

**Annie E. Casey Foundation Making Connections-San Antonio
West Side Story Meeting Evaluation Report**

*September 9, 2006
Neighborhood Place- Edgewood*

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Annie E. Casey Foundation Making Connections-San Antonio West Side Story Meeting Evaluation Report

"I love coming to these events. I'm always happy to become aware of information and programs because if it doesn't pertain to me, it'll pertain to someone I can help.... direct people in a good way." West Side Story Participant

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I. INTRODUCTION: OBJECTIVES OF THE WEST SIDE STORY MEETING AND THE EVALUATION REPORT

Meeting Objectives

Five years ago, *Making Connections-San Antonio*, community agencies and nearly 850 West Side residents came together at the 2001 Summit Meeting to outline ways *Making Connections* and affiliated community agencies, site teams, could improve the lives and community conditions of West Side families. Residents in attendance voiced concerns about their communities and identified 11 outcomes to focus on for the next ten years. The 2006 Meeting is a callback for initial summit participants, as well as new organizations and individuals who became involved after the initial summits. As outlined at the 2001 Summit, a 2006 "report back to the community" was organized to determine if objectives had been met and what West Side neighborhoods were not being reached. The foremost objective of the 2006 West Side Story Meeting was to provide MC-SA affiliated community organizations the *opportunity* to fulfill reporting obligations outlined in the 2001 Summit, to present examples of the agencies' involvement in the West Side, as well as to strengthen ties with agencies and community residents.

Organization Of The Meeting

A steering committee of *Making Connections* Partners was organized in March 2006 for the West Side Story Meeting. The committees and the chairs of the committees are listed below:

West Side Story Planning Committees

- Finance/Budget *July Moreno De Lopez & Kim Arispe*
- Communications *Silbia Esparza*
- Volunteer Recruitment *Leonard Pena*
- Exhibits *Ron Morales*
- Children's Areas *Yolanda Santos*
- Logistics *Marcos Marquez*
- Program *Ramon Vasquez, Linda Ximenes and Jose Ocampo*
- Meeting Evaluation Report *Robert Brischetto*

Meeting Evaluation Report

To measure the success of the West Side story Meeting as well as the partnering site teams' success in boosting families' assets and income, increasing civic participation, improving neighborhood safety and attractiveness, achieving more effective and affordable public sector services and increasing children's chances for better health and school success over the past

five years, the MC-SA Evaluation team used a mixed method approach to gather data. To gather data at the event to evaluate, the team interviewed meeting participants and analyzed the interview transcripts, analyzed the participants' demographic information from the registration forms, and mapped where they lived on the West Side. The team analyzed table discussants' responses to the Family Economic Success panel presentation and the evaluation forms participants filled out at the end of the event. Documentary photographs of participants and activities at the event were taken as data gathering method. Follow-up interviews after the meeting and the debriefing were conducted with committee chairs.

II. COLLABORATIVE ACTIVITIES THAT SUPPORTED THE WEST SIDE STORY MEETING

Agencies



MC-SA, West Side United Coalition and the Promotoras

The success of the West Side Story Meeting is attributed to the collaborative efforts of MC-SA, West Side United Coalition and the Promotoras. Through their combined efforts, the collaborative recruited the following agencies and community leaders and organized the following activities for the meeting. *One or more members of West Side United Coalition are represented on most planning committees either as a member or as a chair.*

- Participating Partners and Community Agencies (See Appendices)
- Exhibitors (See Appendices)
- Panel Presentations
 - *Family Economic Success*- Rosie Castro, Moderator
Kim Arispe, Center for Work and Family
Dr. John Soto, West Side Education and Training Center
 - *Efficient and Effective Services*- Ron Morales, Moderator
Sherry Gomez, Community Partnership for Protecting Children
Nancy Hard, Neighborhood Place: Edgewood
Cam Messina, Children Healthy and Prepared to Stay in School
 - *The Future: Adonde Vamos*- Victor Azios, Moderator
Patti Radle, West Side Development Corporation
Ramiro Cavazos, Economic Development City Of San Antonio
The Transition to a Local Management Entity
- Breakout Sessions
 - *Strengthening Social Networks and Making the Neighborhood More Beautiful*, Barrio Beautification, Time Dollar & Basilica of the National Shrine of the Little Flower
 - *Educational and Counseling Services*, Benitia Family Center
 - *Workshops & Services*, Edgewood Family Services
 - *Residents Reaching Out to Each Other for Safe Neighborhoods*, Families Leading Others to Rebirth
 - *Providing Support to Neighborhoods on the West Side*, Neighborhood Services Department of the City of San Antonio
 - *Understanding Maleness vs. Manhood*, San Antonio Fatherhood Campaign
 - *Master Gardeners: Planning Tips for Better Gardening*, San Antonio Water System
- Skits
 - *Domestic Violence/Family Dynamics*, Promotoras de Buena Vida of EFN & Time Dollar
- Childcare Provided by Good Samaritan Childcare Workers

