

*Prescott-Joseph Center for Community Enhancement, Inc. would
like to.....*

Welcome to
West Oakland
Community Investment Forum
June 20, 2012





Understanding Socio-Economic Challenges of West Oakland

Lena Robinson

Regional Manager, Community Development

Federal Reserve Bank of San Francisco

The views expressed are my own and may not reflect those of my colleagues in the Federal Reserve System.



COMMUNITY AFFAIRS FUNCTION

- Established at each regulatory agency in 1983 to facilitate compliance with the Community Reinvestment Act (CRA)
 - Help banks to comply with Community Reinvestment Act
 - Facilitate partnerships that promote and support community development activities
 - Increase awareness about emerging issues and trends that affect low- and moderate-income communities
- Support the economic growth objectives of the Federal Reserve Act by promoting community development and fair and equal access to credit



CRA ELIGIBLE ACTIVITIES

(A.K.A. COMMUNITY DEVELOPMENT)

- Affordable housing (including multifamily rental housing) for low- or moderate-income (LMI) individuals
- Community services targeted to LMI individuals
- Activities that promote economic development by financing small businesses or small farms
- Activities that revitalize or stabilize LMI geographies, certain distressed or underserved rural areas and areas affected by disasters

West Oakland Comparison

	Census Tract 4022	City of Oakland
Educational Attainment		
Percent high school graduate or higher	73.7%	78.9%
Bachelor's degree	20.8%	20.6%
Graduate or professional degree	2.8%	15.7%
Some college, no degree	29.9%	18.2%
Economic Characteristics		
Percent Unemployed	20.9%	10.1%
Median household income (dollars)	\$28,269.00	\$49,721.00
With cash public assistance income	14.5%	5.0%
With Food Stamp/SNAP benefits in the past 12 months	20.4%	7.1%
Vacant housing units	17.4%	10.9%
Gross rent as a percentage of household income		
35.0 percent or more	60.0%	46.4%
Race/Ethnicity		
White	39.6%	37.7%
Black or African American	39.3%	28.4%
Asian	5.8%	15.9%
Hispanic or Latino (of any race)	36.9%	25.2%

Source: American Community Survey, 2006-2010 5-Year Estimate

Federal Reserve 2012 Community Development Stakeholders Survey

QUESTION: Based on your experience with the communities you serve, how would you rate the following in terms of barriers for job attainment in low- and moderate-income communities?

Answer Options	1 (Not a barrier)	2	3 (Neutral)	4	5 (Significant barrier)	Don't know	Prefer not to answer
A lack of job opportunities in the region.	3.0	7.4	15.7	26.5	43.9	3.5	0.0
A mismatch between skills/education and available job opportunities.	0.4	0.4	6.1	33.8	55.4	3.9	0.0
A mismatch between locations of available jobs and low- and moderate-income communities.	0.9	2.6	13.9	35.5	43.3	3.9	0.0
Issues regarding personal history	0.4	6.1	16.7	32.0	32.5	11.8	0.4
Other (in percent)	0.0	0.0	8.3	4.2	29.2	54.2	4.2

CONTACT INFORMATION

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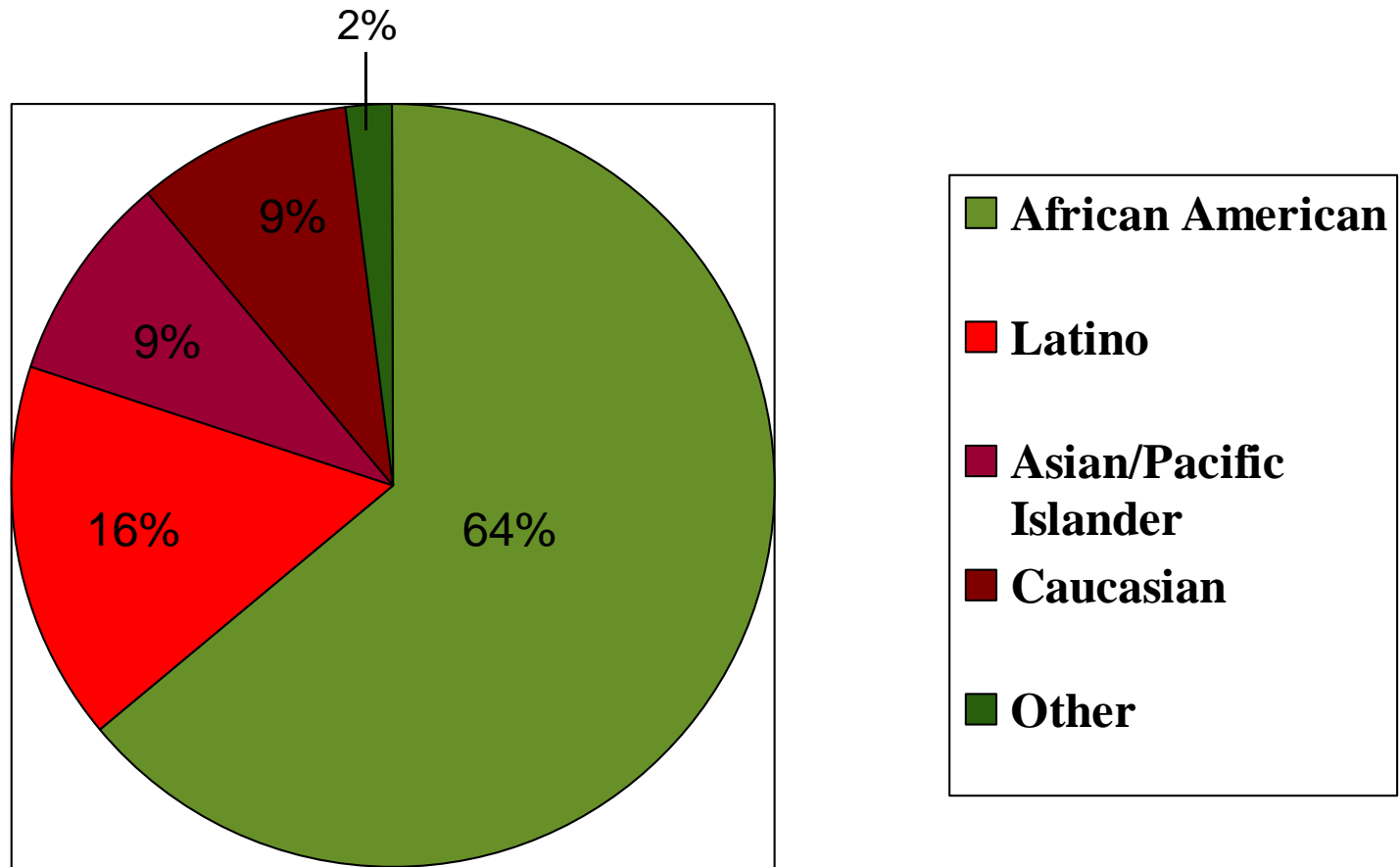
Dr. Washington Burns, M.D.
Executive Director
Prescott Joseph Center

