



# Memorandum

**TO:** NEIGHBORHOOD SERVICES  
AND EDUCATION COMMITTEE

**FROM:** Jill Bourne

**SUBJECT:** SEE BELOW

**DATE:** October 24, 2022

Approved

Date

11/1/22

**SUBJECT: CITY INITIATIVES ROADMAP: COLLEGE AND CAREER READINESS  
STATUS REPORT**

## **RECOMMENDATION**

- a) Accept the Staff Report on implementation of College and Career Readiness Quality Standards for all City funded, operated, or endorsed programs; and,
- b) Accept a staff update report on the College and Career Readiness Initiatives being implemented throughout the City of San José, including San José Aspires, Career Online High School, Friends Family and Neighbor Caregiver Support Network, Resilience Corps, SJPL Works, and San José Works.

## **OUTCOME**

The Neighborhood Services and Education Committee will be informed about progress, to date, on the College and Career Readiness programs, initiatives, and partnerships, provided by City departments:

- College and Career Readiness Quality Standards for all City programs;
- College and Career Readiness Logic Model, designed to assist in program planning, implementation, management, evaluation, and reporting across all City departments offering College and Career Readiness programs;
- San José Aspires, which seeks to provide San José's students with the skills, knowledge, and resources needed to achieve their academic or career goals;
- Career Online High School, which offers adults the opportunity to earn an accredited high school diploma and a career certificate;
- Friends, Family and Neighbor Caregiver Support Network;
- SJPL Works, which provides an extensive network of resources for small business owners, entrepreneurs, and career/employment seekers;

- San José Works Youth Jobs Initiative, which aims to provide 1,000 youth with employment opportunities; and,
- Additional College and Career Readiness programs and initiatives including Resilience Corps Learning Pathway, Teens Reach programming and volunteering, and the partnership with work2future.

## **BACKGROUND**

The Education and Digital Literacy Strategy<sup>1</sup> provides a framework for organizing and enhancing City efforts to impact educational outcomes, including College and Career Readiness. A timeline of the Education and Digital Literacy Strategy milestones and reporting is provided in Attachment A.

## **ANALYSIS**

Every student should be able to choose a meaningful path upon graduating from high school, whether it be attending a community college or four-year university, launching a small business, or developing valuable trade skills. In support of these community needs, the City employs an iterative approach that utilizes small scale pilots and gradual expansion to assess program impact and ensure that City staff can develop and deliver quality programming at scale.

### **College and Career Readiness Quality Standards**

Upon adoption of the College and Career Readiness (CCR) Quality Standards by City Council on December 01, 2020<sup>2</sup>, San José Public Library (“Library”) staff developed an Assessment Tool based on the Quality Standards to understand current performance across CCR programs and to track the progress of these programs towards an Advanced CCR Quality Standards rating.

The Assessment Tool provides space for reflection and planning on how program managers can work to eventually meet the Advanced rating, allowing for continuous quality improvement in each CCR program, ensuring the achievement of effective outcomes.

In Spring 2022, three programs piloted the College and Career Readiness Quality Standards Assessment Tool: Career Online High School (COHS), the Family, Friend, and Neighbors (FFN) Caregiver Support Network program, and San José Aspires (SJ Aspires). The evaluations, Attachment B, were completed by staff implementing the individual programs. Items that are marked “Not Applicable” were removed from the scoring matrix and total points possible in the assessment will vary from program to program. Feedback from the pilot assessment also

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<sup>1</sup> <https://www.sjpl.org/education>

<sup>2</sup> <https://sanjose.legistar.com/LegislationDetail.aspx?ID=4697815&GUID=92D8B4FC-1BE0-49E8-8C5D-9E92B4BE60A9&Options=&Search=>

encouraged the development of a formalized post-evaluation action plan for future iterations of the Assessment Tool which parallels action plans developed as part of the Early Education and Digital Literacy Quality Assessments.

With initial implementation complete, the CCR Assessment Tool will be applied to CCR Library programs system wide such as Resilience Corps and SJPL Works during the next quality assessment cycle in Spring 2023.

### **College and Career Readiness Logic Model**

The CCR Logic Model provides visualization of existing programs and current opportunities available to students in high school or college and young adults for skill building, apprenticeships, internships, or certifications; pathways for Citywide departmental collaboration; and a way for City staff to identify gaps across the college and career continuum. Staff presented the CCR Logic Model to the Neighborhood Services and Education Committee in November 2021<sup>3</sup>.