Panel Presentations



Skits



Breakout Sessions



Promotion of the West Side Story Meeting

- “Save the Date” announcement to all mailing lists
- News releases
- Booking appearances on TV and radio talk shows
- Feature articles in the *San Antonio Express-News*, *La Prensa* and other print media about individuals and organizations affiliated with MC-SA
- Street banners and posters
- Promotional materials for:
 - Church bulletins
 - Libraries
 - Parks and Recreation Centers
 - Organizational/agency newsletters
 - Area businesses
 - Handouts available at agencies, Senior Nutrition sites and Family Resource and Learning Centers
 - Public schools in area (coordinated through ISD Central offices)
 - Private schools affiliated with churches
 - Handouts available at community events occurring before the meeting

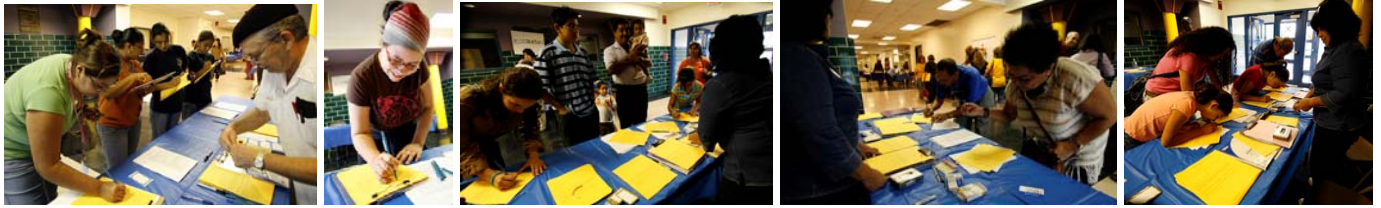
Source: *West Side Story Promotional Fact Sheet*

III. PARTICIPANT PROFILE: WHO PARTICIPATED IN WEST SIDE STORY?

West Side Story Participant Demographics

Analysis of the West Side Story Registration/Consent forms revealed that of the 201 registrants at the meeting, 73% were female, 47% reside in MC-SA targeted areas and 65% are affiliated with partnering West Side agencies and organizations.

Registration



West Side Story Registrants By Gender

<u>Total</u>	201	100%
Male	55	27%
Female	146	73%

Source: West Side Story Registration/Consent Form

West Side Story Registrants By Zip Code

<u>Total</u>	202	100%
78237	27	13%
78228	34	17%
78207	33	16%
Other	89	44%
Not Reported	19	9%

Source: West Side Story Registration/Consent Form

West Side Story Registrants By Organization

<u>Total</u>	197	100%
Organization Identified	128	65%
No Organization Identified	69	35%

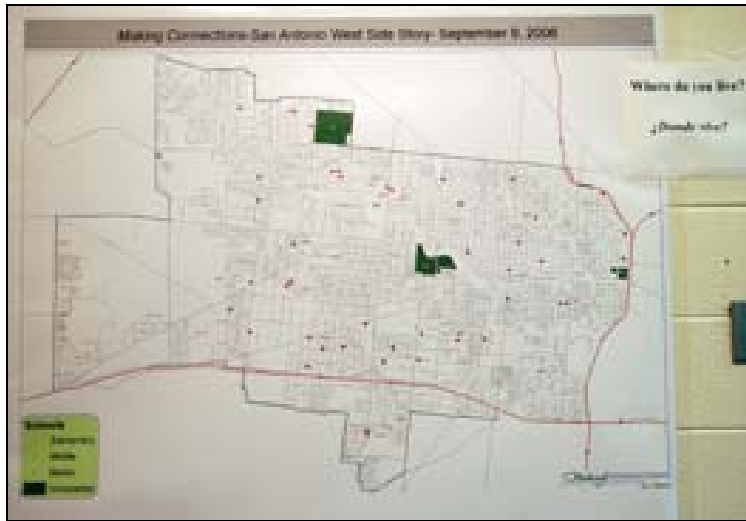
Source: West Side Story Registration/Consent Form

Mapping MC-SA West Side Neighborhoods

When meeting registrants were identified as residing in the *Making Connections* target community, they were asked to locate their street on a map of the West Side. Seventy-three residents homes were located on the map.

Mapping Neighborhoods





IV. WHAT DID EVENT PARTICIPANTS SAY?

West Side Story Open Ended Interviews

Roving interviewers conducted interviews in both English and Spanish with event participants to give voice to West Side residents about their impressions of *Making Connections* impact on the West Side, their affiliations with *MC-SA* site partners and about the meeting. Demographics of interview respondents were in many respects similar the demographics of registrants. Of the 52 interviews conducted, 71% of the respondents were female, the majority of which were between 41-64 years old, and 70% reside on the target community. Of the 35 interviews conducted in English, 44% live in the targeted zip codes. Of the 17 interviews conducted in Spanish, 26% live in targeted zip codes.

