Chula Vista Promise Neighborhood (CVPromise) is a comprehensive initiative that brings together a collaboration of partners focused on supporting family, education, health and community to inspire all children in the Castle Park neighborhood to achieve academic excellence and aspire to a college and career track.

The Promise Neighborhood model is not a new concept; it builds on successful efforts already underway in communities nationwide. The mission of Promise Neighborhood much parallels the belief that South Bay Community Services (SBCS) has carried through their programs and services since 1971 – to be responsive to the whole need of the family. That is why, in 2011 SBCS brought together a broad spectrum of cross-sector partners to develop the Chula Vista Promise Neighborhood (CVPromise).

The Castle Park community was chosen because it was one of the most struggling neighborhoods in the City of Chula Vista. SBCS, with its partner San Diego Association of Governments, conducted a detailed assessment of the Castle Park neighborhood – going door to door – often up to five times to retrieve the most thorough information so together partners could develop programs to reflect the needs of the families.

In December of 2012, Chula Vista Promise Neighborhoods was one of seven awarded the 2012 Promise Neighborhoods implementation grant fund of $27.8 million for five years. Our partners signed on to provide over $33 million in matching funds – making the total investment of over $60 million. We hit the ground running and we haven’t stopped ever since.

In September 2013, U.S. Secretary Arne Duncan and senior staff at the Department of Education concluded the 2013 back-to-school tour - “Strong Start, Bright Future” - with CVPromise. Hundreds of students from Castle Park Elementary, Castle Park High School, Hilltop Middle and Hilltop High School joined students at Castle Park Middle School for an energetic morning rally with Secretary Duncan. Students cheered, held signs and shared their hopes and belief in education and their future. They united - just like CVPromise partners - to show that together it can be done.

Kathryn Lembo
Executive Director
South Bay Community Services

Working together creates positive impacts

Our first year, brought together an ensemble of experts: 28 partners made up of non-profits, businesses, hospitals, clinics, five separate schools and two school districts. All came to the table with various brands, policies and procedures but one collective goal: to support all children in the Castle Park neighborhood from the minute they are born to college completion.
Supporting parents as children’s first teachers

Family support is one of the vital pillars in helping Chula Vista Promise Neighborhood students achieve success in school and beyond. Our programs strive to support and strengthen all families as key partners who not only understand how to help their children thrive, but also have the resources to do so. Parents are also playing a key role in CVPromise goals. Their input has been vital to moving forward with programs and strategies.

Universidad de Padres
Offered to parents with children zero to three years of age, this three-series parent education workshop focuses on four topics: health, learning, community/advocacy and family. Each series runs 12 weeks and instruction is available in both English and Spanish.

Chula Vista Careers Academy - Manpower
A CVPromise partner, brings its successful WorkPath Program to Castle Park. The program provides skills training, resume development, personal development, ongoing mentoring and support, job coaches and career management workshops to unemployed adults and youth. Workshops run three weeks, five days a week up to eight hours a day. Participants also receive laptops when they complete the workshop training.

Promotoras
Promotoras are bilingual men and women from the community who have received specialized training to serve as an important linkage between programs and the Castle Park neighborhood. Promotoras are visible throughout the neighborhood and are stationed at each school’s parent centers: informing, sharing and engaging families and students about programs that meet their specific needs.

Digital connect
A new website provides a place for parents, community and partners to stay updated through a calendar of events, an interactive partner portal and blog. San Diego Futures Foundation, a CVPromise partner, has provided computer training and computers for residents to bridge the digital divide.

San Diego Futures Foundation provided computer training and donated computers to families and school literacy cafes.

More parents now have opportunities to access teachers via email and receive online and text school updates and messages.

Promotoras personally connected with more than 7,200 residents and parents of the Castle Park neighborhood.

