



**Agenda Item A.2  
PRESENTATION  
Meeting Date: November 13, 2019**

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**TO:** Chair and Members of the Public Engagement Commission  
**FROM:** Kelly Hoover, Community Relations Manager/PIO  
**SUBJECT:** Spanish Engagement Partnership

**RECOMMENDATION:**

Receive a presentation from Isla Vista Youth Projects (IVYP) Executive Director Lori Lander Goodman on the new Spanish Engagement Partnership between IVYP and the City of Goleta.

**Reviewed By:**

Kristy Schmidt  
Assistant City Manager

**Attachments:**

1. Isla Vista Youth Projects – Goleta Partnership



## **ATTACHMENT 1**

Isla Vista Youth Projects - Goleta Partnership





# Isla Vista Youth Projects – Goleta Partnership





# Isla Vista Youth Projects Mission

The Isla Vista Youth Projects, Inc. strengthens our community through diverse educational, recreational and social programs for children and families regardless of income.



# Vision

We envision a community where children are loved, valued, and respected; and families are able to reach their highest potential

# History

Isla Vista Youth Projects was born out of the chaos of the early 1970s in Isla Vista. In the wake of riots and the burning of the Bank of America, the children and families who lived in Isla Vista needed support, strength and resilience. By creating a community that valued children, that enabled families to work and access the social services and support they needed, Isla Vista Youth Projects sowed the seeds for a resilient, creative and thriving community. Over the years, our work has expanded to serve children and families across the Goleta Valley. But, our purpose remains the same. We exist not only to provide direct services to families in need, but also to convene community members and stakeholders for the benefit of all. Together we can mitigate the negative effects of poverty, racism and trauma to support resilient children, families and community.

## Values:

We pursue our work with children, families and community partners guided by our values, which inspire and inform our approach as an organization and as individuals. We strive to uphold and pursue these values as we work to realize social change.



**Collaboration:** We believe that no one person, no one agency can address our community's problems. We build relationships, partnerships and collaborations to strengthen our community. As Helen Keller said, "Alone we can do so little; together we can do so much."



**Integrity:** We build trust by engaging in our work responsibly and with accountability. We hold ourselves to the highest ethical standards. "Creating a culture of integrity and accountability not only improves effectiveness, it also generates a respectful, enjoyable and life-giving setting in which to work." Tom Hanson, PhD



**Respect:** We honor our collective and individual identities and assume positive intent in our interactions. When we treat one another with respect, we allow one another to bring their full selves to their work. "One of the most sincere forms of respect is actually listening to what another has to say." Bryant H. McGill

## Values:

We are guided in our work with children, families and community partners by these values. They inspire and guide our approach as an organization and as individuals. We strive to uphold and pursue these values as we work to realize social change.



**Creativity:** We are flexible and nimble, leveraging resources in order to pursue opportunities as they arise. "Creativity doesn't wait for that perfect moment. It fashions its own perfect moments out of ordinary ones." Bruce Garrabrandt



**Curiosity:** We are a learning organization. We challenge assumptions through reflection, experimentation, holistic evaluation and adaptation. We are curious about our own effectiveness and impact. "It's sort of a mental attitude about critical thinking and curiosity. It's about mindset of looking at the world in a playful and curious and creative way." Adam Savage



**Joy:** Everyone deserves to experience joy. We strive to find joy in our work, to inspire joy in our children and families, and to recognize that joy is as necessary as bread to our sustenance and survival. "Sometimes your joy is the source of your smile, but sometimes your smile can be the source of your joy." -- Thich Nhat Hanh

# IVYP Programs

- Children's Center located on Phelps Road and on UCSB's West Campus – serving 130 children ages 0-5
- Enrichment for School-Aged Children – afterschool at El Camino and Isla Vista Elementary Schools, summers at Isla Vista Elementary School
- Family Resource Center – located at 5638 Hollister and co-located at Ellwood School, Isla Vista Elementary School, El Camino Elementary School.
- “Thrive” – collective impact model, leading community collaboration across the Goleta Valley
- NEW- Isla Vista Community Center

# What is a Family Resource Center?

- Family Centered and Family Strengthening
- Embedded in the community, culturally sensitive
- Focused on Fostering cross-system collaboration
- Impact Drive/Evidence Informed