Interviews



Interview Respondents By Gender

<u>Couples</u>	3	6%
65+	1	
25-40	1	
Not Reported	1	
<u>Males</u>	12	23%
65+	4	

41-64	6	
25-40	2	
Females	37	71%
65+	3	
41-64	21	
17-24	3	
Not Reported	2	
Total Interviews	52	100%

Source: West Side Story In-depth Interview

Characteristics Of Respondents By Language

English 35 67%

Couples	3	6%
65+	1	
25-40	1	
Not Reported	1	

Males	5	10%
65+	3	
41-64	1	
25-40	1	

Females	27	52%
65+	3	
41-64	15	
25-40	6	
17-24	2	
Not Reported	1	

English By Zip Code	35	100%
78237	9	17%
78228	11	21%
78207	3	6%
Other	10	19%
Not Reported	2	4%

Spanish 17 33%

Males	7	13%
65+	1	
41-64	5	
25-40	1	

Females	10	19%
41-64	6	

Spanish By Zip Code	17	100%
78237	5	10%
78228	5	10%
78207	3	6%

25-40	2	Other	4	7%
17-24	1			
Not Reported	1			

Source: West Side Story In-depth Interview

Interview Respondents Speak About *Making Connections* Impact On The West Side

Interview statements are in the language in which they were conducted and categorized thematically. Representative examples of the 52 interviews are reflected in the quotes below.

Community Development

The majority of interview respondents stated that they have observed a substantial amount of community development on the West Side over the past five years. Examples of statements about community development are:

Example 1: *"It's good that they're bringing things to the neighborhood so we don't have to go all the way downtown or to Military Drive. They're here at home."*

Example 2: *"There's a good after school program. They're working on the streets... and the parks they fixed up real nice. There are programs about abusing... about a husband and wife.... about domestic violence."*

Example 3: *"More of a sense of community.....building community....the collaboration has been a good one."*

Community Development Programs: *Making Connections* & Partner Agencies

In reference to the impact *Making Connections* and partner agencies have on the West Side, the respondents agreed that the programs are effective in their outreach in the community, helping residents access services and information and in educating residents on topics relevant to their situation.

Example 1: *"My friends use the CHIPS program. I'm in the neighborhood program FLOR. I just finished the Public Works Academy, makes you aware of all the different programs the city has for the public, like street maintenance storm water drainage...the 3-1-1 number, the capital program, transportation department, traffic signals.... the signs...make residents aware of information and then advocate the people that attend the neighborhood association meetings.....tell them about what they're interested in...a 5 week program."*

Example 2: *"Le impacto de Making Connections es mucho informacion de todo las agencias porque yo no sabia antes y me ayudado a ayudarlo y mi hija y mas programmas de todo agencias que ayuda de salud bastante."*

Example 3: *"When the collaborative started I was working in another agency and then I moved to another startup agency, the collaborative gave me the connections that I needed to make, to start, to launch the other non-profit. It's been very valuable. Not only the need to help form partnerships with other programs in the community but also in*

networking where I have been able to refer people that I come in contact with to the services that Making Connections has coordinated and is involved with in the community....involved with financial services, particularly in being able to connect the work that's been done in the family financial with some of the clients we have and through the workshops and training we do connect to some the services on education on financial literacy...and also to be able to refer people."

Neighborhood Beautification

Neighborhood beautification is an ongoing process on the West Side. The respondents have seen a transformation in the community, a developing sense of community pride as a result of the Neighborhood Beautification Program. Examples of respondents' statements are:

Example 1: "Ay veo muchos cambios. Muchas policia. Mas vigilancia. Estas en reglando la calle...ay muchos calles que reglandos faltan de nosotros. Mira mas bonito el barrio. Las calles estan mejor preparado. No lo tienen basura los gentes que tienen la que donde quieren la basura."

Example 2: "Streets are looking better. They're bringing in big trash cans that are easier for trash pickup.... and it's curbing the ugly vision of plastic bags being torn by dogs and scattered all over the neighborhood. You get up in the morning and there was trash everywhere."

Example 3: "Houses are getting better looking...a move towards beautifying... In Lincoln Heights, I have seen a lot more residents getting involved in the community. The Lincoln Heights Courts look a lot nicer than they used to look. They were pretty run down. If you go through there it's a lot prettier than it was at one time."

Children

An important aspect of the *Making Connections* initiative is the welfare of children. Respondents spoke about programs that help parents and children realize a better quality of life.

Example 1: "Making Connections-EFN has helped with the kids during the summer. Summer camps keep kids off the street, provided food and air conditioning- good for the parents and good for the kids. In the summer they provide to take care of the kids for so many hours and if you didn't have the money to take care of the kid, it was \$10 per kid, then you would put yourself to work, volunteer to pay for the services. So whichever way you could do it you could work around it...there was a way to make things work. They wouldn't turn you away no matter how many kids you have. They were there for us... and for a lot of people. There's a lot of single mothers and it was good for them."

Example 2: "We went to classes to learn how to take care of kids, parenting classes, cuz we didn't know nothing about kids to take care of and we had 5, so it helped a lot. There's a lot of kids having babies. It's a lot of help with that."

Example 3: "Childcare is very important, if you don't have childcare you can't get parents into good programming. Childcare needs are being met

far better than they were 5 years ago. They still need progress...don't get me wrong, but over the past 5 years there's been a big improvement."

Education

There is a greater interest in education on the West Side, not only in earning GEDs, but also in skill training and going to college.