The CCR Logic Model will be used to identify a range of needs across the City and to integrate resources and services into program planning. It will assist program managers in ensuring equity of access and reducing barriers to City programs as well as building relationships with program participants based on understanding of, and with respect to, different learning needs and styles. This information can be used to determine how and where to allocate resources, navigate changes in service delivery, and guide budgetary planning and decision-making. Staff recommends that the CCR Logic Model be utilized in conjunction with the CCR Quality Standards by each City department to identify appropriate performance metrics for represented CCR programs

### **College and Career Readiness Performance Metrics**

In Fiscal Year (FY) 2021-22, staff collaborated to develop an integrated system approach with the goal of connecting youth and young adults with CCR programs which includes the development of performance goals and metrics for CCR programs. This will allow departments to develop programmatic outcomes and map out both short-term and long-term goals for their individual programs.

The metrics for SJ Aspires and San José Works (SJ Works), Attachment C, illustrate a commitment to providing quality programs and outcomes for children in San José. Other departments in the City are also working towards creating performance metrics for their programs with an expected completion date of June 2023.

### **San José Aspires**

SJ Aspires is an online CCR platform designed to support students as they progress through high school and pursue a post-secondary education.

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<sup>3</sup> <https://sanjose.legistar.com/LegislationDetail.aspx?ID=5159738&GUID=D25246E6-4DCC-45FC-A70C-59941135E00A>

### *Academic Year 2021-22*

In Academic Year 2021-22, SJ Aspires welcomed the returning classes of William C. Overfelt High School's class of 2024, San José High School's class of 2023, and enrolled 550 additional students from these partner campuses. The new cohorts included the class of 2025 at both schools and the class of 2024 at San José High School. Each student who joined the program in 2021 would be a first-generation college student. Current SJ Aspires students may receive up to \$5,000 in financial awards during their high school career. With the return to in-person instruction, SJ Aspires staff held 126 information sessions reaching over 1,000 SJ Aspires students and hosted eleven college and career events.

The Student Community Portal was enhanced to include badges to provide extra motivation, automations to help students save and submit award documentation more seamlessly, and a mobile application for students to use.

### *Academic Year 2022-23*

As of the beginning of this academic year, current SJ Aspires cohorts have claimed more than 5,500 awards totaling over \$475,000 in scholarship dollars. In addition to the 1,191 returning SJ Aspires students, the program will enroll approximately a total of 400 new students from the William C. Overfelt and San José High School class of 2026. In Fall 2022, these new students are being onboarded into the program. The mobile application, designed in FY 2021-22, is available to all SJ Aspires students. The usage of the mobile application and online platform will be assessed in Spring 2023.

### **Career Online High School**

Career Online High School (COHS) is a nationally accredited program that enables adults, ages 19 and older who live in San José, to earn a high school diploma and career certificate in one of ten high-demand career fields. The California State Library, San José Public Library (the Library), and San José Public Library Foundation (the Foundation) offer fully paid scholarships to COHS students. Students have 18 months to complete this online program on their own schedule, in their own homes with family support, and anywhere that internet access is available. Notably, students in the Library's COHS cohort complete the program in average of 13 months. Students receive mentoring from the Library's Partners in Reading staff, coursework support from an academic coach, guidance on job search and preparation from SJPL Works, and access to transition specialists from local community colleges such as Evergreen Community College and San José City College.

### *COHS Results*

Since the program's inception in 2016 through FY 2021-22, 142 adults have graduated from COHS. During FY 2021-22, twenty-nine students enrolled in COHS. Of these students, three left the program before the probation period was complete and returned their scholarships to the Library so that they may be used by future students. As of the end of FY 2021-22, the Library had 133 scholarships available for San José community members.

In February 2022, the Library and the Foundation hosted the fourth virtual graduation ceremony for COHS students. Graduates received a cap and gown along with a gift card as a thank you for their hard work in the program.

### *COHS FY 2022-23*

In August 2022, the Foundation hosted an in-person graduation ceremony for COHS students after a hiatus due to COVID-19. Nineteen students and their families and friends celebrated at the City Hall rotunda. Currently, there are 33 active students in COHS. This number includes eight new students who joined COHS in August of 2022. Between July 1 and October 15, 2022, six more students have graduated from the program.

