

CALIFORNIA EMERGING TECHNOLOGY FUND

FACT FINDING CONVERSATION WITH KEY STAKEHOLDERS AND PROSPECTIVE PARTNERS

– ORGANIZATION AND PROJECT OVERVIEWS –

Name of Organization	MEXICAN AMERICAN OPPORTUNITY FOUNDATION (MAOF)
Name(s) of Principal(s) and Complete Titles	Martin Castro, President & CEO; Vicky Santos, Dir. of Operations – Childcare Services; Enrique Aranda, Dir. of Operations – Community Services; Miguel Perez, Dir. of Finance; Alicia Pentz-Lopez, Chief Development Officer
Contact Information	MAOF, 401 N. Garfield Avenue, Montebello, CA 90640; (323) 890-9600 office; (323) 890-9637 fax; www.maof.org
Name of Program or Project	MAOF BeSchoolReady Program
Geographic Location or Focus of Program or Project	MAOF offers a variety of programs and services to communities in need throughout California. Its service area includes Monterey, Kern, Ventura, Los Angeles, San Bernardino, Orange and San Diego counties. MAOF piloted the BeSchoolReady Program in January in Los Angeles County.
Demographic Overview of Focus Community or Population	MAOF's services are open to all eligible individuals. Since its inception, MAOF has served the fastest growing segment of the population, the Hispanic community. Changing demographics clearly place MAOF in a strong position to work with others to respond to the specific service needs and challenges of the Latino community. Over 95% of MAOF's clients are low income.
Demographic Overview of Focus Community or Population	In 2006 MAOF offered the BeSchoolReady Program to 450 children in Los Angeles County. MAOF targeted and identified 450 preschoolers who reside in low income communities that would benefit from the Program. MAOF's preschool program is for children ages 3-5 and is free to low-income families that meet the qualifying guidelines. The majority of the children are limited English speaking and many will be attending low performing schools upon entering elementary school. Many had access for the first time to a computer and to the Internet through the MAOF BeSchoolReady Program. More than two-thirds of these children come from families with reported incomes of less than \$20,000. Seventy-nine percent have parents who had no schooling in the United States and more than one-third of the parents achieved an 8 th grade education or less in their native country.
Description of Program or Project named above <input type="radio"/> Goals <input type="radio"/> Objectives <input type="radio"/> Strategies <input type="radio"/> Actions <input type="radio"/> Outcomes	The pilot program utilized web based learning to prepare 450 3-5 year old preschool students for success in kindergarten through staff development and by using the BeSchoolReady Programs. The goal for MAOF was to serve preschoolers in low income communities that have little or no access to the Internet. The objective of the program is to provide preschool children with an Internet based curriculum that will help develop learning skills to prepare them as they begin their formal education. Normally these low income children, because of their lack of opportunity and real life experience, are at the greatest risk of becoming high school drop outs. This is an education system failure and MAOF is committed to helping stop this social trend. Each child is provided their own individual account to access the BeSchoolReady Program's list of activities. The preschoolers receive scientifically based learning activities and individualized learning instruction online while they develop cognitive skills, basic language skills, and improve their chances for kindergarten success. MAOF staff use student performance data to guide the children's development to ensure all students complete the program and master the content. This includes assessing curricula retention and matching California State Standards for Kindergarten by documenting the success of the students. MAOF's goal for 2007 and 2008 is to expand the program throughout our California service areas to 4,000 additional preschoolers. The cost per child is \$340.

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<p>Brief History (when was the organization founded or when was the program launched?)</p>	<p>MAOF was established in 1963 in order to serve disadvantaged individuals and families in the Los Angeles area. Today MAOF is the largest Latino-oriented family services organization in the United States and has achieved this status by providing high quality social services and programs to those communities where the need is the greatest.</p>
<p>O Size and Magnitude of Program or Project <input type="checkbox"/> Number of People Served, Involved, Impacted</p>	<p>Program Year: 2006 Children enrolled: 450 preschoolers. Location: 3 MAOF preschool centers in Los Angeles County. Secondary Audiences: MAOF teachers, staff and parents.</p>
<p><input type="checkbox"/> Annual Budget, Percentage of Earned Income and Staff</p>	<p>Pilot Program budget for 2006 was \$25,000 for licensing fees, equipment and broadband services. MAOF covered the cost of the Program's overhead, staff and all other expenses during the pilot phase.</p>
<p><input type="checkbox"/> Funding Sources and Partners</p>	<p>The MAOF BeSchoolReady Program pilot was made possible by a \$25,000 grant from AT&T. The Reality Works Company provided additional in-kind support in the form of \$15,000 discount for user fees. MAOF has requested \$250,000 for 2007 and 2008 to support an additional 660 children completing the program.</p>
<p>O Results and Evidence of Success <input type="checkbox"/> Metrics for Evaluation Progress <input type="checkbox"/> Change in Outcomes or Metrics Over Time <input type="checkbox"/> How long does it take to secure results for the program above?</p>	<p>A unique feature of the BeSchoolReady Program is the opportunity for parents and teachers to receive detailed feedback on the progress of each preschool participant. The evaluation process is two-fold and utilizes the BeSchoolReady Program's automatic reporting as well as assessment tools from the California Department of Education.</p> <p>Results and evaluation are done on a real time basis, student by student. The Reality Works Company sends detailed reports to the teachers (to be shared with parents) highlighting which program components have been completed, the time each student spent on different activities and how that student is progressing through the program relative to his/her peers. This reporting can be done weekly and/or monthly. The reports include charts, graphs and other tools with raw data. Reality Works assists teachers use the evaluation report to structure activities to improve the participants' results in areas which score lower than expected. MAOF also utilizes the California Department of Education's Desired Results Development Profile (DRDP) for children 3-5 years old. The DRDP is part of an integrated, comprehensive results-based evaluation system that ensures program quality and contract compliance. The DRDP is used to assess all BeSchoolReady participants in order to document the results and achievement of each child. MAOF also arranges monthly parent/teacher meetings to discuss developmental progress, parenting, culture, and provide additional community resources as needed.</p> <p>Results observed to date include parents are more engaged in their child's development, over time many parents want to have the computer at home, children for whom English is their second language are almost on par with English language learners and kids really enjoy learning on the computer. The first group has just entered elementary school and Reality Works is tracking their progress.</p>