West Oakland Community



Demographics

Population: 22,000



The Problem

- Economically Stagnant
- Underserved
- Poverty: 39% live in poverty, 10.5 children under 5 in poverty, 40% of households earn less than \$15,000 per year, 67% less than \$35,000
- Expanding diversity leading to some fragmentation
- 28% High School diplomas, high drop out rates 70%

Difficult to Achieve

- Living wage
- Healthy families
- Solid education
- Decent housing
- Safe communities



Health and Well Being Indicators Reflect Low-Income Communities

- African Americans and Hispanic teenagers are three to five times more likely to have babies than teenagers of any other race or ethnicity
- High premature birth rates and infant mortality
- High rates of obesity, diabetes and hypertension
- High hospitalization rates for asthma 0-17 years of age
- African Americans and Latino children have the lowest immunization rates compared to other racial/ ethnic groups
- West Oakland has the highest hospitalization rates for children in Alameda County
- West Oakland is one of the three “hot-spots” in Alameda County with significant number of children in or at risk of out-of-home placement
- Between 2000-2003, CPS reported 282 referrals from West Oakland
- More than 100 children from West Oakland are in out-of home placements or are still involved in the CPS system

History

100 years of West Oakland History: From Convent to Community Resource Center

- In early 1995, community visionaries had the idea of restoring an 1876 former Victorian convent building and revitalizing it with programs to serve the local community. Thus was born, the **Prescott-Joseph Center for Community Enhancement, Inc. (PJCCE)**
- PJCCE began offering programs in late 1995, including after school programs, computer literacy classes, and a place to celebrate the arts. Today, we continue to uphold that vision and provide programs that strengthen the individual, stabilize families, and helps revitalizes the community. We offer programs in five areas: **Family Support Services, Art & Culture, Health & Wellness, Youth Development, and Community Partnerships.**
- PJCCE, is a multi-cultural, multi-service community resource center. We offer services in English and Spanish.
- We also serve as a community anchor or ‘hub’ for services in West Oakland, as well as facilitating partnerships among West Oakland organizations
- With a budget of \$1.8 million, we serve over 4,000 children, youth, and families each year.
- Funding sources include: Federal, County, City, Corporate, Foundations, and Individual Donors.

Mission & Values

PJCCE's mission is three-fold:

- 1) To promote the individual self-esteem of citizens in the community through education, skill training and cultural programs, thus supporting healthy families and economic self-sufficiency;
- 2) To promote the on-going renewal of community spirit among West Oakland residents and;
- 3) To organize and promote community activities that facilitate economic and community development in West Oakland.

Organizational Values

The Prescott-Joseph Center for Community Enhancement (PJCCE) is a positive, affirming work place, honoring the talents, gifts, and skills of the staff that choose to work here. Our values are:

Mutual Respect

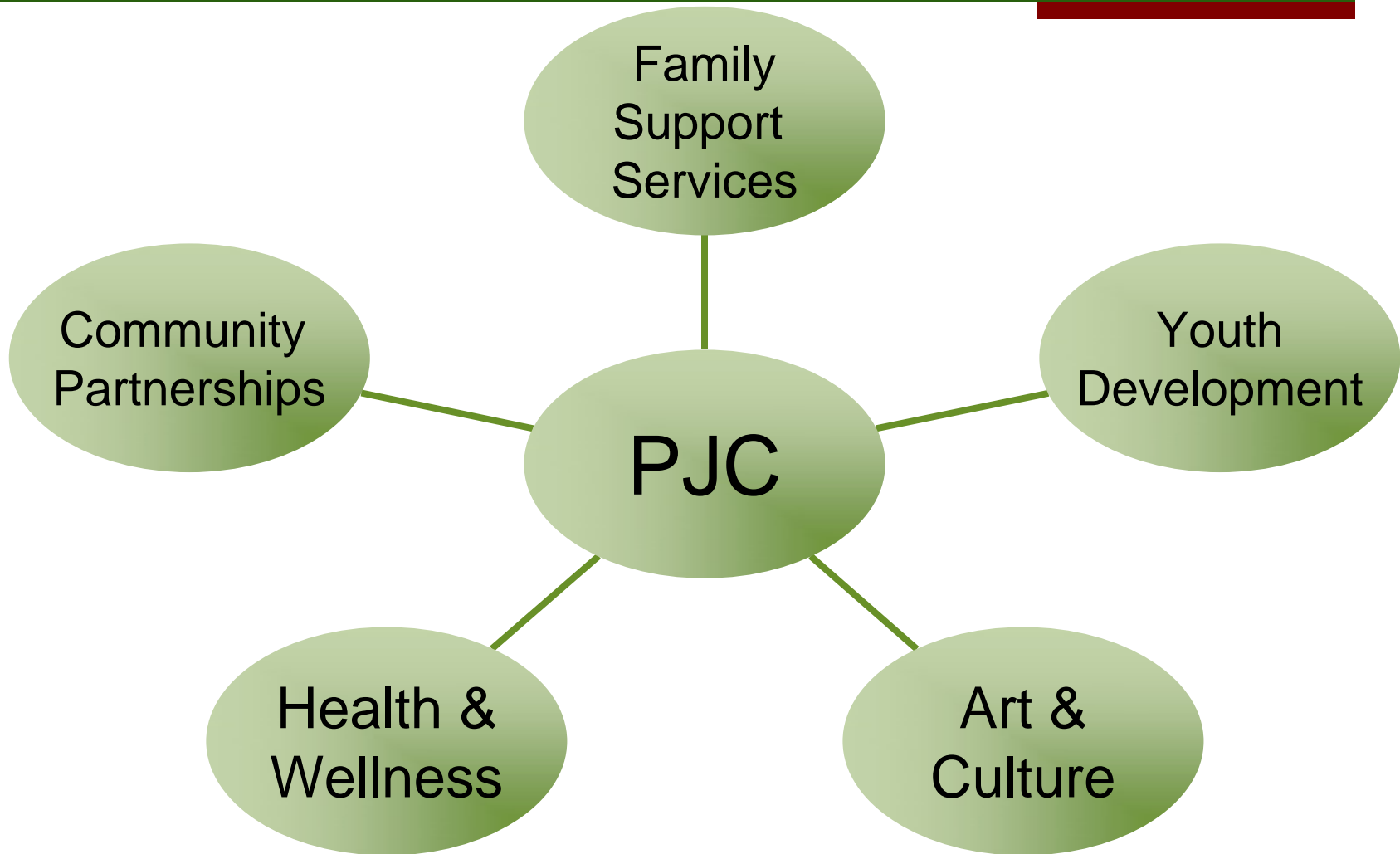
Communication

Kindness

Accountability

“Deeply rooted within the heart of the community it serves, PJCCE is a friendly helping hand!”

The Community



Prescott-Joseph is a friendly, helping hand!

Family Support Services

- **Another Road to Safety (ARS):** This innovative program, in partnership with Alameda County Social
- Services Agency, serves low to moderate risk families who are diverted from Children's Protective Services (CPS). The program provides intensive, in-home, strengths-based family-focused support services.
- **Paths 2 Success:** This is component is also in partnership with Alameda County Social Services Agency, CPS and provides support services to children who were removed from the home and are now being re-unified with their family.
- **Another Road to Safety – Kinship Services (ARS-KSSP):** Also in partnership with Alameda County Social Services Agency, CPS, this program provides support and resources to the relatives and non-relatives caregivers who are raising children who were removed from the home. This is also in partnership with Family Support Services of the Bay Area.
- **West Oakland Food Pantry:** The West Oakland Food Pantry Program (WOFP) addresses the increasing need for food assistance in the community. Each month, the Food Pantry provides over 130 emergency food boxes, and other essential supplies to the families in the community living below the federal poverty line. Alameda County Food Bank and other local grocers provide food for the pantry.
- **Father to Father (F2F):** (F2F) provides parenting skills, stress management, support, and networking for African-American single fathers, and/or male relative caregivers. This peer support group meets weekly, on a week night, for a total of 2 hours, with 1.5 hours for the actual group and 30 minutes before for dinner/food.

Service Needs Referrals

- Basic needs 72%
- Therapeutic treatment / family counseling 68%
- Health and Medical care 59%
- Education needs 56%
- Housing 53%
- Public benefits 46%



Bay Area Asthma Challenges

Alameda County, West Contra County, San Francisco County

- 2nd highest hospitalization rates of all counties in California, Alameda County
- 25% of kids in Oakland ages 5-17 have asthma
- West Oakland African American kids 5-17 highest hospitalization rates for any area in California
- West Oakland children with asthma 25%
- West Contra Costa County 24%
- Bay View Hunter's Point in San Francisco 16%
- Asthma is one of top 3 reasons for school absenteeism in low economic communities
- Contributing factors, the 3 big E's
 - Economy, education, and environment
 - Cultural behavioral patterns
 - Probable hereditary component
 - Urban areas

Solution is the Breathmobile®, Mobile Asthma Clinic

- PJC in asthma education since 2001
- Breathmobile® started operating in Bay Area in September, 2009
- Full service clinic comparable to any medical center clinic
- 2 computer systems including electronic record, Health Risk Assessment System
- Thorough evaluations including H&P's, Pulmonary function studies, skin testing
- Inhalation therapy on board if needed
- Education and case management
- Home inspections looking for asthma triggers, education and remedial work

Health & Wellness

- **The Northern California Breathmobile ®:** PJCCE is proud to be the founder of the first-ever Northern California Breathmobile ®, a 33-foot custom-built mobile pediatric asthma clinic designed to address the major Asthma problem in West Oakland. Of the approximately 22,000 people living in West Oakland, 20% of children and 37% of adults have asthma. West Oakland children are seven times more likely to be hospitalized for asthma than any other children in California. The Breathmobile is staffed by a team of asthma professionals that includes a Pediatric Allergist or Pulmonologist, a Pediatric Nurse Practitioner, a Registered Nurse, and a Patient Services Worker. We also serve Emeryville, West Contra Costa, and San Francisco school districts.
- **West Oakland Asthma Coalition:** WOAC was established in 2001 by area asthma organizations to provide school-based education, and in-home education and environmental assessments, in partnership with the HealthyHomes Program, a program of Alameda County Lead Poisoning Prevention Program. Prescott-Joseph serves as the fiscal sponsor for the WOAC.
- **Immunization Clinic:** In partnership with Alameda County Public Health Department, the Immunization Clinic nurses provides childhood immunizations, T.B. screening, flu shots, and tetanus shots.
- **Senior Lunch & BINGO!:** Twice a month, on the 2nd & 4th Wednesdays, PJCCE offers a free hot, nutritional lunch for West Oakland Seniors and 10 games of Bingo.

