

Union City Leisure Services

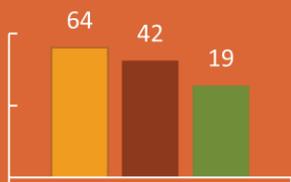
FY 2011-12

Total Served



- Children
- Parents/Caregivers

Children Served By Age



- Under 3yrs
- 3yrs
- 4yrs

8

Home languages of families served: Cantonese, English, Hindi, Konkani, Mandarin, Punjabi, Spanish, and Vietnamese

Program Context: Union City Leisure Services is the recreation and community services department for the City of Union City (www.ci.union-city.ca.us). Encompassing 18 square miles, Union City is located at the mid-point between Oakland and San Jose, and is billed as the gateway to Silicon Valley. It is home to a financially and ethnically diverse population. According to Census 2000 data, 43.4 percent of Union City’s residents are of Asian descent, 24 percent Hispanic, 20 percent white, and 6.7 percent African-American.

Leisure Services offers a variety of programming including dance, sports, camps, senior services, preschool, and teen/youth programs through 4 community centers located throughout the city. Prior to the Neighborhood Partnership, our offerings were fee-based and were provided only in English, enabling us to serve only a limited portion of our city’s population. With our First 5 funding, we targeted neighborhoods that have had the smallest number of participants registered in the past, but had large numbers of young children who potentially could benefit from services. These neighborhoods have lower-scoring elementary schools and are populated by low income families, working poor, new immigrants, and families headed by young parents. We were able to offer FREE services to many of the targeted families. Our overall desired outcome is to increase family participation in kindergarten readiness activities for this underserved population.

Services Provided: Free “Literacy and Me Jamboree” parent-child playgroups that emphasize school readiness activities. Families experience fun learning activities, art projects, constructive play time, and music and story time. Playgroups include parent education and monthly family literacy events. The program is held in English with support for other languages provided by bilingual parent volunteers. Our aim is to introduce families to the importance of literature exposure at a young age and help parents appreciate how critical their child’s social/emotional development is to their academic success. We also provide information and tools to support families through this phase of their child’s development.

Numbers Served (FY 2011-12): 80 parent-child playgroups for 125 children and 76 parents/caregivers; 20 parenting classes for 38 parents/caregivers.

Results (Spring & Fall 2011): When asked what, if anything, they are doing differently since starting the program, parents/caregivers mentioned being more involved with their child, playing more games, doing more music and arts and craft activities, and being more aware of how to support their child’s learning. 19 out of 34 (56%) parents/caregivers surveyed reported reading, singing, or telling stories to their children on a daily or more frequent basis. According to observations conducted by the playgroup facilitator, participating 4 year olds were able to stay focused during activities and engaged well with books.

“[This has been] a very knowledgeable program for both of us where we learned a lot [of] things to prepare for kindergarten.” (Parent quote)

Program Cost (Fiscal Year 2011-2012)

F5AC Grant Funds	F5AC Technical Assistance (Est.)	Department Funds (Est.)	Other Sources of Funding	Total Cost (Est.)
\$51,774	\$12,942	\$10,830	\$750 Book donation	\$76,296

Program costs include staff time, program materials, training, and other costs.

Number of program staff: 1 (0.5 FTE)

Going Forward: Sustainability Plan

Staff Professional Development/Revenue Development: Identify parents with strong leadership skills who actively participate/assist in Literacy and Me Jamboree playgroups and train them as facilitators of new, low-cost, preferably bilingual parent-child playgroup(s). At least one Leisure Services staff person will consistently allocate time to train and support parent leaders and supervise the parent-led playgroup(s). Develop 0-5 program models which include sliding scales and/or free slots to ensure access and participation by low-income families. If grant-funded Program Coordinator position cannot be maintained with general funds and/or Revolving Enterprise Fund (REF) funds, program will become fee-based, staffed by existing Tot program staff or an independent contractor.

Opportunities for Partnership & Involvement:

- Looking for additional sources of support for children who are unable to participate in our fee-based offerings
- Welcome partnership with others providing outreach and services to Union City neighborhoods where large numbers of low-income families reside, including the working poor, new immigrants, and English language learners
- Looking for ways to connect families to the community and inform them of the multitude of resources available to them

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