

APPROVED

REPORT OF GENERAL MANAGER

JUN 21 2006

NO. 06-183

DATE June 21, 2006

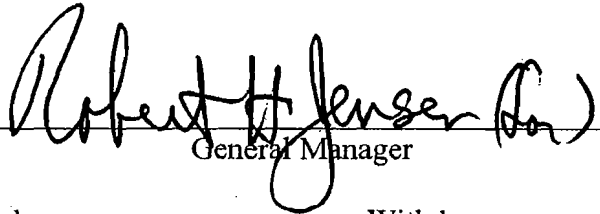
BOARD OF RECREATION
and PARK COMMISSIONERS

C.D. Various

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: PERSONAL SERVICE AGREEMENT WITH DR. JAMES P. KALLUSKY TO CONDUCT AN ON-GOING EVALUATION OF THE CLEAN AND SAFE SPACES (CLASS) PROGRAM

J. Combs _____	J. Kolb _____
H. Fujita _____	F. Mok _____
S. Huntley _____	*K. Regan _____
B. Jensen _____	M. Shull _____



 General Manager

Approved

Disapproved _____

Withdrawn _____

RECOMMENDATION:

That the Board:

1. Approve the personal services agreement, substantially in form on file in the Board Office, with Dr. James P. Kallusky to conduct another phase of the on-going evaluation of the Clean and Safe Spaces (CLASS) Program and its impact on youth, families and targeted communities, for the term July 1, 2006, to December 31, 2007, for a cost not to exceed \$47,250; and
2. Find in accordance with Charter Section 1022, the Department does not have the personnel available in its employ with the appropriate expertise to undertake the specialized evaluation of youth services programs for CLASS Parks, and that it is more feasible for the City to secure the services by contract; and
3. Find Dr. James P. Kallusky uniquely qualified to provide the services as evaluator of the CLASS Parks Program because of his highly regarded work in the field of youth development, in his role as Executive Director of Youth Agency Administrative Studies at California State University Los Angeles and through prior involvement with American Humanics, Inc.; and
4. Request the Board Secretary to transmit the proposed Agreement with Dr. Kallusky to the Mayor, in accordance with Executive Directive No. 3 and concurrently to the City Attorney for review as to form; and,

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5. Authorize the President and Secretary of the Board to execute the Agreement, subsequent to necessary approvals.

SUMMARY:

Evaluation is a critical component of the CLASS Parks Program. It measures the impact the Program has on the participants and communities it serves and measures the degree to which CLASS Parks is achieving its stated goals and objectives. Information gathered from the evaluation process is used to identify areas of effectiveness in the Program in order to facilitate support and enhancement and modifications or extractions in areas that are deficient. Modifying the Program through evaluation ensures that CLASS Parks is providing optimal programming that meets the critical needs of the community today, as well as in the long term. National Standards to evaluate newer programs such as CLASS Parks have yet to be established because the youth development field is developing and changing at a rapid pace. CLASS Parks anticipates the need for using evaluation services for the duration of the program, as a means of establishing a solid base of statistical information and evaluation reports that can be expanded and drawn upon to meet the needs of participants as the program evolves. CLASS Parks staff therefore will continue to develop long term plans for future program evaluation needs based on outside evaluations conducted since the Program's inception in 2001.

Since 2001, Dr. Kallusky has played a vital role in the completion of an on-going evaluation for the CLASS Parks Program, as evaluator of the CLASS Parks Program (Board Report 01-207) and as independent evaluator (Board Reports 03-40 and 04-207) for the Program. The current agreement for program evaluation services between Dr. Kallusky and the City expired on February 28, 2006. Department staff recommends entering into a new agreement with Dr. Kallusky to ensure continuity of methods applied to measure the Program's impact on the youth and communities it serves. The following is a brief summary of Dr. Kallusky's findings from the completed evaluations conducted for the CLASS Parks Program:

- Evaluation of the CLASS Parks Program began by focusing on improvements related to youth development and to programming aspects. As a result, a comprehensive Executive Report was produced, leading to the addition of specific programming for youth. Subsequently, two additional substantial programming elements were included: motivation and access to post secondary education, and parental involvement.
- Program evaluation continued by focusing on measuring the impact of the CLASS Parks Program on youth, families, and communities through document analysis, surveys, observational analysis, and interviews on a sampling of youth. Additionally, Dr. Kallusky provided a thorough, detailed analysis with critical information pertinent to decision-making on expansion or modification of program offerings. The analysis identified and mapped all City parks with an overlay of appropriate Census tract information and Los Angeles Police Department crime statistics in all park regions.

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- The evaluation of the CLASS Parks Program expanded by incorporating all youth who are involved with the Program, and by building upon the evaluation results of a prior sampling of youth participants. This data has provided the Program with baseline aggregate data on which to develop strategies that target building positive assets in teens and the creation of new visions for youth, as well as a portrait of the 40 'developmental assets,' which make up the Program evaluation framework. These indicators are used as an assessment tool, taking into account up to 40 external and internal experiences which serve to influence the social and personal development of youth. Evaluation results also helped to set the underpinning priorities and strategies for programs and services, and are currently being applied for comparison to other youth development and asset-building programs of similar types locally, regionally, and nationally.

The purpose of the proposed on-going evaluation of the CLASS Parks Program and this fourth contract is to use state-of-the-art analyses to provide relevant results and recommendations for improvements in policies and practices across all 47 CLASS Programs. This will be achieved by establishing concrete ways to measure youth development programs within a framework of 40 developmental assets. The goal of the proposed personal services agreement will be to perform a comprehensive, detailed evaluation of current assets possessed by youth, as well as those that need to be acquired and nurtured, through use of two survey instruments to enable the CLASS Parks administration to modify policies and programs accordingly. The objective is to apply these additional results to improve CLASS Parks practices by implementing new asset building strategies based on findings for the four geographic regions that comprise the CLASS Parks program. In addition, Dr. Kallusky will draw upon the same data to provide a total of 12 full - day training sessions for CLASS Parks staff to accomplish this objective.

Executive staff has been pleased with the thoroughness of the first three evaluations Dr. Kallusky conducted, and with the soundness of his recommendations. Dr. Kallusky's evaluations have assisted the CLASS Parks Program in securing grants and in establishing an outstanding reputation. He has spent 14 years in the youth development field creating, implementing, directing, and researching programs similar to the CLASS Parks Program. He is a prominent figure in the evaluation of efforts to serve areas of underserved youth and disenfranchised communities.

FISCAL IMPACT STATEMENT:

Funding in an amount not to exceed \$47,250 for this Youth Specialist contract is allocated in Department 88, Fund 302, Account 304, Contractual Services, Activity Code 0195, and no new funding is requested from the General Fund.

This report was prepared by Ann Vollmer and Mary McFadden-Rossetto, CLASS Parks staff.