



CITY OF SANTA BARBARA

PARK AND RECREATION COMMISSION REPORT

AGENDA DATE: March 26, 2008

TO: Park and Recreation Commission

FROM: Youth Activities, Parks and Recreation Department

SUBJECT: Junior High Afterschool Sports and Enrichment Program

RECOMMENDATION: That the Commission receive a presentation on the status of the Junior High Afterschool Sports and Enrichment Program.

DISCUSSION:

The purpose of this report is to update the Commission on the Junior High Afterschool Sports and Enrichment Program.

Background

The Junior High Afterschool Sports Program started in 1985. The program emphasized free intra-school sports with a sprinkling of enrichment clubs, homework help, and activities. Intramural sport leagues included flag football, volleyball, cross country, golf, soccer, racquetball, basketball, bowling, swing dance, softball, track and field, and Ultimate Frisbee. Additionally, many clubs were offered including Leadership Club (which organized school-based social activities), Computers, Media and Literacy, Homeroom Activity Club, and Kinukuu Club. At the end of each season, the school that finished first place in any given sport(s) was awarded a perpetual trophy. Coaching staff consisted of Santa Barbara School Districts' teachers.

Current Program Description

Currently, the program offers eight sports seasonally, takes place from after 7th period until 5:00 pm, is free to participants, is coed, and emphasizes skill development, camaraderie, and intra-school games. The program is staffed by City Recreation hourly employees and held at the four Junior High campuses – Santa Barbara, La Cumbre, La Colina, and Goleta Valley.

Funding

During the early years, program funding was shared equally between the Santa Barbara School Districts and the City of Santa Barbara, with each agency providing \$42,500, for a total of \$85,000 towards direct costs. The City also provided in-kind salary and benefit support for programming coordination by permanent staff. The program was provided at no cost to participants. In the last six years, funding has fluctuated significantly creating programmatic challenges.

Significant changes that occurred over time include:

- Through their own funding sources, Carpinteria Middle School participated from FY 1999 to FY 2001. They dropped out when their funding decreased.
- In FY 2002, the newly formed City of Goleta provided 25% of the City of Santa Barbara's matching funds (\$10,625).
- In FY 2004, budget reductions at the School Districts and City eliminated the entire junior high afterschool funding budget. To fund the program, a \$35 fee was implemented, and program participation decreased by 79% to 419 students.
- In FY 2005, through negotiation between the City and Districts, the Districts reinstated \$60,000 in junior high program support. The City matched this support by providing \$60,000 in scholarships to the Recreation Afterschool Program (RAP).
- In FY 2008, the Districts again reduced their contribution by \$20,000, and the City increased its by \$35,000, which was a one-time contribution. The City of Goleta also increased its contribution by \$3,000 to \$10,000. The following is the FY 2008 budget:

SBSD	\$40,000
City of SB	\$84,829 (\$49,829 in-kind and \$35,000 General Fund one-time only)
City of Goleta	\$10,000
Fundraising	<u>\$12,000</u>
FY 08 Total	\$146,829

Participation

Participation fluctuated with budgets, program interests, and marketing challenges. Over the last four years, participation slowly decreased.

<u>Fiscal Year</u>	<u>Participants</u>
FY 01	2,225
FY 02	1,650
FY 03	2,046
FY 04	419 - \$35 fee to participate
FY 05	1,118
FY 06	1,052
FY 07	904
FY 08 thru Dec.	416 – 24% down from FY 07

Challenges

Over the years, there have been a number of challenges for participation including funding stability, scheduling issues, transportation, recruitment/retention of quality staff, and changes in student interests.

As discussed above, funding has fluctuated significantly over the last six years. In FY 08, a fundraising commitment of \$12,000 was included to balance the budget, although staff acknowledges the work effort to fundraise can be substantial. To date, the fundraising commitment has not been achieved, though the decreased revenue is offset by decreased expenditures due to lower participation. To adequately plan and fund positions, and continue to provide the program free to participants, funding stability is critical. During the spring, staff will be meeting with Districts' staff and City of Goleta to determine funding for FY 2009.

Scheduling issues include an increasing number of 7th period classes pushing the program start time to later in the day. In addition, SB Transportation buses are not available for team travel until 4:00 pm, pushing the program end until after 5:15 pm. Both issues impact participation, and although staff has tried to identify solutions, there is little that can be done to resolve them.

One of the biggest challenges is finding enthusiastic, professional, and committed staff that understands this unique age group. Due to decreasing budgets, the type of staffing changed from credentialed teachers, to independent contractors, and now to City Recreation hourly staff. City staff is looking to part-time Districts staff, and retired teachers that have an understanding of teen needs as well as Districts structure, to improve program outreach and coordination. This area is probably one of the most important for increasing participation.

Due to changing trends in teen interests and the community understanding that more afterschool enrichment opportunities are important, staff is also looking into other types of programs to attract students. In coordination with the Santa Barbara Education Foundation, students will be surveyed to determine what program areas are of interest to them. The survey should be completed in spring.

New Partners – A New Era of Programming

At the same time there are challenges, some new opportunities are developing. On January 29, 2008, the Santa Barbara School Districts Board of Education approved providing Youth Serving Partners the opportunity to provide their programs free of charge to students on the four Junior High School campuses. The Board recognized the need to provide more opportunities on campus, and the City, the lead agency, implemented a new collaboration effort to bring new partners to the afterschool program. Approved partners currently include: Police Activities League (PAL), Shape of Voice, Surfrider Foundation, and Club West – Track and Field programs. City staff will continue to contact youth-serving agencies to encourage them to expand programs on campus.

At this time, PAL and Club West have provided program proposals and schedules beginning April 7, 2008. PAL will provide Hip Hop and Martial Arts/Self Defense, and Club West will provide Track and Field instruction. The Districts will provide the facility (indoor

and/or outdoor space), and assist with marketing through Call-Outs (automated phone information to parents), links to the Parks and Recreation website, and improved flow of information to Principals, teachers, and school newsletters. The City will provide program coordination, and registration services. The City and Santa Barbara School Districts are very excited about the new program and look forward to additional participation by youth-serving organizations.

The City and Santa Barbara School Districts continue to meet regularly to resolve issues and strategize program improvements. Both agencies are committed to the success of the program and to bringing program participation back to previous levels.

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