Example 1: "I've noticed now that that teens know that there is GED and child care provided they're gone back to school. There've been educational opportunities not only for English speakers, but Spanish speakers too. It's been a very positive impact. Spanish speakers who don't speak English, who felt there was no other choice but to stay home, now there are all these programs they're offering in ESL, Spanish GED. There are a lot more programs to help them out, people who are low income, they know they have a choice out there. There's a lot more awareness out there. There 's more out there. I think leadership has a lot of impact like in the boys and girls club, like boy scouts and girl scouts in the schools, which is free to the kids. We used to do a reading program with the girl scouts and you could see and big difference in the girl scouts..... At the beginning of the year they were one way, but by the end of the year, they were like, no I don't wanna be like Britney Spears, I wanna be a doctor or a lawyer."

Affordable Housing

Affordable housing programs and the information provided about predatory lenders has provided opportunities for West Side residents to stay and own their own homes in the community. One respondent stated the following:

Example 1: "We started purchasing our home in October 2005 under a program by the San Antonio Housing Authority, every month it would save a little of your money for your down payment. And then I also got a second mortgage from them equal to almost \$20,000, and if I don't sell in ten years, and I'm not planning on going anywhere, I don't have to pay them back...so then of course that was a blessing, cuz it would have taken me a long time to save \$20,000. I used to live in the Menchaca homes back in 1989, and when they demolished them, they had a big old billboard on the corner for a program for families to purchase homes and I made an application and it took them 2 years to call me, and I insisted and I insisted until they finally decided they better give me a house to get me off their back."

Improvements Interview Respondents Would Like To See On The West Side

Interview statements are in the language in which they were conducted and categorized thematically. Representative examples of the 52 interviews are reflected in the quotes below.

Neighborhood Beautification

While Neighborhood Beautification has been successful on the West Side, there are still areas that concern residents and that they would like to see improvement in.

Example 1: "I think our neighborhoods need to be clean ..there are quite a few lots that are dirty. They're empty, but they're dirty. They put trash in some of them...not all of them. There's not a lot...there's quite a few lots that empty that are not clean. It brings down the whole spirit. They used to call to get the truck to sweep the street, now they

don't even do that....We need the streets, but you know they're not gonna fix them, so the least they can do is sweep them."

Example 2: "Mas reparacion de las calles. Cuando llueve, no tiene salida el agua. En otras calles si llevos visto cambio, por estos que queremos. En Calle Memorial tienen para dos anos y todavia no termine. los calles que ...es poco escuidar. Y cuando llueve...y las problemas de los vecinos alli."

Example 3: "They haven't finished, but they've done a lot. I would like to see better lighting on the streets. Sidewalks for our kids. There are no fire hydrants. There are a lot of vacant lots in our area, I would like to see signs that say no dumping cuz there's a lot of people who throw trash all over."

Seniors

The seniors represented in the interviews admittedly enjoy a better quality of life since the 2001 Summit, however there are changes or types of assistance they would like see in the future.

Example 1: "We need parks for senior citizens, especially since there's a lot of diabetes here. A place where we can walk..... with lighting at night. The main thing is a place for us to walk because that would help control sugars. Maybe it could be something we can do with our grandkids, to where kids start learning this is something you need to do always to keep healthy. Computers are great but you cannot just be inside. The kids have to be involved in something else-- that's why they have sex so young-- and exercise.... outside activities that are accessible ...that you don't have to go too far."

Example 2: "By Poplar and 24th there isn't a community center for social occasions or celebrations.....really no city building close by. There isn't anything close to us where seniors can get together."

Example 3: "We need jobs for the elderly."

Children

The future of the West Side lies in the hands of the children. Without adequate recreation or play areas or accessible educational resources, they will not have the tools to excel. Participants are requesting the following changes for the children:

Example 1: "Mas cosas para los ninos..el equipo deportes."

Example 2: "Some of the families have children, minors under 18, who use their skateboards and roller-skates in the middle of the streets because there's no park, no play area. Down by 28th and Poplar, there's a huge empty lot that's been sitting there since 10 years ago and people tend to use that as a dumping site and I think it would be better used as a community center...maybe a branch of a library. The closest public library is at Las Palmasor Lanier High School. You know some of the children need computers for homework and they don't have access to walking distance...nowadays its hard for people to get around because of the high prices of gas or not being able to purchase a car, pay your mortgage or purchase a car, and most

people care to have a roof over their head, so something close by would be helpful."

Example 3: "We are asking for more children's parks...more play areas, play equipment. Kennedy Park doesn't even have a swing...we need more jungle gums for the kids to play with...improve the walking area. I met with councilwoman Patti Radle about it, to tell her about the program in the park, improvements they need, but until now they haven't done very much."

Community Development Programs: Making Connections & Partner Agencies

Suggestions participants had for *Making Connections* and partner agencies to improve programs or consider additional types of services or programs are:

Example 1: "I wish there were programs... there are a lot of homeowners whose houses are run down, who maybe can't afford to purchase any paint fix any broken awnings. Maybe there's a group of people that would help these people who, it would make them feel better and the neighborhood would certainly look better."

Example 2: "We need to learn better parenting skills, better nutrition, better education for parents, street repair. Better jobs....better wages...you know, minimum wage has been 5.5 for so long."

Example 3: "We need more clinics."