Parents completed 12-week parenting class. Two sessions were offered from April to Nov. 2013

Bridging the digital divide

Computers donated
35 families
40 school literacy cafes

Chula Vista Careers Academy - Manpower

<table>
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<tr>
<th>youth completed</th>
<th>adult completed</th>
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<tbody>
<tr>
<td>95%</td>
<td>91%</td>
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"I would volunteer before, but it’s hard when you don’t speak English. But now I’m at school a lot. I help in the classroom, volunteer in the garden with my girls and attend more parent meetings." - Gladys Ayon, mother of two at Castle Park Elementary School
Education Results

Early Education to 6th Grade

**Escuelita Del Futuro**
20 students enrolled - August - December 2013

- Students utilizing ACHIEVE 3000: 267 (85% of K-3 receiving music instruction)
- Attendance rate: 96.7%
- % increase of scores: 7%
- ELA 7: 16%
- Math: 16%
- Algebra: 7%

**Students enrolled at Castle Park Elementary School**

- Students grades 3 - 6 enrolled in tutoring and enrichment classes: 175
- Lexile level improvement: 92.8%

**Chula Vista College Institute**

- Students enrolled: 828
- Lexile level improvement: 56%
- Seniors applied to colleges and universities: 81%
- Early acceptance letters: 27

**Middle School (7th and 8th grade)**

- Students in GTM: 375
- Attendance rate: 99%
- Math: 16%
- ELA 7: 16%
- Algebra: 7%

**High School (9th to 12th grade)**

- UC San Diego
- Students enrolled: 141
- Seniors Enrolled: 60
- Early acceptance letters: 27

Transforming a community through education

School can take a back seat for students living in struggling communities. We know that education opens up a world of possibilities and is instrumental in breaking the cycle of poverty.

"The journey to college starts early. Building a strong foundation of skills like good study habits and daily reading develops in elementary school and makes it easier for students to take on academic challenges of high school and then later in college," South Bay Community Service Youth Development Director Mauricio Torre said.

Academic Advocates

On the campuses of CVPromise middle and high schools, Academic Advocates work one-on-one with students including, his/her family, school counselor and teachers, to provide not only emotional and informational support but help create a personal plan for a successful pathway to college and career. Academic Advocates will each have 50 students and will continue to serve as mentors and guides until students graduate.

Granger Turnaround Model (GTM)

GTM offers support during and afterschool for students, their families and teachers. Nationally recognized for turning around low performing schools, it focuses on attendance, behavior, academic interventions and data that work together to neutralize some of the poverty related issues typically plaguing low performing schools.

Chula Vista College Institute (CVCI)

Barrio Logan College Institute (BLCI) brings its 15 years of experience and success in providing academic support to potential first generation college students to CVPromise with CVCI. The program is designed specifically for the Castle Park community and includes its University Club, a leadership program.
Nutrition and health are intertwined. Health and nutrition impacts the way a student learns, feels and thinks. Parents play a crucial role in helping children establish healthy eating habits for life. However, sometimes parents may come across factors that inhibit their ability to access or provide adequate health care or healthy food choices. This is why support with nutrition and health is ‘wrapped around’ CV Promise’s continuum of solutions to support from ‘cradle to career’.

Newborn Home Visits
Bringing home a new baby is an exciting but potentially intimidating time for parents. With CV Promise Partners - Family Health Centers of San Diego and Scripps Mercy Hospital Chula Vista – CV Promise Newborn Home Visits provide a personalized nurse visit to all new parents to help with many of those first parent questions or concerns.

Food for Families / School Pantry
Hundreds of families are supported each month through two food programs in the Castle Park neighborhood. Coming straight to two school campuses, families in need are provided free food packages of nutritious fruits, vegetables and non-perishable staple items.

Mobile Medical Unit
Nutrition and health have a direct impact on a child’s school experience, motivation and ability to learn. Family Health Centers of San Diego’s KidCare Express Mobile Medical Unit program is an innovative solution to this problem. In partnership with CV Promise, KidCare Express will provide a comprehensive primary healthcare service to Castle Park children. By removing all transportation and financial barriers to care, KidCare Express ensures that Castle Park children get the healthcare services they need, when and where they need it.

Farm to Preschool
Farm to Preschool is a natural expansion of the national farm to school model and encompasses a wide range of programs and activities for our Escuelita del Futuro preschool students. Preschool students visit the garden once a week to help influence good eating habits and healthy lifestyles.