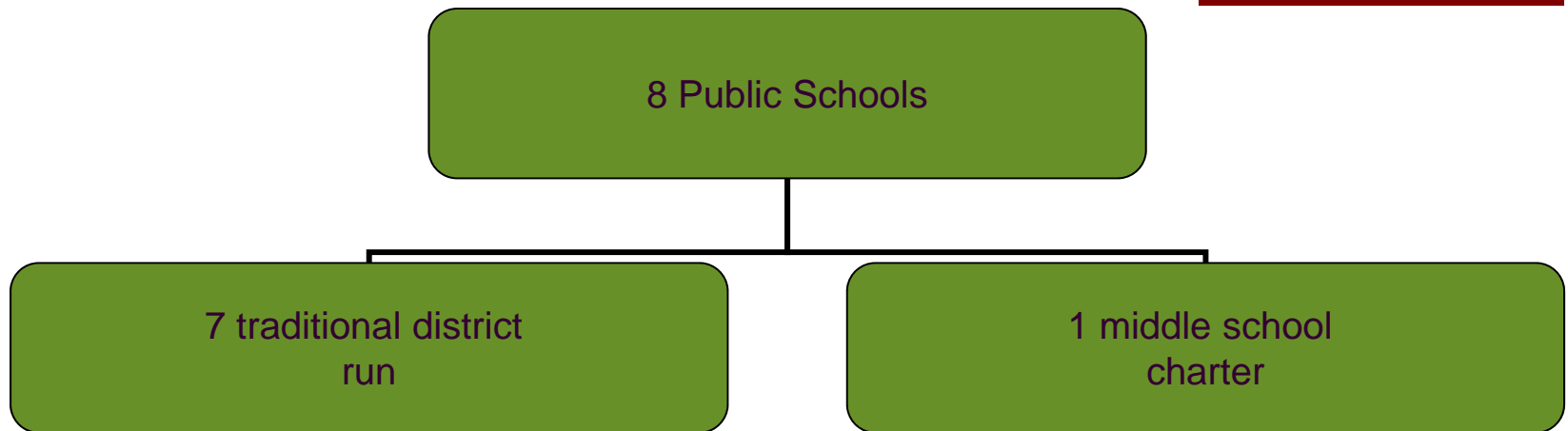
Art & Culture

- **Theater in the Yard:** In 2001, the backyard of PJCCE was converted to a 2,000 sq. ft. outdoor theater with seating capacity for 100. Twice a year, we offer one theater production by a person of color, and an “urban adaptation” of one of the works of Shakespeare, also called “Shakespeare in the Yard.” This year, in celebration of our 10th Anniversary, we are offering two August Wilson’ plays, “Gem of the Ocean” and “Joe Turner Has Come and Gone.”
- **Artists in the Schools:** In partnership with P.L.A.C.E. @ Prescott (formerly Prescott Elementary School), this program provides students in kindergarten through fifth grade with hands-on experience in the visual arts through guided instruction and interaction with a professional visual artist.
- **Music in the Schools:** For over two years, PJCCE has provided a music teacher to provide music in the two elementary schools.
- **Artists in Residency Program:** We offer monthly art shows spotlighting local artists. We are also home to the “Lower Bottom Playaz” acting troupe directed by Ayodele “Wordslanger” Nzinga.
- **HEARTs Center:** “Healing through Art & Self Expression” is an 8-week program for women in recovery includes mask-making, art, writing, music, and storytelling.



Education

West Oakland Schools



- Most have less than 300 students, down from 900 students 5 years ago
- 3,450 school age children
- 1,570 attend district schools in West Oakland
- 442 attend charter public schools
- 1,465 attend schools outside of West Oakland



Why Students Leave

- Schools outside of West Oakland perform higher academically
- Minimum API for quality schools is 800
- API's are below 750, many in the 600's
- All schools had API's for African American in reading go down last year
- Student performances matter to a lot of families
- Safety issues
- Teachers need to be improved

2011 API Scores by School:

	Overall	African Amer.	Latino
MLK	639 (-62)	594 (-82)	729 (-52)
Prescott	702 (+18)	681 (-6)	738 (+35)
Lafayette	678 (-17)	583 (-42)	722 (+30)
Hoover	705 (+2)	649 (-6)	744 (-5)
WOMS	574 (-42)	571 (-40)	663 (-11)
MHS	519 (-6)	501 (-19)	NA

Academic Performance Index (API) Scores

- 2008-09 = 546 (-9)
- 2009-10 = 530 (-16)
- 2010-11 = 519 (-6)



McClymonds General Information

Demographics (SARC 2010-2011)

■ Ethnicity/Race

- Black or African American = 90.6% (230)
- Asian = 2% (5)
- Filipino = 1.2% (3)
- Hispanic or Latino = 3.5% (9)
- Pacific Islander or Native Hawaiian 0.4% = (1)
- White = 0.8% (2)

■ Socioeconomically Disadvantaged = 65%

■ English Learners = 5.1%

■ Students w/ Disabilities = 10.6%

STAR (Standardized Testing and Results) Program Scores (% of students at or above proficient)

■ English

- 2008-09 = 13%, 2009-10 = 14%, 2010-11 = 14%

■ Math

- 2008-09 = 4%, 2009-10 = 4%, 2010-11 = 1%

■ Science

- 2008-09 = 0%, 2009-10 = 0%, 2010-11 = 12%

■ History/Social Sciences

- 2008-09 = 6%, 2009-10 = 10%, 2010-11 = 3%

■ *Scores are much lower than district and state averages*

Strategy to Improve Schools

- Reduce Class size
- Math and reading coaching
- Improve teaching
- Wraparound support services (improve conditions to achieve higher performance)
- Summer intervention program
- Lengthen school day
- Develop continuum of education

School Reform in Public Schools

- Community Schools
- Promise Neighborhood Grant, applying for
- Partnerships:
 - West Oakland community Collaborative
 - West Oakland Education Brain Trust
 - Go Public Schools
 - OTX-West

Summer Activities Program

- Academics
- Indoor soccer and basketball
- Theatre campus
- Art classes

After School Programs

- Co-ed Soccer Teams (3) and tutoring



COMMUNITY
TRUST

A DIVISION OF SELF-HELP FCU

Sayla Eisner-Mix

Community Programs Coordinator

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Community Trust, a div of SHFCU

- West Oakland's only deposit-taking financial institution that is open to the public
- Opened doors as People's Community Partnership Federal Credit Union in 2001
- Merged with Self-Help in 2008
- Mission: to create and protect ownership and economic opportunity for all, especially women, people of color, rural residents, and low-wealth families and communities.

Community Trust, a div of SHFCU

“2nd Chance” financial institution

- Various checking accounts, forgiving to those on ChexSystems
- Alternative Credit (utility bills, rent payments, phone bills paid on time) used in lieu of mainstream credit for those with a thin credit file
- Home Mortgage Program for borrowers with less than perfect credit

Community Trust, a div of SHFCU

Credit Report Reviews

- One-on-one with client
- Developed through original Credit Committee
- Open to members and non-members
- Often the first time client has seen their report
- Credit Coaches are trained volunteers

Community Trust, a div of SHFCU

Success Story: Ms. A

Came in to have taxes prepared, had put it off for 3 years because she knew she owed money. We prepared all 3 years, balance was \$1000 in her favor. Ms. A came back in that summer to talk about her credit- she knew it was bad, didn't know where to start. Opened a Fresh Start Loan, 6 months later qualified for her first auto loan ever!