Housing Issues

According to participants, issues related to affordable housing in neighborhoods experiencing improvement is of concern. There was also concern about unfair public housing practices towards people with criminal records and how it affects families.

Example 1: "I'd like to see the Lincoln Heights neighborhood, as it gets better, stay affordable. Sometimes upgrades can force people out economically. The neighborhood gets beautiful and all of a sudden the rent goes up and you can't pay it. I'd like to see it stay affordable."

Example 2: "I'd like to see the inclusion of families in various services, including housing where you have a mixed situation. San Antonio Housing is a plus and minus contradiction, on the one hand the Lincoln Courts look really nice, but if you apply and have anyone in your family who has a criminal record, they don't want you. This is bad news because you're punishing the whole family, the rest of the family, because someone has a record. We need better policy regarding public housing. I don't know if you've seen Casiano homes, but Casiano homes appears to be moving up in desirability, but at the same time there are a lot of problems where if the policemen have come to your house so many times, they're gonna evict you. The manager at Casiano has taken it upon himself to do that, which punishes the whole family. If a woman's son or husband has a record and San Antonio Housing authority shows up and points that out, they won't house them."

Table Discussants' Evaluations of the Family Economic Success Panel Presentation

At the conclusion of the Family Economic Success Panel Presentation, a facilitator led table members into a group dialog about what they learned or hoped to learn from the presentation. Sixty-two people between the ages of 14 and 71 years participated in the table discussions; 73% were female.

<u>Table Discussants</u>	62	(Ages 14-71)
Males	17	27%
Females	45	73%

**Not all table facilitators filled out evaluation forms*

Source: Table Discussants' Evaluation Forms

New Information Learned At the Family Economic Success Panel Presentation Benefiting Discussants, Their Families, Or Their Neighborhoods: "What Stood Out About This Panel Presentation?"

- Opportunities for everyone
- Programs to work and go to school
- Economic Development Corp.
- Family Financial Assistance
- Financial assistance for homes
- Financial assistance for student education
- Financial assistance for education for the elderly
- Resources for education and continuing education
- The focus on the importance of education for West Side families
- SAWS water conservation presentation
- Teatro/Skits
- The new center on 40th
- Agencies that help with utilities
- Agencies that help refinance cars at a lower rates
- Neighborhood programs don't discriminate and are open to all ages; including immigrants and ex-offenders
- Information learned today helps unite families in all areas
- Announcement of the new college campus opening
- Health Services
- Services that help seniors access services in the community
- Promotoras are doing a lot in the community
- Time Dollar Barrio Beautification
- Resources to improve family economics
- Easy access to neighborhood programs that are helping people in the community
- Center for Work and Family
- West Side Education and Training Center for Support Services

Source: Table Discussants' Evaluation Forms

Issues Not Covered In Family Economic Success Panel Presentation: "Was There Anything You Didn't Hear That You Were Hoping to Hear?"

- Not clear which health services to access with health issues
- There's no student book loan program
- How they help small and micro businesses and small business employers
- Getting more gente involved in the community
- More publications, publicity, more detailed information disseminated in the community
- Home Equity Loans
- Help for those who can't afford to make payments

- More information to help the youth complete their basic studies and get their diplomas

Source: Table Discussants' Evaluation Forms

"Information Gathered From the Family Economic Success Panel Presentations Will Be"

- Passed on to relatives, friends and children
- Used to inform neighbors, parents and children in the community
- Shared with neighbors
- Shared with the community
- Shared with the people they work with
- Used to get more people involved in the community

Source: Table Discussants' Evaluation Forms

Meeting Participants' Evaluations of West Side Story

At the end of the meeting, event participants were asked to fill out an evaluation form, available in both English and Spanish, that asked about their involvement with *Making Connections* and partner agencies, as well as to discuss what they had learned or hoped to learn at the meeting, and their suggestions for the next community meeting.

"I Heard About Today's Event From"

	English	Spanish	Total	% Of Respondents
My Organization	19	17	36	49%
West Side Alive!	7	4	11	15%
TV	4	2	6	8%
School	0	5	5	7%
My Job	2	2	4	5%
Newspaper	2	1	3	4%
Church Bulletin	2	0	2	3%
Childcare Center	0	0	0	0%
Radio	0	0	0	0%
Other	16	1	17	23%
Total	52	32	84	115%

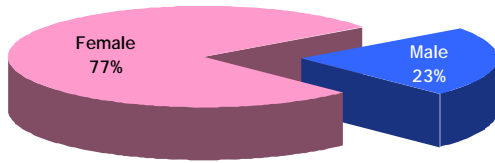
*Note: Multiple Responses Are Possible.

Source: West Side Story Evaluation Forms

Demographics: Event Participants' Completing Evaluation Forms

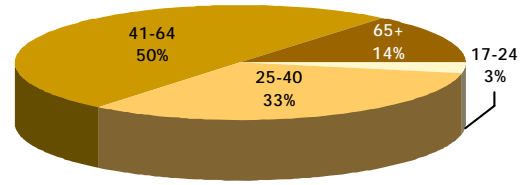
Similar in many respects to the demographics of the registrants, interview respondents and table discussants, 77% of the evaluation form respondents were female, 50% were in the 41-64 age range, 70% reside in the target community and 67% were filled out in English.

