

# CALIFORNIA EMERGING TECHNOLOGY FUND

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## ORGANIZATION PROFILE: ORGANIZATION NAME DATE

### – ORGANIZATION AND PROJECT OVERVIEWS –

Name of Organization	<b>JOVENES, INC.</b>
Name(s) of Principal(s) and Complete Titles	Father Richard Estrada, Executive Director
Contact Information (complete)	<b>Director of Development (323) 260 8035 ext. 6 Jovenes, Inc., 1208 Pleasant Avenue Los Angeles, CA 90033 Fax: 323 260 8046 email: <a href="mailto:development@jovenesinc.org">development@jovenesinc.org</a></b>
Name of Program or Project (if different from organization)	<b>Eastside Information Project</b>
Geographic Location or Focus of Program or Project	Boyle Heights and adjacent communities in Los Angeles including East Los Angeles and northeast Downtown Los Angeles.
Demographic Overview of Focus Community or Population	Jovenes, Inc. specializes in culturally appropriate services to the Latino population. The project will serve homeless and at-risk youth and working poor families in Boyle Heights, East Los Angeles and surrounding communities. These are high poverty, predominantly Latino communities where the majority are immigrants or children of immigrants.
Description of Program or Project named above o Goals	<p>The project goals are:</p> <p>Create a website with community input, with information and opportunities for communication and community building.</p> <p>Develop opportunities for households in the community to increase connectivity and access to technology through such means as arranging group discounts for computer purchases and establishing a wireless connection for community members.</p> <p>Provide information to the public that will contribute to the creation of sound social policies with regard to</p>

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	<p>the needs and rights of immigrants and disenfranchised populations.</p> <p>Provide opportunities for community building and social action by increasing information and communication among affected community members and at-risk youth.</p> <p>Involve homeless and at-risk youth in this project in a way that increases their technology skills leading to educational and employment opportunities.</p>
<p>o Objectives</p>	<p>Conduct a door to door assessment of working poor families in surrounding Boyle Heights neighborhoods and adjacent areas.</p> <p>Provide community members with information to promote and improve the use of the internet.</p> <p>Create a web page with links on our organization web site for community members.</p> <p>Provide youth ages 12-24 with Internet access and computer skills training at Jovenes, Inc.'s computer lab.</p> <p>Provide more access to computers by providing additional computers for the Jovenes, Inc.'s computer lab used by youth and the community.</p>
<p>o Strategies</p>	<p>Our strategy is to reach out to the community and listen to them about what they need. We will bring information about technology and its uses to them in ways that are relevant to their goals and interests. We will enable them to increase their employability, develop skills and further their education. We will do this by providing skills training access to technology, and information. We will provide opportunities for expression and communication in the form of a community web site. The web site will also serve a public education function providing information on issues relevant to our target population including youth, immigrants, Latinos, homeless and low-income people.</p>
<p>o Actions</p>	<p>Project actions will be as follows:</p> <p>1. Conduct a door to door assessment of working poor families in surrounding Boyle Heights neighborhoods and adjacent areas. Jovenes, Inc. wants to hear from community members and know what they want. We have experience going door to door in the community conducting surveys, providing information, and inviting residents to join our programs.</p> <p>We will develop a questionnaire and interview local residents regarding:</p> <ul style="list-style-type: none"> <li>▪ whether or not they have computers and internet access in their home and what their interest is in having these;</li> <li>▪ if, how often, where and for what purposes they access computers and the internet outside of the home;</li> <li>▪ what they see as their technology related needs;</li> </ul>

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	<ul style="list-style-type: none"> <li>▪ what information would be useful to them on a website targeted to local communities;</li> <li>▪ what technology skills development services they need; and</li> <li>▪ other related questions.</li> <li>▪</li> </ul> <p>As part of the assessment process we will provide community members with information to promote and improve the use of the internet.</p> <p>2. Based on the results of the assessment, promote acquisition of computers by community members as follows:</p> <ul style="list-style-type: none"> <li>▪ Arrange for group/promotional discount rates for computer purchases so that community members will be able to purchase computers at significantly reduced prices (for example, half price).</li> <li>▪ Evaluate the need for additional connectivity and the possibility of wireless connections in the area to be used by community members.</li> <li>▪</li> </ul> <p>3. Create a web page with links on our organization web site for community members. It will contain:</p> <ul style="list-style-type: none"> <li>▪ A history of Boyle Heights which is rich with immigrant history about Latinos and other groups.</li> <li>▪ Facts and statistics, including specially commissioned studies in partnership with academics on Los Angeles' Eastside Latino population and relevant issues.</li> <li>▪ Testimonies from immigrant youth about the conditions they have faced. This will include communication with a network of organizations in Latin America and eventually other parts of the world.</li> <li>▪ Information on relevant social issues such as racism, poverty, and immigration policy</li> <li>▪ Opportunities including:             <ul style="list-style-type: none"> <li>▪ job listings</li> <li>▪ educational opportunities</li> <li>▪ an arts and expression page</li> <li>▪ a community bulletin board</li> </ul> </li> </ul> <p>4. Provide youth ages 12-24 with:</p> <ul style="list-style-type: none"> <li>▪ Internet access and computer skills training at Jovenes, Inc.'s computer lab.</li> <li>▪ More access to computers by providing additional computers for the Jovenes, Inc.'s computer lab used by youth and the community.</li> </ul> <p>We will work in collaboration with other local social service providers, youth organizations, and community organizing groups and invite them to feed content into the website, for example, employment opportunities, meeting notices, available services and more.</p>
<ul style="list-style-type: none"> <li>○ Outcomes</li> </ul>	<p>In the first phase we expect to see a minimum 30% increase in regular, relevant use of computers and the internet, acquisition of computeres and related technology, and increase in technology skills by those in our target population.</p>

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<ul style="list-style-type: none"> <li>○ Size and Magnitude of Program or Project             <ul style="list-style-type: none"> <li>▪ Number of People Served, Involved, Impacted</li> </ul> </li> </ul>	<p>Initially we will reach out to approximately 500 households. We will provide 200 youth a year with skills building services in the use of technology. We expect that our web site will initially reach approximately 2,000 people in the first year. That number will increase as more learn about it.</p>
<ul style="list-style-type: none"> <li>▪ Annual Budget, Percentage of Earned Income and Staff</li> </ul>	<p>\$200,000.</p>
<ul style="list-style-type: none"> <li>▪ Funding Sources and Partners</li> </ul>	<p>Jovenes Inc. receives funding from government agencies, foundations, corporations and individuals. These include Los Angeles Homeless Services Authority, Community Services Block Grant, FEMA Emergency Food and Shelter Program, the US Department of Justice, the California Endowment, California Community Foundation, California Wellness Foundation, Bank of America, Northrop Grumman Foundation, Macy’s West and more.</p>
<ul style="list-style-type: none"> <li>○ Results and Evidence of Success             <ul style="list-style-type: none"> <li>● Metrics for Evaluation Progress</li> </ul> </li> </ul>	<p>We will use the following measures, with numbers and percentages based on the door-to-door community assessment we conduct as the first phase in the project:</p> <ul style="list-style-type: none"> <li>▪ increase in connectivity among target population</li> <li>▪ increase in internet use among target population</li> <li>▪ increase in computer use and computer skills among target population</li> </ul>
<ul style="list-style-type: none"> <li>● Change in Outcomes or Metrics Over Time</li> <li>● How long does it take to secure results for the program above?</li> </ul>	<p>Changes in outcomes and measures will be considered in the course of the project and at the conclusion of the initial investment phase.</p> <p>We expect to see results at the end of the first year and second year.</p>

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