OTXWest...

reusing the past, building the future



Bruce Buckelew,
Founder/Director
bruce@otxwest.org





The two problems

- The “digital divide”...everyone needs access to computers and the Internet, particularly students
- E-waste

The Solution



Large scale computer refurbishing

- Free computers for middle and high school students and families
- Focus on education problems and partnership with the schools
- Focus on West Oakland STEM



What do we need?

- **Collaboration with other**
- **West Oakland groups** (Schools, OHA, City, WOCC, Prescott Joseph Center, Boys and Girls Clubs, YMCAs, Recreation Centers, churches, new teen center, senior centers, and more)
- **Good quality donated computers**
- **Money...particularly to keep our free computer program going.**

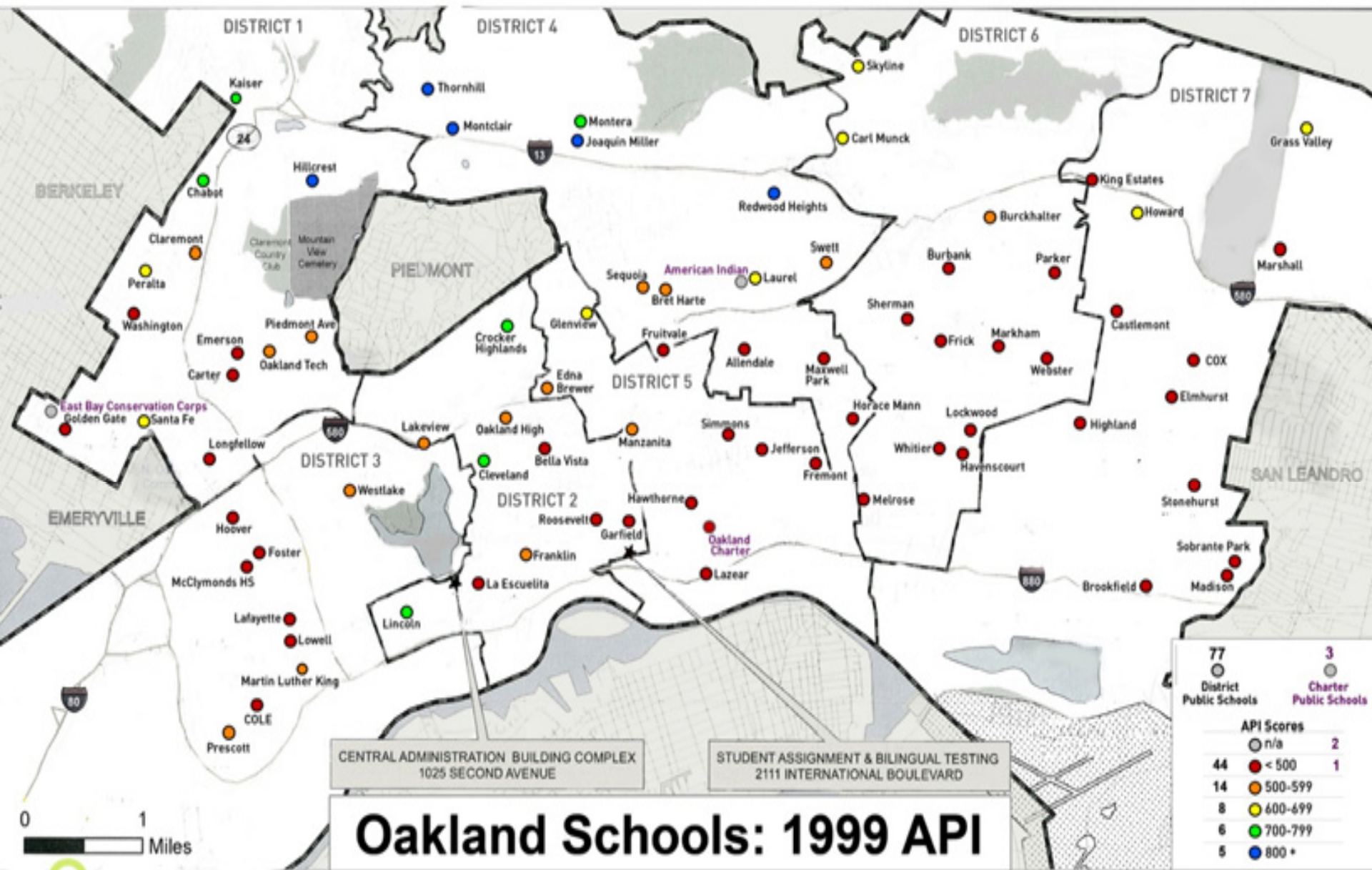


Photo by Hasain Rasheed

Educational Opportunity in West Oakland

Prescott Joseph Center for Community Enhancement – June 2012

Jonathan Klein, Co-Founder and Executive Director

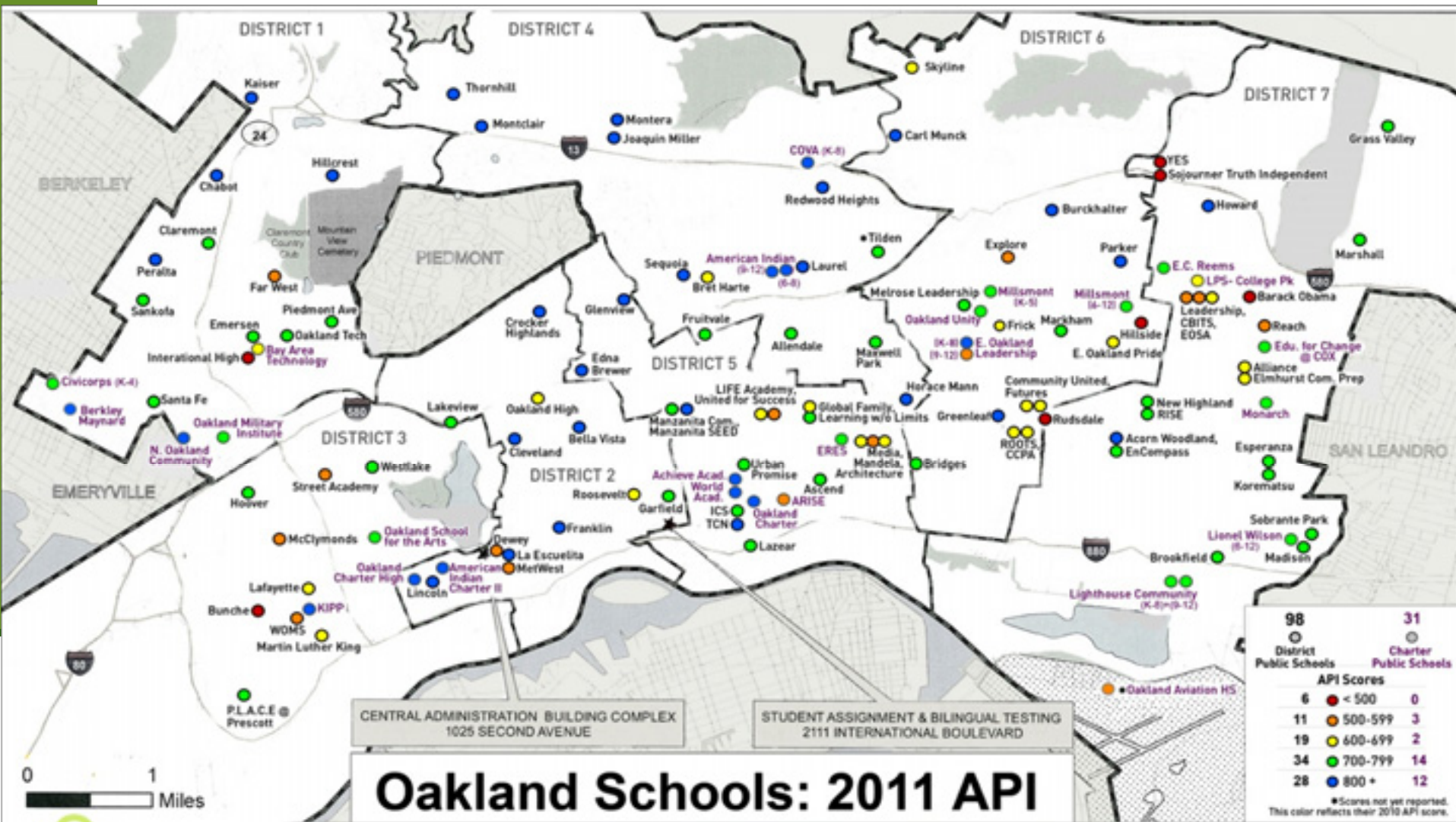


Oakland Schools: 1999 API

www.goinfocenter.org

Maps adapted from materials developed by Oakland Unified and Oakland Community Organizations.

Progress. Much to do.



CA Compared to National School Funding

Table 1: California's Schools Lag Behind Other States on a Number of Measures

	California Rank	California	Rest of US
K-12 Spending Per Student (2010-11)*	46	\$8,908	\$11,764
K-12 Spending as a Percentage of Personal Income (2010-11)*	47	3.27%	4.29%
Number of K-12 Students Per Teacher (2010-11)*	50	20.5	13.8
Number of K-12 Students Per Guidance Counselor (2009-10)	49	810	433
Number of K-12 Students Per Librarian (2009-10)	50	5,489	839
Number of K-12 Students Per Administrator (2009-10)	46	301	203

* Data are estimated.

Note: Data exclude the District of Columbia. Spending per student and number of students per teacher are based on Average Daily Attendance (ADA). Number of students per guidance counselor, librarian, and administrator are based on statewide enrollment.

Source: National Education Association, National Center for Education Statistics, and US Bureau of Economic Analysis

Our Priorities

- 1. Effective Teaching** – ensure all students consistently experience effective teaching.
- 2. Empowered Schools** – increase school level decision-making authority about staffing, budget, curriculum, and schedule.