Gender of respondents:



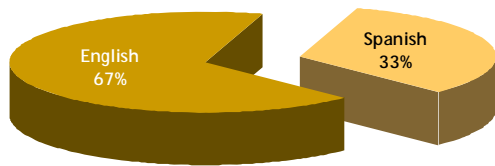
Source: Making Connections - San Antonio, West Side Story participant evaluation, September 9, 2006

Age of respondents:



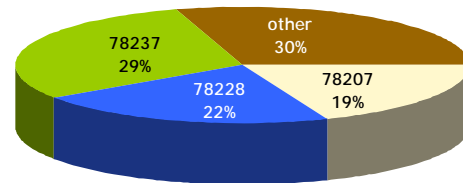
Source: Making Connections - San Antonio, West Side Story participant evaluation, September 9, 2006

Language of evaluations:



Source: Making Connections - San Antonio, West Side Story participant evaluation, September 9, 2006

Zip code of respondents:



Source: Making Connections - San Antonio, West Side Story participant evaluation, September 9, 2006

"I Have Had The Opportunity To Participate/Work With The Following"

	English	Spanish	Total	% Of Respondents
Edgewood Family Network	21	17	38	52%
West Side Alive!	18	2	20	27%
Time Dollar	10	6	16	22%
Benita Family Center	13	2	15	21%
AVANCE	10	2	12	16%
STMU 21 Century Leadership	10	1	11	15%
COSA Dept. Of Community Initiatives	11	0	11	15%
Westside United Coalition	9	1	10	14%
OLLU Center For Women, Church & Society	10	0	10	14%
Good Samaritan Community Services	10	0	10	14%
Centers For Work And Families	9	1	10	14%
American Indians Of Texas	9	0	9	12%
Basilica Nat. Shrine Of The Little Flower	7	1	8	11%
Guadalupe Community Center	7	0	7	10%
Vision For Children Center	6	0	6	8%
Families, Friends And Neighbors	6	0	6	8%
Community Leadership Institute	5	0	5	7%
Western Urban Deanery	3	1	4	5%
Families Leading Others To Rebirth	3	0	3	4%
We Are Making A Difference	1	1	2	3%
Other	7	0	7	10%
Total	185	35	220	301%

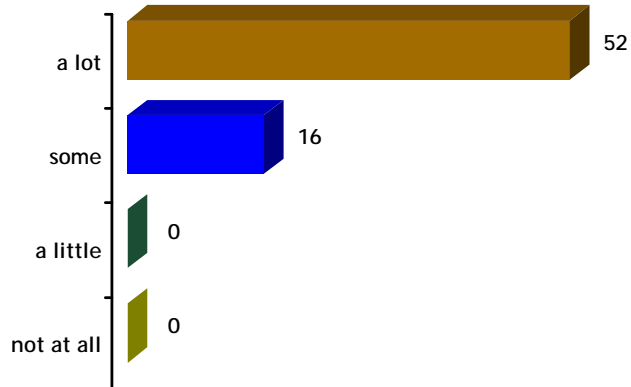
*Multiple Responses Are Possible.

Source: West Side Story Evaluation Forms

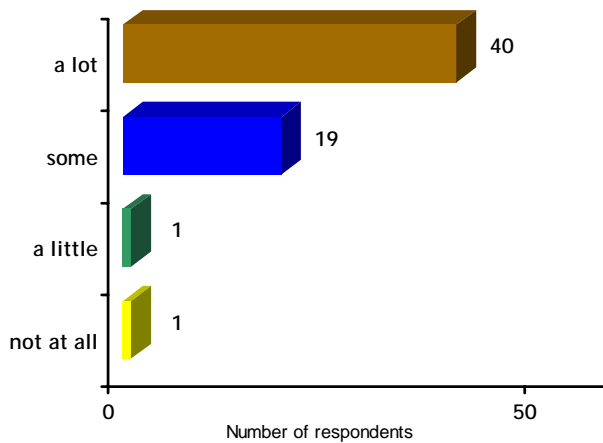
Evaluation Form Participant Ratings

Participants were asked to rate different aspects of the meeting using standardized Likert Scale rating categories of A Lot, Some, A Little and Not At All.

Today's event helped me understand what Making Connections-San Antonio has done over the past five years to help improve the West Side.

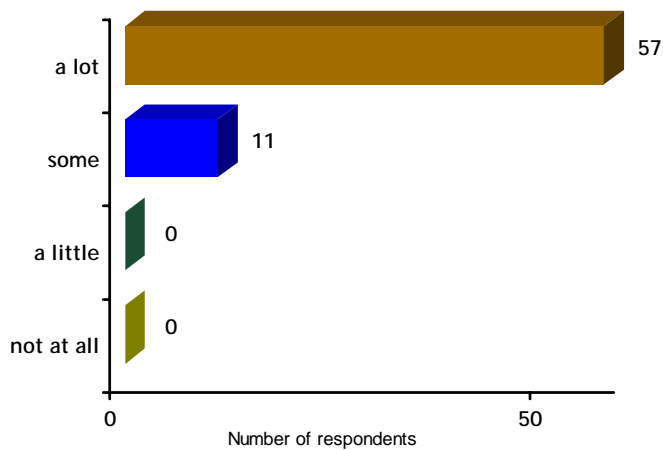


Today's event helped me understand how to access community resources in the West Side.