# What do FRCs Do?

- Well-being services (resource and referral, crisis intervention, basic needs support)
- Growth and Development (parenting classes, job skills training, budgeting classes, healthy living)
- Civic Engagement (Resident leadership, voter registration)
- Promote protective factors (Social connections, strengthen knowledge of parenting and child engagement, build resilience, develop social emotional competence)
- Responsive to community needs (immigration support, census)

Goleta/IVYP  
Plan for  
Engaging the  
Spanish  
Speaking  
community

- **Key Components:**
- Relationships
- Messaging
- Education
- Activities

# MESSAGING

GOAL: Ensure that Spanish speaking residents of Goleta are aware of City events, receive safety alerts

- FRC encourage/invite families to sign up for City Assist and Emergency Preparedness
- IVYP provide translation of key documents
- Bulleting Board of Goleta activities/events in FRC
- Work together on Census outreach, education, and participation

# EDUCATION:

GOAL – Educate community about what City provides  
and how to get involved

- Educate FRC staff about City
- Educate City about FRC
- FRC to develop programs:
  - Get to know your city fair?
  - Class on how to get involved

# Relationships:

GOAL – Build relationship between City of Goleta and Spanish speaking residents

- Identify opportunities for members of City Council to engage in existing activities
  - Monthly Food Distribution
  - Immigration Forum
  - Health Fairs
  - Emergency Preparedness Fair

# Relationships:

GOAL – Build relationship between City of Goleta and Spanish speaking residents

- Ensure that member of FRC staff is identified as representing Goleta
- Open communication to deliver feedback on how to make city events welcoming for community
- FRC staff to table/attend/outreach at City events
- Identify opportunities for community to give feedback
- Work with FRC staff to reduce barriers to participation
- Engage in Census education, outreach, and participation

# Working together

Food Distribution:  
Monthly at Isla Vista  
Elementary School –  
serving more than 100  
families each month.



# Working together

Immigration  
Forums: sharing  
information in a safe  
space.



# Working together

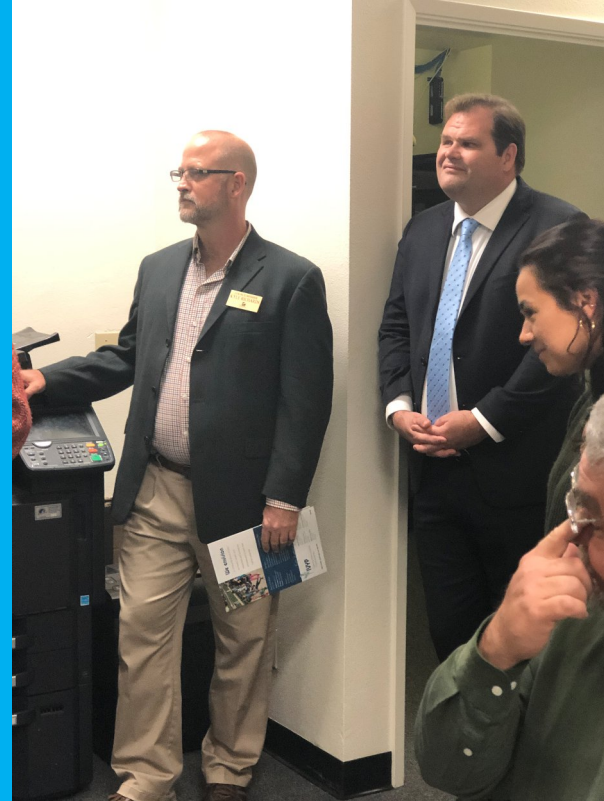
Outreach:

At lemon festival,  
ribbon cuttings,  
etc.



# Working together

Council members attend FRC open house.



# Short Term Outcomes

- City presence at FRC activities
- FRC presence at City activities
- Materials and information available in Spanish
- Residents aware of emergency information
- Residents aware of City event
- City receives feedback from IVYP on how best to message
- FRC staff is knowledgeable about City of Goleta

# Extended outcomes

- Increased participation in City Council meetings
- Participation in commissions
- Increased use of parks
- Increased sign ups for City Assist leads to increased requests
- Increased voter participation
- Member of Spanish speaking community runs for City Council