and 93727 zip code areas – considered low-income areas between Clovis Avenue on east to First Street on the west and McKinley Avenue on north to Jensen Avenue in south.
Demographic Overview of Focus Community or Population	Southeast Asian refugees (Hmong, Lao, Cambodians, and others, including Russians).
Description of Program or Project named above	The goal of FWBH Connects is to provide urban disadvantaged communities with the tools and training that allow residents to gain employment opportunities in the Fresno area through the use of technology and access to Internet-based and computer-based services.
o Goals	
o Objectives	Provide basic computer navigation and training courses; Provide access to computers and broadband-speed Internet at Neighborhood Employment Resource Centers
o Strategies	Assess community familiarity with computer and Internet tools and services; Develop accessible and easy-to-use online tools for job research and placement; Develop partnerships with organizations that have online tools already
o Actions	Develop and conduct computer training courses; Outreach to the target community; Upgrade and install all computers in Neighborhood Employment Resource Centers; Hire IT staff to increase capacity in the NERCs
o Outcomes	Train 30 residents per month in basic computer navigation and online tools; Train 10 residents per month in tech support skills and soft-skills for in-home computer assistance; Provide 4 computer workstations to residents (one per household) each month; Integrate existing Fresno County Workforce Investment Board's job-placement system with NERC infrastructure
o Brief History (when was the organization founded)	FCNA was founded in 1991 to meet the growing needs of Southeast Asian refugees in Fresno County by linking them to employment, general health education, advocacy on education, housing, economic development, and

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or when was the program launched?)	other basic social services. We continue to embark on these services through networking, collaboration, and community partnerships through regional approaches. In 2006, we celebrated our 15 th Anniversary to a stunning success and community-wide support from friends and colleagues including elected officials.
<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 	It is estimated that our 14 core programs impacted 10,000 – 12,000 Southeast Asian refugees in Fresno County on annual basis. Our services include but limited to direct outreach at cultural events and ethnic radio shows. Services: green card day, translation, health fair, job fair, employer recognition event, voting drive/registration, educational conferences, youth summit and creating “going to college” messages to the community.
<ul style="list-style-type: none"> ▪ Annual Budget, Percentage of Earned Income and Staff 	\$1.8 million
<ul style="list-style-type: none"> ▪ Funding Sources and Partners 	County of Fresno; City of Fresno; Office of Refugee Resettlement; CA Dept. of Health Services; Consumer Protection Services; Fresno County First 5; The California Endowment; James Irvine Foundation; Marguerite Casey Foundation; California Wellness Foundation; Wells Fargo Bank; The Rockefeller Foundation.
<ul style="list-style-type: none"> ○ Results and Evidence of Success <ul style="list-style-type: none"> • Metrics for Evaluation Progress 	<p>The program evaluation plan will be based on the Theory of Change (TOC) evaluation model which is based on a process-oriented, quantitative and qualitative measurement. The TOC has the following components to its evaluation approach.</p> <p>Assumptions: Statements about how and why we expect a set or outcomes to be realized. Interventions: The activities that will be in place to bring about a particular precondition (or a group of them). Thresholds: An indicator that needs to be crossed in order to proclaim success on this outcome. Baseline: The current status of our target population on the indicator. Target Population: Who or what do we expect to change? Indicators: Concepts that will be used to asses the extent to which outcomes are achieved.</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>As the outcomes are achieved, we anticipate that more computers will be in use in neighborhood homes, and so the curriculum for training will have to shift to more advanced subjects.</p> <p>The length of time it would take to secure the results would be evaluated in three-month periods and should produce substantial results upon completion of the first period, but continue indefinitely.</p>

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