Source: Making Connections - San Antonio, *West Side Story* participant evaluation, September 9, 2006

Today's event helped me understand how I can better work together or with other residents or organizations on improving my neighborhood.



Source: Making Connections - San Antonio, *West Side Story* participant evaluation, September 9, 2006

"If I Were To Tell A Friend About Today's Event, The Most Important Thing I'd Share With Them Would Be About"

- A centralized location where several services are offered.
- All the information given here.
- Education/ECN success
- Information on community work
- Different organizations - literature
- Resources for families, educational and economical
- Information of different agencies
- West Side Dev. Corp.
- Economic Development Corp.
- Westside Education & Training Center
- Que toda la informacion esta muy buena e interesante
- La oportunidad de tomar prestamo en casa
- There is a place to go for help
- How all these agencies help the community
- The quality of life that comes from resident led initiatives
- Inviting them to get involved
- Que es una program muy bueno por la oportunidad que hay para los estudiantes y queno importa la edad u ni la raza
- La importancia de cumuicarnos los unos con los otros y compartir todo lo que aprendianos
- Les temas en los que halaron en el sesion
- Todo lo que ofrecen hacerca de las organizaciones como salud, educacion, etc.
- To get more involved with the neighborhood.
- There is a college coming to our area.
- How the West Side can improve with a little effort from each of us.
- La informacion que se dios en las sesiones
- Que va ser mucha ayudo sobre la educacion de los ninos
- CHAPS
- Education/Economic Success
- Acerca de las programas nuevos de educacion
- The Neighborhood Place

- The many resources in the community
- Que hay organizaciones que estan muy cerca de nosotros para ayudarnos
- El Westside se esta organizando
- All the community people that get together
- Las presentacions y la obra de teatro
- Better understanding what my community is doing for me
- Working together as a community
- WDC
- Get more involved
- Information on area events and centers
- The availability to educate their children
- Westside Dev. Corp. and CPS in the Westside
- Better informed about what is happening on the West Side

Source: West Side Story Evaluation Forms

"My Suggestions To Making Connections San Antonio To Increase Their Impact On West Side Families"

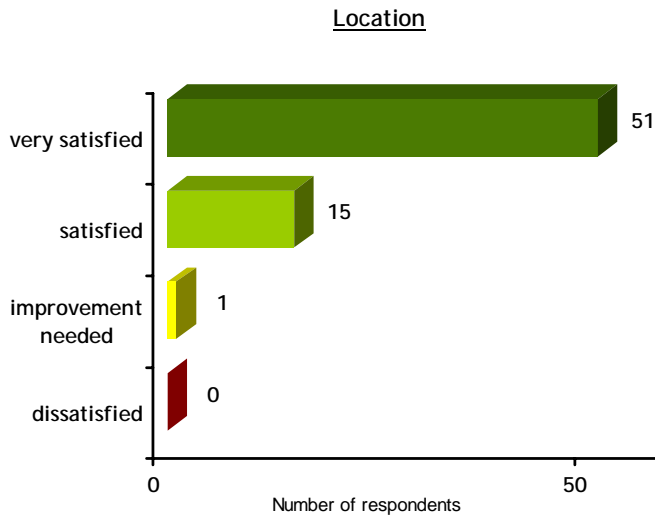
- Develop a good relationship with schools so you can talk during school meetings with parents.
- Mas informacion
- Bilingual meeting
- More community meetings
- Remain active in the community
- A poyar todas las promotoras para poder seguir los proyectos a ayudar a la comunidad
- Hacer comentarios para que sepan de estos eventos
- Stay here in the West Side
- Invitarles a estos eventos juntas.
- Keep it longer than 10 years.
- Que toda la comunidad esten de acuerdo en todo.
- Mejor publicidad en escuelas como en la comunidad. Visitar de casa en casa para invitar a todas las personas de la comunidad.
- Stay active and stay in the neighborhood.
- Better outreach to community.
- To have more events like this would be more helpful.
- Youth programs for preteens and teens. Parenting classes for understanding preteens & teens. WS Dev Corp. input what we want as community.
- Trying to get people to join the meeting.
- Apoyar a nuestro organizacion EFN o sea el trabajo que realizamos promotoras.
- Tell more folks!
- Keep open communications, more advertising.
- Seguir apoyando el trabajo que hacen las promotoras.
- Mas publicidad para que la gente se de cuenta las oportunidades que hay.
- Que hayga mas comunicaciones y informacion
- Better communication, more information
- To keep on asking the residents what their needs are.
- Que hay mas eventos durante el ano como este de hoy.
- Involve the community.
- Seguir trabajando juntas, las agencias, comunitarias
- Los recursos organizaciones
- Larger funding opportunities
- More visibility and publicity.
- Don't stop.
- More communication. Mail flyers.
- Start more businesses that are West Side owned.