Food for Families / School Pantry
Hundreds of families are supported each month through two food programs in the Castle Park neighborhood. Coming straight to two school campuses, families in need are provided free food packages of nutritious fruits, vegetables and non-perishable staple items.

When we started working with parents in the community, they shared immediate areas of concern: low literacy scores and childhood obesity,” CVPN Community Engagement Specialist Rachel Morineau said. "So they decided to take on a project that they felt could help both concerns – the revitalizing of the long-neglected Castle Park Elementary garden.”

Children in the Castle Park neighborhood qualify for publicly funded health insurance

- Castle Park Elementary: 68.8%
- Castle Park Middle: 87.89%
- Hilltop Middle: 32.86%
- Castle Park High School: 79.16%
- Hilltop High School: 49.72%

Children consuming 5 or more fruits or vegetables a day

- 2 to 11 year olds: 61%
- 12 to 17 year olds: 79.16%
CVPromise believes school success is not limited to classroom academics. The whole community environment plays a part. That is why strengthening the community is a crucial pillar to our pipeline of services. From the very beginning, CVPromise has worked closely with families and residents developing programs based on their input, feedback and needs.

“Just being invited into the school is key,” Promotora Cyndi Gonzalaz said. “We see parents daily on campus and even run into them at the grocery store. We’re their neighbors. We’re able to relate and they trust us. So we can pair the family to the right program and also get feedback to further help.”

Building a community that supports education today and beyond

CVPromise believes school success is not limited to classroom academics. The whole community environment plays a part. That is why strengthening the community is a crucial pillar to our pipeline of services. From the very beginning, CVPromise has worked closely with families and residents developing programs based on their input, feedback and needs.

Imagination Garden
The “Imagination Garden” is a revitalized garden located on the Castle Park Elementary School campus. Parents, students and community members – now established as the Garden Committee created this garden. The Garden Committee has inspired and recruited others in creating the blooming garden full of fruits and vegetables in the hub of the Castle Park Neighborhood. The committee believes that the garden not only teaches healthy eating in a community challenged with high obesity rates but also provides a place for intergenerational activities and outdoor reading groups to improve reading literacy.

School Resource Officer
School resource officers (SROs) are members of the law enforcement community who teach, counsel, and protect the school community. They are trained in counseling and other skills that help them be effective in a school setting. When SROs are part of a school, they help reduce violence or situations in schools and help solve problems and serve as a resource to students, teachers, and administrators.

Parent & Resident Advisory Committee
This committee ensures a two-way communication between schools/parents/residents and project committees. So parents/residents are regularly updated on the planning process, and committees receive regular feedback from parents/residents. A Parent Ambassador facilitates these monthly meetings and has an average attendance of 30 residents and parents.

Walking Club
Walking Club is an incentivized walking program that encourages students and parents to walk everyday before school. Promotoras and parent volunteers supervise the Walking Club and role model their healthy lifestyles.

Programs and Services

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<table>
<thead>
<tr>
<th>CVPromise Staff who live or grew up in Castle Park or surrounding neighborhoods</th>
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South Bay Community Services
Chula Vista Promise Neighborhood
Sources of Match
January - December 2013

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<tr>
<th>SBCS Contracts &amp; Match</th>
<th>$1,317,347.00</th>
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<td>Sub-Contracts</td>
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<td>City of Chula Vista</td>
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<td>ART a Reason to Survive</td>
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<td>SD Futures</td>
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| Parker Foundation      | 15,000.00     |
| Knott’s Soak City      | 3,040.00      |
| SD Padres              | 1,200.00      |
| Live Nations           | 3,000.00      |
| Living Coast Discovery Center | 20,500.00   |
| Lowell Blankfort       | 2,500.00      |
| United Way             | 75,000.00     |
| Star News & La Prensa  | 4,900.00      |
| SD Film Festival       | 5,000.00      |
| Focuscom, Inc.         | $24,000.00    |

TOTAL REVENUE $3,927,213.00