

**\*PROJECT TITLE:**

**Club Stride: Vallejo Youth Civic Action Initiative**

**TOTAL BUDGET AMOUNT REQUESTED:**

**Project Budget \$62,345**

**PROJECT SUMMARY:**

The Vallejo Youth Civic Action Initiative is designed to facilitate greater civic involvement from students. The project will take a life skills approach to teach civic leadership and to actively engage disenfranchised youth in the democratic process. The project also aims to highlight connections between media literacy and civic education and inspire collective efficacy to help cultivate healthier communities.

The project will take steps toward diminishing civic participation gaps and develop a strong network collaborative to further support and improve civic health on Vallejo city high school campus'.

**DELEGATES:**

Sandra Kenyon-Collins

**ONE E-MAIL ADDRESS FOR THE PB STAFF TO SEND A CONFIRMATION THAT THE PROPOSAL WAS RECEIVED:**

**\*DETAILED PROJECT DESCRIPTION:**

The Vallejo Youth Civic Action Initiative is designed to facilitate greater civic involvement from students. The project will take a life skills approach to teach civic leadership and to actively engage disenfranchised youth in the democratic process. The project also aims to highlight connections between media literacy and civic education and inspire collective efficacy to help cultivate healthier communities.

The project will take steps toward diminishing civic participation gaps and develop a strong network collaborative to further support and improve civic health on Vallejo city high school campus'.

**\*NURTURING AND DEVELOPING CIVIC COMPETENCE AND CAPACITY FOR COMMITMENT**

The Vallejo Youth Civic Action initiative is an evidence-based, civic leadership education series. Each iteration of the series is designed to develop students in areas of civic responsibility and leadership, including public speaking, self-efficacy, basic civic knowledge, social cohesion, collective efficacy, project design and implementation, and media and technology skills for 21st century civic participation. Club Stride, Inc. will utilize civic media to inspire youth participant expression, discussion and informed civic action. In addition, participants will have the option to engage in three projects aimed at preparing them beyond a basic knowledge of civics:

**\*YOUTH CIVIC LEADERS - PROJECTS:**

1. Peer Impact Project (Knowledge of School Government)
2. Social Justice Project (Knowledge of Local City Government)
3. The Be RELEVANT Civic Education Conference (Collective Action: 550 Vallejo City Youth Impacted)

Each iteration will enlist a cohort of 50 youth representatives from all Vallejo city high schools who will learn to identify community problems, craft and implement solutions and assess responses. Students can participate in one or both (2) parts of the series, and learn to develop a belief in their own capacity to successfully participate in the democratic process, and practice applying knowledge gained, which research has shown is critical to ensure future civic engagement. Recruitment will take place at least two months prior to each iteration as follows:

**\*RECRUITMENT PERIODS:**

March 2019 – April 2019 (Recruitment for 1st Iteration of the Project)

October 2019 – December 2019 (Recruitment for 2nd Iteration of the Project)

In addition, ongoing on-campus outreach and relationship building (mentorship) will be conducted by Club Stride representatives to promote program engagement and retention. Each iteration will be no longer than 4 ½ months and require promotion to the next level of leadership. *[April 24, 2020 – June 10, 2010 Club Stride will mentor and facilitate completion of ongoing projects]*

Students who choose not to participate in the second iteration of the series will be acknowledged for their commitment and work completed, receive public recognition and can continue to contribute to the project in a number of ways ongoing as community members. The program is project-based and students will be required to meet one hour a week to design and successfully implement projects.

The program will strive to retain a total of 50 students throughout each iteration of the series. However, to ensure that the program is at full enrollment throughout the performance period the following practices will be implemented:

- a. Implementing partner will take attendance each session
- b. Full funding should be provided as long as a certain level of attendance is met (the exact percentage or number of attendance to be decided during the implementation and contracting phase)
- c. City of Vallejo will monitor attendance in a possible variety of ways (visits, progress reports, collecting attendance sheets, etc.)

Students will be required to complete an application process to ensure that they are truly interested and will commit to the program.