With an increase in applications in Fall 2022, Partners in Reading staff hosted a second orientation for new students in October 2022. Partners in Reading promotes COHS with community partners and at community events with the goal of awarding 40 scholarships in FY 2022-23 and 60 scholarships beginning in FY 2023-24.

### *Working Scholars Pilot*

An additional pathway for post-secondary education was provided to COHS graduates through the Working Scholars pilot program, a collaboration between California State Library and Working Scholars, the nonprofit arm of Study.com. With additional support from the Foundation, six COHS graduates were provided the opportunity to apply to Working Scholars to earn a fully accredited four-year college degree at no cost to the student. To-date, one student graduated with from Thomas Edison University in January 2022, two students are in the process of completing their coursework and transferring to a partner university, and three students chose not to continue with the program.

### **Family, Friend, and Neighbor (FFN) Caregiver Support Network**

The Library's FFN Caregiver Support Network strengthens communities by improving the well-being of children and families. It connects FFN caregivers to learning and workforce development opportunities, a peer community, and a range of resources. All programming is free and designed to remove systematic barriers, foster a diverse and inclusive environment for all, and welcomes the voices of FFNs to co-create their learning experience.

### *FY 2021-22*

The Library, with the support of the Foundation and FIRST 5 Santa Clara County, successfully launched the FFN Caregiver Support Network 6-month pilot program in January 2021. Upon successful completion of the pilot in FY 2020-21, funding and staffing were secured for a second program year and ten months of programs which began in August 2021. Additionally, the Library developed the program's mission statement to provide a consistent focal point and to drive continuous program development and improvement: The FFN Caregiver Support Network invests in the healthy development of children and families through the co-creation of individualized learning pathways, connections, and support services for FFN caregivers to provide high-quality care.

Main supports have been categorized into three areas:

1. Social Connection: Caregivers need affirmation, advocacy, empowerment, connections, and ways to combat isolation;
2. Professional Development: Caregivers need access to mentors and coaches, quality trainings, professional development opportunities, Early Childhood Education college units, and a ladder of career mobility; and,
3. Resources: Support with funding necessary costs to advance their career development/quality of care provided, stipends, technology and web access, and connections to community resources and supports.

The FFN Caregiver Support Network is designed to fit the needs and interests of each individual participant. SJPL staff are Pathway Navigators: effective community and resource connectors who provide continuous individualized support for a diverse group of caregivers, each one with a unique set of strengths, goals, and needs. As part of the participants' onboarding process, Pathway Navigators conduct an intake interview with each participant to understand their goals and aspirations for participating in the FFN Caregiver Support Network. Jointly, the participant and staff discuss program opportunities and resources needed to meet the participant's goals. During the program, regular check-ins are conducted with participants to gauge program satisfaction and to confirm if they are on track to meeting their goals. Based on feedback, adjustments can be made to their program plan. Participants are provided opportunities to customize their learning by selecting from a menu of engaging learning opportunities. This allows for a flexible selection of engaging educational opportunities that take into consideration their professional and personal needs.

In FY 2021-22, the program's second cohort, Table 1, reflected the high interest and demand for programming and supports tailored for FFNs. Registration surpassed capacity, with 106 participants joining the program.

<b>TABLE 1: FFN Caregiver Support Network Participant Profiles</b>	
Participants	106
Collective Number of Children Cared for by Participants	335
Languages Spoken	19
Age Range of Participants	18-67

<b>TABLE 1: FFN Caregiver Support Network Participant Profiles</b>	
Number of San José ZIP Codes Represented	34
Families on CalWorks	18%
American Indian or Alaska Native	1%
Asian	47%
Black	4%
Latino	36%
Native Hawaiian or Other Pacific Islander	2%
White	10%
Hispanic	44%

Collectively, program participants completed 2,700+ hours of professional development hours during the ten-month program (September 2021 through May 2022). Through a partnership with Mission Community College, participants enrolled in accredited Early Childhood Education (ECE) courses for the first time. During the program year, 13 participants completed three ECE college units while 21 participants completed six ECE college units. Another addition to the programming model was the introduction of Quality Improvement Plans (QIP). One hundred percent of participants created personal QIPs which are comprised of a goal and at least one action at the onset of the program year (Fall 2021). By May 2022, 82% of the participants had accomplished and/or exceeded the program goal that they had set for themselves.