- 3. Community Movement** – strengthen the community movement and accountability for quality public education for all students.

Effective Teaching



GO is **engaging parents and teachers** about the importance of effective teaching for students.

GO is preparing to launch a **Teaching Policy Fellowship** to support Oakland's best teachers to shape policy and decision-making about Oakland public schools.

GO has partnered other CBOs to commission the **National Council on Teacher Quality** to produce an "Effective Teaching Road Map" for Oakland Unified.

GO is **supporting OUSD teachers** to pilot a **new evaluation system** that focuses on professional growth.

Empowered Schools



Prescott Joseph Center



All Kids, All Schools, Our Decisions Coalition

- Secured over 3,000 signatures of support from parents, educators, and community leaders for policy to increase school-level authority over:
 - educational curriculum,
 - budgets,
 - staffing, and
 - schedules.
- Won unanimous (7-0) support from Oakland school board for new district policy in alignment with campaign goals
- Expecting implementation plan from Superintendent Smith and his team in August 2012.

Community Movement

Volunteer “Board Watch” previews and reports on every school board meeting

GO is active at “neighborhood-based” tables in **West Oakland**, Fruitvale, and Castlemont

GO supports “GO2s” at district and charter schools throughout the city

Email list reaches about 4,000 Oakland education stakeholders every week

Website receives thousands of visitors every month

En Español | Contact Us | Visit GO Public Schools (501c4)

Search the site

GO GREAT OAKLAND PUBLIC SCHOOLS LEADERSHIP CENTER

Bringing Oakland Together for Our Students

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All Kids
All Schools
Our Decisions

LATEST NEWS

How will OUSD engage families?
Tomorrow night, the OUSD Board of Education will vote to establish clear standards and requirements for meaningful family engagement practices. Families and community must be seen as allies in the work of educating Oakland students. Ultimately, it is to the families and... [More >](#)

• Welcoming Jordan Wise to the GO Summer Team

• She should be worried about finals

• Job Opportunities at GO Public Schools [More from News Blog >](#)