March 18, 2019 – April 30, 2019 a fair and widespread outreach campaign will be conducted to assure that all students at Vallejo city high schools have an equal opportunity to complete and submit an enrollment application for the first iteration of the Vallejo Youth Civic Action Initiative (Part I of the Series). Space will be limited to 50 high school students per iteration. The recruitment period for Part II of the Series will be October 2019 – December 2019. The application will be shared throughout schools,

school clubs, social media platforms, public libraries, City Hall and other places where it might attract attention. Outreach methods may also include (and is not limited to) presenting at the VCUSD principals meeting, participating in school events and parent meetings, and sending notices to the schools to be distributed to teachers and parents. Direct student outreach and relationship building is already underway.

Program enrollment will be open to all of Vallejo city high schools. VCUSD has confirmed that Club Stride can host meetings on campus. Club Stride will facilitate coordination of meetings and charter schools will be included.

**\*Selection process will take place the month of May 1, 2019 – May 24, 2019.**

**Preliminary selection will be based on two factors:**

- 1) order in which applications were received, and**
- 2) at least 51% or more of participants must be low – to –moderate income).**

**ADDITIONAL SELECTION CRITERIA:**

1.) Passing all their classes, 2.) Commitment from parent and student to assure that student can attend all required meetings, 3.) Demonstration of a willingness to learn and participate, 4.) Fair distribution of participation across schools, and 5.) participation to mirror student body demographics as close as is possible.

Weekly student attendance will be monitored by an electronic sign-in device (for daily, weekly or monthly monitoring).

Parent participation is required at the time of orientation.

**\*AWARDS AND INCENTIVES**

The week of December 16, 2019, all participants can attend the **Youth Leadership Awareness Assembly**, which will acknowledge all participants, and be the official graduation and promotion ceremony for next level leadership (recognizing participants continuing to part two (2) of the leadership series). Students will share their projects with city leadership and receive awards.

**\*50 Student Leaders = 500 Youth In-Action:**

The awareness assembly will also kick-off planning and organizing efforts (by our youth cohort of **50 student leaders**) for the 2020 collective action project: The **Be RELEVANT Civic Education Forum and Conference** (Part 3 of series), which will facilitate collaboration between all Vallejo city high schools. The conference will bring together over **500 high school students**. It will include a youth moderated civic forum and will be held on April 24, 2020. The civic forum will be the only plenary session during the conference, and will include presentations from leaders at various levels of government. *The cohort of 50 students will be positioned as civic actors and help plan and organize the forum, and moderate and facilitate the stage at the event.*

Guests will network with community leaders and browse resources from academia, business and technology at an onsite resource fair. The 2020 forum will be a school field trip for 500 high school attendees and will be live streamed for later viewings and online participation by the students who were unable to attend the Conference. The event will consolidate existing work to preserve, promote and celebrate community.

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**WHAT IS THE TYPE OF PROJECT:**

Vallejo Youth Active Citizenship Initiative is a service project. There will be 40 weeks of classroom curriculum and structure, less holidays and breaks, leading up to the 2020 Be RELEVANT civic education conference, which will be a school field trip for high school students.

**WHY IS THIS PROJECT NEEDED:**

There are profound civic empowerment gaps in the City of Vallejo. Only 25% of the population is registering and/or committing to vote in local elections. Studies indicated that the civic health of a community is a key factor in the development of its future economic health. Yet, large civic participation gaps persist in many Vallejo communities keeping marginalized populations grossly underrepresented in local and national governance, and further exacerbating voter apathy, while the kinds of quality civic learning experience necessary to promote civic readiness is not being distributed to the underrepresented student. These disparities translate into major gaps in who has voice and power in civil society. As a result, underrepresented youth are not only unprepared for the most basic civic participation but they do not acquire the broader skills necessary for them to advocate for themselves and others on matters of public relevance. Reversing this inequity is critical.

**HOW WILL THE PROJECT ADDRESS OR SOLVE THIS NEED AND/OR PROBLEM:**

Teaching our youth to be informed, civically responsible citizens is a vital, long-term solution to current civic and societal dysfunction. The Vallejo Youth Civic Action Initiative will address broad and deepening civic empowerment gaps currently challenging the stability, legitimacy and quality of local and national democratic processes. This initiative empowers underrepresented youth by actively engaging them in the democratic process. This project will take steps toward diminishing participation gaps to help build healthier communities, and develop a strong network collaborative to further improve the civic health of all student in the City of Vallejo.