In partnership with FIRST 5, WestEd Excellence in Early Education (E3) Institute, and Local Early Education Planning Council (LPC), the FFN Caregiver Support Network was able to support FFN Caregivers in the program by helping them qualify for financial incentives. To qualify for the stipend, participants were required to complete 21 hours of professional development to qualify for a \$400 stipend or earn three ECE units to qualify for a \$600 stipend. Additionally, participants needed to be registered in the California Early Childhood Education Workforce Registry and undergo a Trustline Registry background check process. Sixty-three program participants were able to complete the coursework and requirement to qualify for their QUALITY MATTERS...a STRONG START for Kids stipends.

Notably, the Urban Libraries Council (ULC) selected the FFN Caregiver Support Network for its 2021 Top Innovator in the Education-Adults category. The annual Innovations Awards recognizes transformative programs that address structural racism, bridge digital divides, provide lifelong education opportunities, meet the needs of under-resourced populations, and improve essential library service delivery across North America. The FFN program was selected by a panel of expert judges from over 250 submissions in ten categories that showcased creative thinking and imaginative applications of library resources and was recognized for its level of inventiveness.

#### *FY 2022-23*

Consistent and stable FFN workforce development and community engagement promotes high-quality early learning experiences for children. The need for continued FFN programming is

evident: local FFNs continue to inquire about the program, and there is a growing waitlist for a Year 3 cohort. Program participants have expressed interest in an ongoing FFN community, additional professional development opportunities, and assistance with pursuing childcare licenses and careers in early care.

Based on data collected in the original Environmental Scan and FFN program participants' feedback, caregivers have a broad range of goals and will benefit from the robust Caregiver Workforce Development program. The Library's Early Education Services Unit staff will revisit program design, anticipating that there are likely to be increased needs for caregivers in San José after the COVID-19 pandemic. The expanded iteration of the program will launch with multiple pathways and levels of support including Early Childhood Education units with wraparound supports, childcare licensing, business and technical guidance, and continued individualized mentoring for FFNs launching in Fall 2022. Program capacity will be increased to serve an anticipated 120 participants.

## **SJPL Works**

SJPL Works provides free career and business development resources, including programs and access to print and e-book collections, workspaces, conference rooms, and technology.

### *FY 2021-22*

In FY 2021-22, SJPL Works offered 450 programs. A total of 1,590 participants attended SJPL Works career and business programs; 125 customers received direct career or business-related reference assistance; 80 customers benefited from one-on-one, hour long career or business consultations. Customers report a high degree of satisfaction with SJPL Works programs and services. Ninety percent of all surveyed participants stated that they "Strongly Agree" or "Agree" with the statement "I learned something new that is helpful to establish a business/advance my career."

Business topics in support of small business growth and development comprise 33% of SJPL Works programs and are typically provided by expert partners. SJPL Works collaborated with 16 industry and nonprofit partners to offer programs addressing a wide range of business development needs including entrepreneurship programs offered in both English and Spanish, business exploration and lending, and monthly programs with the San José State University Small Business Development Center. SJPL Works also positioned itself as a centralized location to find business events in the South Bay by promoting 598 vetted trusted partner events without direct involvement.

Career programs, which comprise 66% of SJPL Works programs, address various aspects of personal career exploration and development. Women Back to Work and SJPL Works continued to collaborate to offer a successful monthly networking program for women seeking re-entry into the workforce and have partnered with three additional Bay Area library systems to increase marketing reach. Led by SJPL Works business and career librarians, more than 502 people have



participated in virtual weekly core career programs focusing on resume and cover letter development and review, mock interviews, and networking skills.

### *FY 2022-23*

Goals for FY 2022-23 include adapting programs and services in response to the changing economic climate and the demand for flexible methods of program and service delivery:

- Utilize grant funding from the California State Library to expand the Library's partnership with work2future to provide individualized career services at Library branches serving under-resourced communities;
- Upgrade existing Works technological infrastructure to better accommodate job seekers and entrepreneurs in an increasingly virtual environment;
- Build capacity for expanded community outreach through continued partnership with the AmeriCorps VISTA volunteer program;
- Continue to collaborate with the Library's Family Learning Center Literacy Specialists to reach San José's most vulnerable customers through the hotspot referral program;
- Identify additional partnerships and services based on equity data and community needs; and,
- Transform the library into an entrepreneurship hub through expanded staff training, certification and participation in the Institute of Museum and Library Services "Libraries as Launchpads" program.

