



**MEMORANDUM – CITY OF PASADENA
Office of the City Manager**

Date December 20th, 2004
TO: City Council
FROM: Cynthia Kurtz, City Manager
SUBJECT: National League of Cities *Integrating Education and After School Initiatives*

In June 2003, the City of Pasadena was selected as one of six cities nationwide to receive a technical assistance grant from the National League of Cities Institute for Youth, Education and Families to help municipal and community leaders link after school programs with in-school learning. Listed below are brief summaries of the work of the four teams. While the technical assistance grant from the National League of Cities ends December 31st, 2004, it is the hope of the Pasadena Team to continue with the initiatives started and to develop material that will lead to informed decision making.

1. Quality Standards Team – Jaylene Moseley Team Leader

The Quality Standards Team is using Project Based Learning (PBL) as a strategy to link after-school activities with in-school learning. With PBL, students work on projects that interest them, and the program providers serve as their coaches. The projects selected are the mechanism by which youth apply basic skills and meet academic standards. Students define their own roles, tasks and time management. They also learn how to communicate, present, affect, produce and take personal responsibility for learning. In collaboration with *Mustangs on the Move* at John Muir High School and the Flintridge Foundation, the Quality Standards Team developed a day long introductory PBL workshop for after school program providers, and the Team conducted two of these introductory workshops representing approximately 30 different after school programs.

To continue the work of the Quality Standards Team, Flintridge Foundation has agreed to:

- Offer the introductory PBL workshop developed by the Team once a quarter for after school programs serving the PUSD geographic area;
- Convene PBL trainers on a quarterly basis so that trainers may share insights and learning and help each other with challenges.

2. Revenue Action Team – John Streb Team Leader

The goal of the Revenue Action Team was to develop a plan of sustainability for current after school services that are in place throughout the geographic area of the Pasadena Unified School District. The Team researched the current services

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provided, the funding sources, the cost per student, and the approximate number of students served. The Team also reviewed five other cities throughout the country that have struggled with the issue of long term after school funding. The group has also developed a matrix for potential funding to address diminishing revenue for existing programs as well as looked at potential funding for new or expanded programs.

The Team is exploring a recommendation to place the administrative functions of after school service providers who receive public funding under one umbrella for more effective management, under the direction of the City of Pasadena and the Pasadena Unified School District. Justification for creating such a partnership is outlined in a draft "Concept Paper." The draft Concept Paper will be available for review and discussion by early 2005.

3. Resource Identification and Development Team – Susan Lafferty and Susan Neufeld, Team Leaders

The Resource Identification and Development Team has been working to understand after school service needs and gaps in the geographic area of the Pasadena Unified School District. To date, the group has administered a telephone survey to program providers to understand what services they provide and whether or not they are meeting the perceived community need. In early 2005, the Team will administer a second survey which targets families with children under the age of 18 in the greater Pasadena area and will be conducted in Spanish and English as well as Armenian, if possible. This survey will assess who is accessing after school services and the potential barriers to these services which families may face. Results from both surveys will be shared with the broader Pasadena community and will be used to make recommendations for improving after school service integration.

4. Publicity Team "Making the Case" – Patsy Lane, Team Leader

The Publicity Team designed a public awareness campaign to build community support for after school programs. Featuring the tagline, "*After school Programs, they're not just for kids,*" the campaign targets individuals who may not be aware of the existence and benefits of after school programs in our community.

To launch the campaign, the Publicity Team created a brochure highlighting the communitywide benefits of after school programs, such as promoting higher academic achievement, building a stronger workforce, creating a safer community and increasing savings to taxpayers in areas such as crime-fighting and welfare expenses. The brochures, along with 99 banners displayed during the month of October at strategic locations throughout the business sections of Pasadena, serve as a visual and thought provoking tool in making the case that after school programs help build a stronger healthier Pasadena.

cc: Lisa Fowler
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