**DESCRIBE IN DETAIL HOW RESIDENTS, VISITORS, GROUPS, COMMUNITIES, GEOGRAPHIC AREAS, OR THE CITY OF VALLEJO WILL BENEFIT FROM THIS PROJECT:**

This project will pool resources to begin to build the rich civic heritage that is a precondition for our city's socioeconomic well-being, which will have a positive impact on our schools, our families, local institutions, government and community as a whole, now and in the future. In addition, it will facilitate civic engagement and encourage greater involvement and connection for students to both school and community.

**DESCRIBE THE POTENTIAL CHALLENGES AND/OR OBSTACLES FOR THIS PROJECT:**

Club Stride understands that incentivizing participation and commitment to the project over a sustained period of time may be a challenge. Club Stride has a strong strategy for incorporating inspiring messages, resources and reminders about the core purpose of the project. In addition, the organization is committed to consistently presenting emotionally provoking youth-centered projects to keep youth enthused and motivated throughout the course of the project. Club Stride will also execute a dynamic relationship building strategy prior to the start date of the project to elicit confidence in the project and excitement that will lead to youth participation and long-term commitment.

**WHO WILL IMPLEMENT THE PROJECT:**

Club Stride, Inc., 501(c)(3) Nonprofit organization

**WHERE WILL THE PROJECT BE IMPLEMENTED:**

The **Youth Leadership Awareness Assembly** will be held at a City of Vallejo-owned public property. The **Be RELEVANT** Civic Education Forum will be held at a private property: The Coal Shed in Vallejo, Ca. 94592

**ITEMIZED BUDGET: Expenses**

Funding will start after June 2019

- |    |           |                                 |   |
|----|-----------|---------------------------------|---|
| 1. | \$ 8,000  | One Facilitator                 | \$40.00 X 5 Hrs/Wk X 40 Weeks   |
| 2. | \$ 2,000  | One Facilitator                 | \$40.00 X 5 Hrs/Wk X 10 Weeks   |
| 3. | \$ 19,200 | One Facilitator for Civic Media | \$80.00 X 6 Hrs/Wk X 40 Weeks   |
|    |           |                                 | To ensure learning outcome in Civic Media                                       |
| 4. | \$ 720    | Graduation Supplies             | Custom awards and certificates for 50 Graduating Students                       |
| 5. | \$ 350    | Office Supplies                 | 50 Students notebooks, folders, paper, ink                                      |
| 6. | \$ 2,475  | Bus Transportation              | \$225.00 X 11 Buses   |
|    |           |                                 | (April 24, 2020 - School Field Trip (VCUSD Bus will be used for transportation) |

**7. CATERING EVENTS**

- |  |          |                |  |
|--|----------|----------------|--|
|  | \$ 1,250 | a. Assembly    | \$25.00 per person x50 (Professional Lunch)    |
|  | \$13,750 | b. Be Relevant | \$25.00 per person x550 (Professional Banquet) |

**8. APPAREL AND ACCESSORIES**

- |  |          |                       |                                   |
|--|----------|-----------------------|-----------------------------------|
|  | \$ 1,100 | a. Awareness Assembly | 50 X T-shirts and Rubber bracelet |
|--|----------|-----------------------|-----------------------------------|
- “LEADERSHIP”

\$10,500    b.    Be Relevant Conference    500 X T-shirts and Rubber bracelet "Be RELEVANT"

**9. EVENT FACILITY**

\$3,000    a.    Coal Shed    Location for the Be RELEVANT Conference

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**\$62,345**

**All facilitators will be under Contractual Services.**

One (1) Media Facilitator to train and ensure learning objectives in civic media, including 21st Century media skill set for participants. Supporting curriculum through media management and instruction. Will work concurrent to Leadership Facilitator and Collective Action Facilitator (3-hour instruction per week. 3-hour equipment assembly and breakdown per week for the full series (Part I and Part II) - 40 weeks).

One (1) Leadership Facilitator will ensure learning objectives in leadership (project design and implementation) and public speaking for participants throughout both parts of the Series.