### **San José Works Youth Jobs Initiative**

San José Works - Youth Jobs Initiative is a partnership between work2future and the Mayor's Gang Prevention Task Force, which began in FY 2015-16 and is currently in its seventh year. In FY 2021-22, SJ Works 7.0 Youth Jobs Initiative provided subsidized and unsubsidized employment opportunities to 627 eligible youth.

The subsidized program is a paid internship for youth between the ages of 14 and 18 in San José who meet one of the following eligibility requirements: living in an area with an identified gang presence or hot spot, CalWORKs/Cal Fresh recipients, foster or former foster youth, justice engaged, receive free/reduce lunch, homeless, or at risk of homelessness. Subsidized employment opportunities included the direct placement of 102 youth in high growth sectors such as advanced manufacturing, business/financial services, construction, health care and social assistance, and information and communications technology. Another 273 youth were assigned to in-demand occupations including community centers, libraries, City departments, and non-profit organizations including Boys & Girls Clubs, ConXion, American Italian Foundation, and Catholic Charities. The current retention rate for youth placed in subsidized positions is 90%.

The unsubsidized program is open to San José residents, ages 16-29; clients in search of employment or employment services are directly paid by the employer when hired. Clients enrolled in the unsubsidized program receive employment services such as resume building, mock interview practice, job search, access to job fairs and job leads, and Metrix learning certification. Full-time or part-time employment is obtained either independently or with the help of a San José Works job coach. Examples of placements include manufacturing (Amazon, UPS) tech companies (Cisco, Western Digital, Intel), afterschool programs (Boys & Girls Club, Springboard Collaborative, YMCA), and government positions with the United States Postal Service and City of San José.

Placement goals for youth in employment opportunities in FY 2021-22 are shown in Table 2.

<b>TABLE 2: SJ Works 7.0 Goals (FY 2021-22)</b>		
<b>Goal</b>	<b>Target</b>	<b>Actual to date<sup>4</sup></b>
Subsidized (Paid Internship)	375	375
Unsubsidized (Employer-paid)	250	252

For FY 2021-22, in addition to continuing to pair youth in high growth sectors and in-demand occupations, SJ Works has launched a mentoring program for youth who participate in the subsidized program. Older adults, preferably working professionals, can become a mentor to a high school student. Upon completion of the program's second year, there were 74 mentors and 78 mentees paired for one-on-one mentoring.

Goals for youth placement in subsidized and unsubsidized employment opportunities for FY 2022-23 are shown in Table 3.

<b>TABLE 3: SJ Works 8.0 Goals (FY 2022-23)</b>		
<b>Goal</b>	<b>Target</b>	<b>Actual to date</b>
Subsidized (Paid Internship)	375	376
Unsubsidized (Employer-paid)	525	146

## **Additional College and Career Programs and Initiatives**

### Resilience Corps Learning Pathway

The Resilience Corps Learning Pathway pilot program is a job program for young adults that focuses on critical areas of community resilience, specifically accelerating K-12 learning recovery from the COVID-19 pandemic. Led by the Library with the Foundation as the Employer of Record, young adults have been recruited through local colleges and universities as well as community partners. The pilot program year was federally funded with American Rescue Plan funds, that provided 61 young adults with part-time employment, ensuring a living wage during FY 2021-22. Priority was given to young adults residing in one of the low-resource census tracts in the City of San José from the 2021 map of data related to the Fair Housing Task

<sup>4</sup> 90% retention rate for subsidized internships; 80% of unsubsidized youth completed their 6-week follow up job retention

Force. The Learning Pathway program exceeded its goal of 50 program participants. Youth ages range from 18-27, with 85% being black, indigenous and people of color and 70% from low-resource census tracts and 30% from very low-income tracts. Second priority was given to young adults residing in a San José area outside of the low-resource census tracts, as well as young adults that have been impacted by the COVID-19 pandemic.