BOARD WATCH BLOG

June 19th School Board Meeting: Family Engagement, OEA Contract, and New OUSD Budget
Here is a summary of OUSD's Board of Education meeting on June 19th. Public Comment: Many people spoke to advocate in opposition to the Program Specialist layoffs given by OUSD's special education department this week. Program Specialists play an integral role in... [More >](#)

• May 23rd Board Watch Preview

• Videos from this Week's School Board Meeting

• Just minutes ago, the school board voted... [More from Board Watch Blog >](#)

LATEST FROM TWITTER & THE WEB

OUSD News
Free, nutritious lunches don't have to end for the summer just because school does! <http://t.co/6HtG2yQk> **1 day ago**

Katy Murphy's Blog
New rankings for California's public schools **5 days ago**
State auditors find misappropriation of funds, evidence of fraud and conflict of interest by charter school

Education Week
@GatesFoundation puts \$1.4M into development of student "engagement pedometer": <http://t.co/NmE4VH2s> via @EdWeekTeacher **1 day ago**

Get Updates & Alerts!
Email Address Submit

Donate Now!

Spread the Word

Thriving Students

Upcoming Events
Please sign up to be notified of future events.
[More Events >](#)

Connect to GO Online

The Latest from GO on YouTube

5.25.12 Oakland Schools Foundation on Family Engagement Standards

5.23.2012 BOE College Track

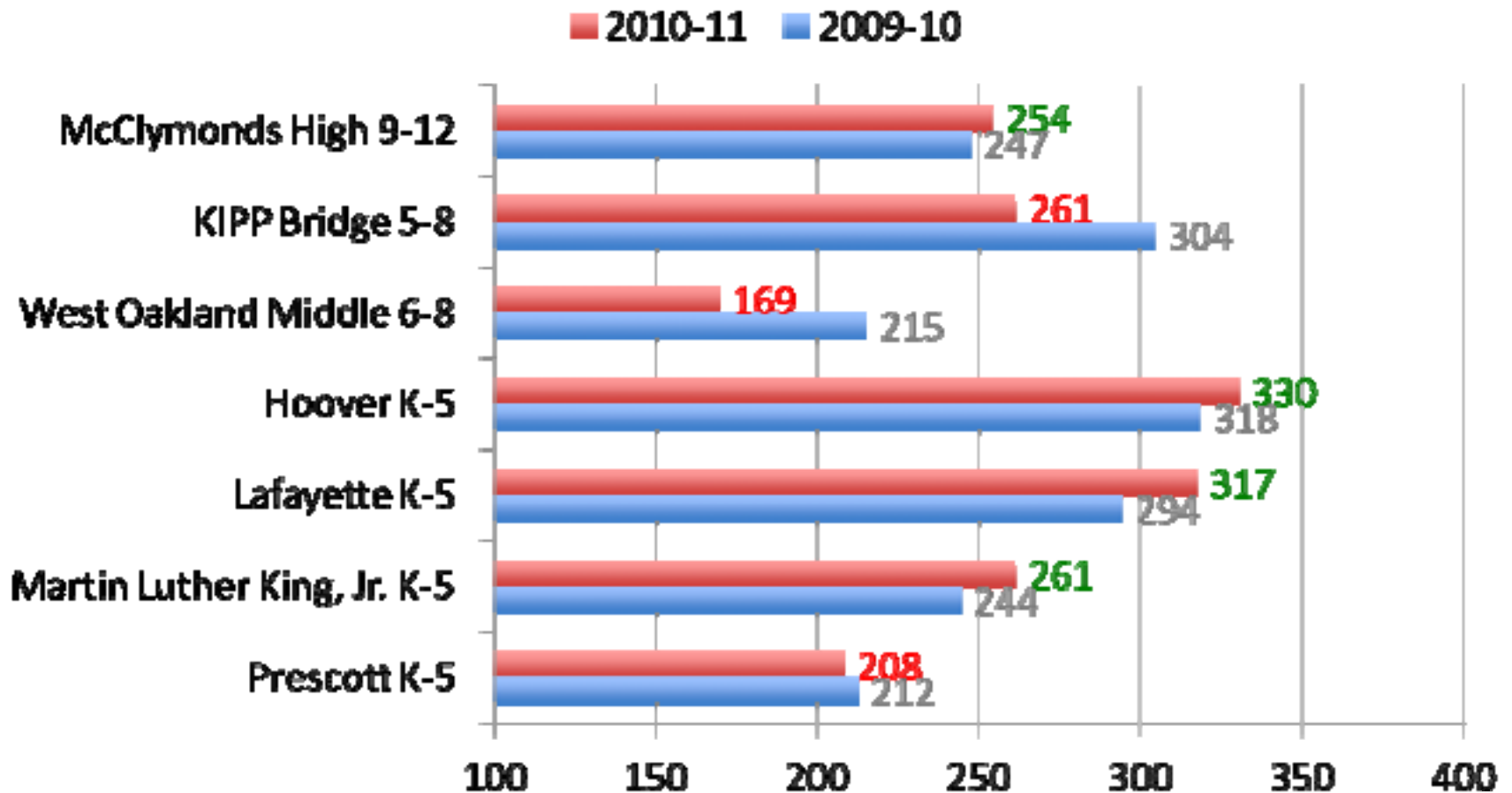
Spotlight: West Oakland Public Schools (A)