One (1) Collective Action Facilitator for 10 weeks to ensure learning objectives for collective action project; planning and organizing the Be RELEVANT Civic Education Conference as collective action for students from all high school campus'. Organizing and facilitating student work on the day of the conference (4-hour conference and experiential learning experience for students). Will work in conjunction with both the Media Facilitator and the Leadership Facilitator.

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**DESCRIBE THE PROJECT TIMELINE/SCHEDULE:**

All students will receive their leadership training at the school where they are enrolled or the school closest to their residence; 1 hour per week (20 weeks for Part I of the Series and 20 weeks for Part II of the Series).

Each iteration of the series is designed to develop students in areas of civic responsibility and leadership, including public speaking, basic civic knowledge, collective efficacy, project design and implementation, and digital tools for 21st century civic participation. The curriculum is designed to increase knowledge or awareness or familiarity gained by experience. However, students will also develop important social life skills needed to inform and carry out civic leadership behaviors in the future.

**CURRICULUM PROJECTS:**

1. Peer Impact Project (Knowledge of School Government)
2. Social Justice Project (Knowledge of City Government)

**Part I (1st Iteration)**

Week of August 19 – Week of January 20  
(20 Weeks)

*Project Engagement: Peer Impact Project (Knowledge of School Government)*

- Students will learn to take actions of civic responsibility in their school environment.
- Students will learn to identify issues of concern at school, design and implement solutions and assess responses.
- Students will learn a basic knowledge of how to actively participate in and initiate change in their school environment.
- Students will learn the implications of their civic decisions.
- Students will learn how to adapt well in the face of adversity (i.e. self-discipline, problem solving and decision making).
- Students will learn a basic background knowledge of public speaking for civic action.
- Students will learn the importance of research and how it helps establish credibility for civic action and public speaking.
- Students will learn how to collect data and put it into a usable format for civic action and public speaking.
- Students will learn how to apply digital tools to civic action.

**Week of December 2, 2019 - Leadership Awareness Assembly**

Community leaders will provide training and mentor-ship to a cohort of 50 students on important elements of civic leadership. This will be the graduation ceremony for all student participants and the official promotion to next level leadership for continuing students. This event will kick-off design and organizing efforts (by youth leadership) for the Be RELEVANT Civic Education Forum and Conference, which will facilitate collaboration between all participating high schools.

**Part II (2nd Iteration)**

Week of January 27 – Week of June 8  
(20 Weeks)

*Project Engagement: Social Justice, Equity and Diversity Project (Knowledge of City Government)*

- Students will learn how to take actions of civic responsibility in city government.
- Students will learn basic government processes, their rights and their obligations.
- Students will learn to identify and to be aware of community/neighborhood problems, and know how to design and implement solutions and assess responses.
- Students will learn how to adapt well in the face of adversity (i.e. self-discipline, problem solving and decision making).
- Public Speaking: Persuasive Techniques
  - Students will learn to apply persuasive techniques to public speaking for civic action.
  - Students will learn how to design and organize a presentation using media, technology and persuasive speech techniques.
- Students will learn media production and media presentation for civic leadership.
- Students will learn how to interview others.
- Students will learn how to communicate ideas in small groups using civic media.
- Students will learn to use their words and actions to support a commitment to social justice, equity and diversity.

- Students will learn how to establish, explain and apply criteria useful for democratic participation.
- Students will learn how to compare different perspectives and prioritize issues according to personal views.
- Students will learn how to evaluate information and arguments from various sources to apply to areas of civic leadership.
- Students will learn how to take collective action to improve their neighborhood and/or city.
- Students will develop the motivation and efficacy needed for sustained civic involvement.

**April 24, 2020 - Be RELEVANT Civic Education Conference**

Participating students will moderate and lead the 2020 Be RELEVANT Civic Education Conference, where students will practice techniques learned throughout the course of this project.

**Learning Emphasis:**

- Self-Efficacy
- Resilience Building
- Civic Knowledge (Literacy)
- Social Cohesion
- Problem Solving/Communication (Verbal & Non-Verbal)
- Basic Project Design/Implementation
- Empathy
- Health Equity
- Civic Responsibility
- Collective Action
- 21st Century Media for Active Civic Participation
- Introduction to Local Governments through Experiential Learning

**Project Source Code: Education and Training**

1120, 141, 833, 438, 125, 1190, 511, 1067, 1224, 825, 529, 911