The primary goal of the Resilience Corps Learning Pathway pilot was to address economic and workforce development needs among university students with a secondary goal designed to accelerate learning growth for K-12 students in San José. Resilience Corps participants are placed with high-quality and well-established expanded learning program providers serving San José students, including City agency program providers. These providers are aligned to common core anchor standards, prioritize whole child learning opportunities, including social-emotional learning, academics, and physical activity, and follow the Center for Disease Control and Prevention's public health and safety guidelines and best practices. Sixty-one participants were placed with Bay Area Tutoring Association, Boys & Girls Club of Silicon Valley, Catholic Charities of Santa Clara County, Parks, Recreation and Neighborhood Services Department (PRNS), and the Library.

Program staff applied the CCR Quality Standards in the planning process and use the College and Career Readiness Quality Standards to implement program improvements.

### *FY 2022-23*

The second year of the Resilience Corps program, launched in June 2022 and coincided with the launch of a summer-based educational support program. During Summer 2022, 125 participants were placed with the following providers: Bay Area Tutoring Association, Boys & Girls Club of Silicon Valley, Catholic Charities of Santa Clara County, Mount Pleasant Elementary School District, PRNS, the Library, and Think Together. Currently, 82 program participants are employed and continue to earn a living wage.

Upon completing the pilot year, the San José program joined the CaliforniansForAll Youth Jobs Corps<sup>5</sup>. For FY 2022-23, a minimum of 75 participants will be placed with the Summer 2023 providers, for a minimum of 10 weeks of employment. The CaliforniansForAll Youth Jobs Corps focuses on hiring youth who may not have access to traditional career-building resources. Priority is given to youth applicants ages 16-30 who:

- Have not participated in an AmeriCorps program,
- May have difficulty finding employment,
- Are low-income,
- Are unemployed and/or out of school,
- Are or were justice-involved,
- Are in or transitioning from foster care,

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<sup>5</sup> <https://www.californiavolunteers.ca.gov/youth-jobs-corps/>

- Are engaged with the mental health or substance abuse system, and
- First-generation college student.

### Teens Reach, Teen Programming and Volunteering

Teens Reach, the youth council for the Library, provides an entry way for young adults to build their leadership skills by developing and participating in Library activities, as well as becoming Library advisors and advocates. Throughout the Library, Teens Reach held 163 meetings with 1,711 total participants. In FY 2021-22, 571 teens spent 2,135 hours participating in Teens Reach meetings and events. Program highlights include workshops on virtual investing, a career speaker series, and presentations from local colleges include De Anza and San José City College.

To understand citywide needs, TeenHQ coordinated with the Youth Commission to conduct a survey of teen demographics and priorities in early Spring 2022. More than 1,000 youth in grades 6-12, representing all 10 Council Districts, more than 29 ZIP Codes, and 110 schools, responded to the survey. Forty percent of respondents identified as first-generation and 20% of teens surveyed describe themselves as a part of the LGBTQIA+ community. Teens expressed high interests in mental health, the environment, and equity resources. Many teens used the open response format to share specific and heartfelt feelings about a teenagerhood shaped by the global pandemic.

Additionally, the Library offered three virtual volunteer opportunities for teens: Teen Book Reviewer, Short Edition short story writer, and SJ Engage. Teen Book Reviewer and Short Edition roles allow teens to write book reviews and compose original short stories for volunteer credit. In addition, the ongoing SJ Engage program explores social action and civic engagement within the San José communities. Teens review a self-paced curriculum on gun violence, immigration, homelessness and poverty, climate change and mental health for volunteer credit. This fiscal year, including Teens Reach, 872 teens volunteered 4,085 hours

### SJ Works at the Library and TeenHQ Partnership

The in-person SJ Works Summer Cohort 2022 returned to the Library. Twenty-six SJ Works interns, ranging in age from 14-17 years old, worked in 18 Library branches/units. For most participants, this was their first work experience. With this program, they had the opportunity to learn foundational work habits as well as basic library skills such as sorting, shelving, and merchandising items that will enable them to be successful at applying for entry-level positions with the Library and other agencies.

TeenHQ continued to partner with Work2Future to offer in-depth semester long internships around social media and marketing. Nine teens completed the internship over 3 semesters with over 300 hours of work logged.