Photo by Hasain Rasheed

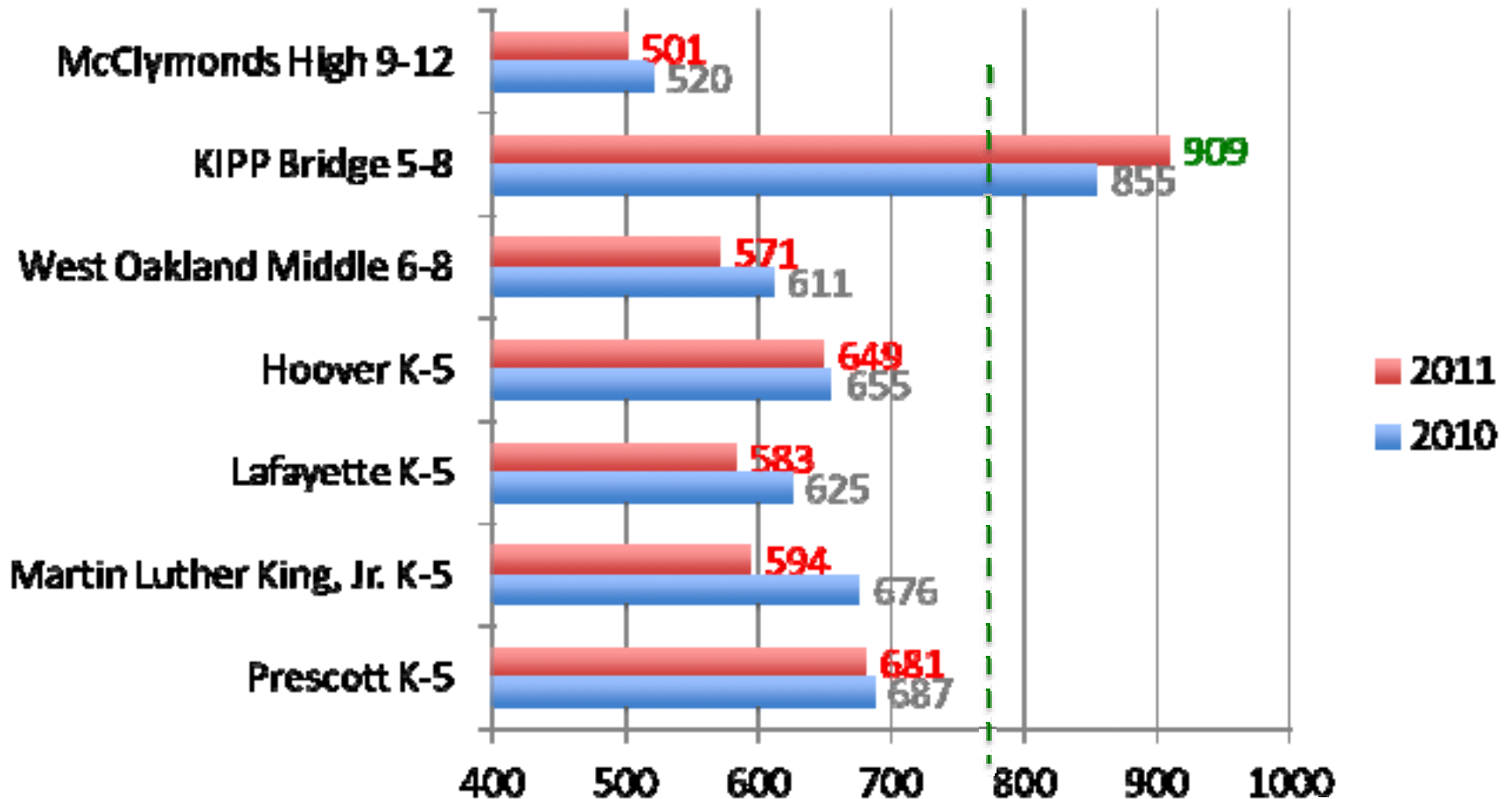
- In 2009, OUSD estimated that there were at least 3,447 school age children living within West Oakland
 - 1,590 attended district public schools in West Oakland.
 - 442 attended charter public schools.
 - 1,465 attended district public schools outside of West Oakland.

Spotlight: West Oakland Public Schools (B)



Spotlight: West Oakland Public Schools (C)

Academic Performance Index (API) for African-American Students in West Oakland Schools



Third grade reading is a critical academic milestone and indicator of future success.

One in six children who are not reading proficiently in third grade do not graduate from high school on time, a rate four times greater than that for proficient readers in third grade.



Photo by Hasain Rasheed

3rd Grade Reading Levels in West Oakland elementary schools

	Prescott	Martin Luther King, Jr.	Lafayette	Hoover	Brookfield
All 3 rd Grade Reading	8% n=28	5% n=49	13% n=44	30% n=50	30% n=53
Af-Am 3 rd Graders	0% n=16	3% n=30	4% n=27	32% n=25	46% N=13

10 out of 98 African-American 3rd graders
in West Oakland elementary schools in 2011
were reading at grade level.

Data from California Department of Education's 2011 California Standards Test

East Oakland Literacy Zone Pilot

- 3 schools in East Oakland – started with 1 in 2010-11 and expanded to 2 additional sites in 2011-12
- Work with school administration to identify student needs and match to service providers willing to expand
- Coordinate additional community/family literacy events – family reading nights, reading challenge
- Strengthen school and pre-school connections to local library
- Secured funds for program expansion: \$500,000 from 6 new or more highly engaged funders



Photo by Hasain Rasheed

Oakland Reads 2020



Photo by Hasain Rasheed

- 8-year community-based literacy campaign developed for the All-America City Award/Campaign for Grade-Level Reading
- Goal: 85% of Oakland 3rd graders are reading proficiently by 2020. (2011 Baseline: 42% of 3rd graders reading proficiently.)
- Expand focus from literacy intervention/support to other correlated early literacy challenges:
 - School Readiness
 - School Attendance
 - Summer Slide
 - Parent Engagement
- Phase I: Citywide messaging campaign; Expanding East Oakland Literacy Zone – identify and meet school readiness and parent engagement needs
- Phase II: Replication

About Great Oakland Public Schools Leadership Center



Great Oakland Public Schools Leadership Center is a 501(c)(3) charitable organization that provides education, advocacy, and leadership within the Oakland community so that all our students have the opportunity to attend quality public schools.

www.goleadershipcenter.org

Students First

Every decision should focus on what Oakland students need in order to attain a quality education.

Sense of Possibility

All children can succeed as a result of quality schools and effective teaching.

Equity

Students of all backgrounds and in all neighborhoods deserve equitable and excellent outcomes. Resources and opportunities must be prioritized for historically underserved communities and students.

Power of Community

Our Oakland community has high expectations for our students and public schools – and the power to deliver quality education for all students.

Shared Decision-Making and Accountability

People should have a say in the decisions that shape their lives. Those who are responsible for making decisions should be held accountable for those decisions based on student results.

Respectful Communication

We communicate directly and with respect at all times, enabling us to be transparent and pragmatic, foster learning, and create long-lasting, accountable relationships.