TeenHQ's Social Media Interns became a part of a six-week, intense social media and marketing course designed to educate and prepare them to create marketing campaigns for TeenHQ programs and services on TeenHQ's official Instagram account. Designed by the TeenHQ Librarian, interns completed weekly assignments that involved researching media trends, doing data analysis, learning how to use graphic design and video-making tools, and taking virtual marketing and branding classes from professionals in the field. They translated those lessons into advertisements, videos, and reels suitable for TeenHQ's audience. Each intern created individual campaigns to advertise services and programs that went live on TeenHQ's Instagram account to marked success. Interns also created portfolios detailing their projects and interviewed one working professional in the marketing field.

In FY 2022-23, Library staff will collaborate with work2future to host another cohort of teens.

### **College and Career Pathways Coordination**

Following staff's presentation of the CCR Logic Model to the Neighborhood Services and Education Committee during its annual CCR update in November 2021, the Committee directed staff to identify specific actions that would close gaps in the system, strengthen collaboration across City programs and departments, and enhance coordination with external partners. Staff shared a plan for articulating these actions in a presentation to Council in March 2022, regarding recommended allocation of \$3.25 million in Community Benefit funding connected to Google's Downtown West development project<sup>6</sup>.

Recommendations included funding for a College and Career Pathways Coordinator, who would support City staff in achieving the following goals:

- Improve education and employment outcomes for San José's youth;
- Increase participation by historically underserved students in
  - Post-high-school education and training programs
  - Internships and apprenticeships
  - Jobs that lead to longer-term careers and provide a living wage in Silicon Valley; and,
- Demonstrate improved program outcomes through reporting to the Neighborhood Services and Education Committee.

The hiring process for the College and Career Pathways Coordinator was completed in July 2022. This special project position will enable the development of a comprehensive CCR Strategy over a three-year period. The development process will be integrated within the Children and Youth Services Master Planning process and in coordination with the Mayor's Gang Prevention Task Force to ensure complementary actions in alignment with their new strategic plan. The high-level goals for the position are to identify specific actions with aligned performance metrics and assessment/reporting methods for all City CCR programs. This work will also require extensive analysis, coordination, and stakeholder engagement, including

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<sup>6</sup> <https://sanjose.legistar.com/LegislationDetail.aspx?ID=5457542&GUID=7A92F553-3782-45C1-9B7A-35C98F2B4783>

outreach and engagement with youth and continued partnerships with the Santa Clara County Office of Education and school districts in San José.

The College and Career Pathways Coordinator is housed within the Education and Digital Literacy Division of the Library and functions across departmental lines to support this City Service Area (CSA)-wide effort. The Director of the Library Department, acts as executive sponsor and coordinates with the Deputy City Manager for Neighborhood Services, as well as work2future, the Office of Racial Equity, and the Assistant to the City Manager tasked with establishing the Children and Youth Services Master Plan.

### **EVALUATION AND FOLLOW-UP**

In accordance with the Education and Digital Literacy Strategy, staff will continue to track the progress, implementation, and expansion of College and Career Readiness Quality Standards, the Assessment Tool, the CCR Logic Model, SJ Aspires, Career Online High School, FFN Support Network, SJ Works, and SJPL Works, Teens Reach, and Resilience Corps initiatives and will report back to the Library and Education Commission and the Neighborhood Services and Education Committee on an annual basis.

### **PUBLIC OUTREACH**

This memorandum will be posted on the City's Neighborhood Services and Education Committee agenda website for the November 10, 2022 meeting.

### **COORDINATION**

This report has been coordinated with the Office of Economic Development, San José Works Youth Jobs Initiative.

### **COMMISSION RECOMMENDATION/INPUT**

The Library and Education Commission has reviewed updates to various programs as part of the Education and Digital Literacy Strategy Initiative. The Commission recommends their approval to the Neighborhood Services and Education Committee.

October 24, 2022

**Subject: City Initiatives Roadmap: College and Career Readiness Status Report**

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**CEQA**

Not a Project, File No. PP17-009, Staff Reports, Assessments, Annual Reports, and Informational Memos that involve no approvals of any City action.

/s/

JILL BOURNE

Director, Library Department

For questions, please contact Vidya Kilambi, Division Manager (Library), at [vidya.kilambi@sjlibrary.org](mailto:vidya.kilambi@sjlibrary.org).

Attachment A: Timeline for Key Education and Digital Literacy Milestones

Attachment B: College and Career Readiness Quality Standards Assessments

Attachment C: Programmatic Outcomes for SJ Aspires and SJPL Works