Source: West Side Story Evaluation Forms

Evaluation Form Participant Ratings

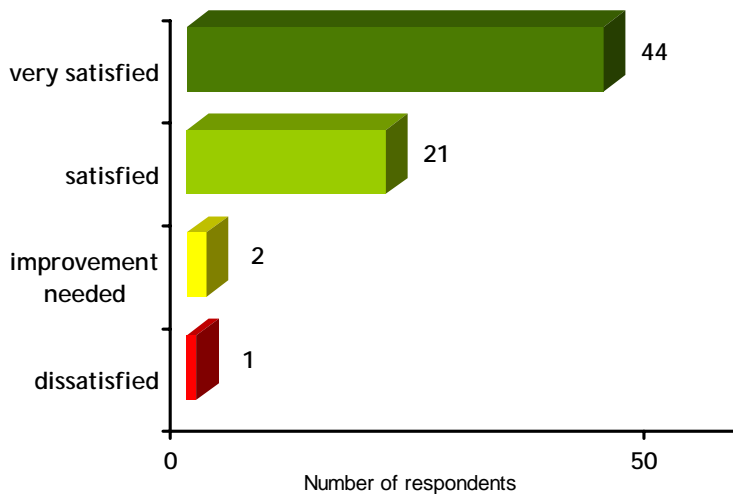
Participants were asked to rate different aspects of the meeting using standardized Likert Scale rating categories of Very Satisfied, Satisfied, Improvement Needed and Dissatisfied.

"I Rate The Following Aspects Of The West Side Story Event "



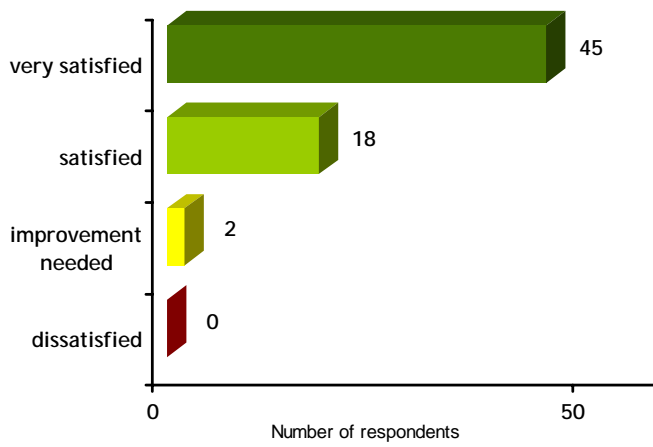
Source: *Making Connections - San Antonio, West Side Story* participant evaluation, September 9, 2006

Information provided at West Side Story event



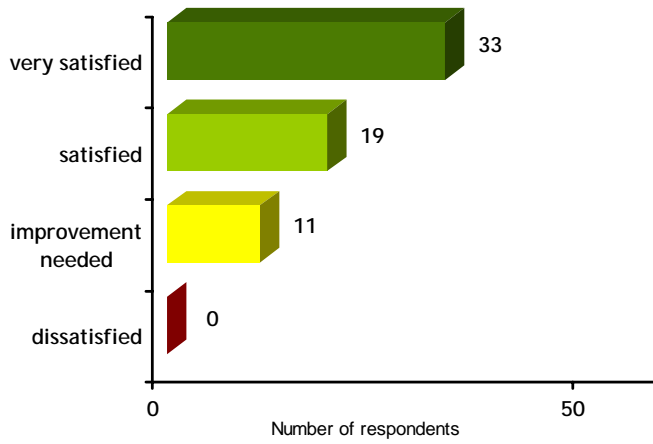
Source: *Making Connections - San Antonio, West Side Story* participant evaluation, September 9, 2006

Lunch



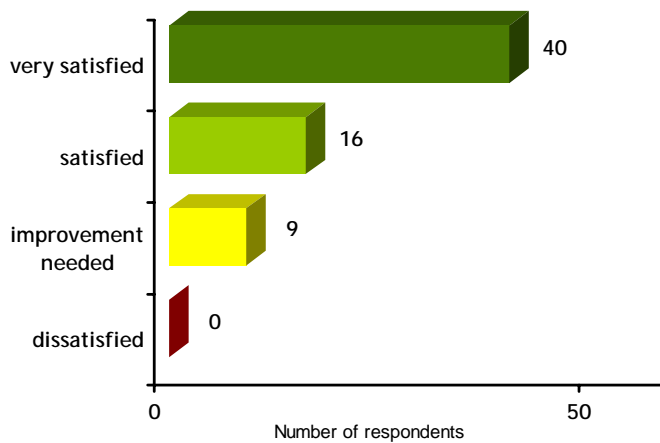
Source: *Making Connections - San Antonio, West Side Story* participant evaluation, September 9, 2006

Length of program



Source: *Making Connections - San Antonio, West Side Story* participant evaluation, September 9, 2006

Opportunity to meet and talk with others



Source: *Making Connections - San Antonio, West Side Story participant evaluation, September 9, 2006*

My Suggestions for Improving the Next West Side Story Event

- More advertising for the event maybe even some door-to-door inviting or handing fliers on doors.
- Mas publicidad.
- Better advertising. Put fliers everywhere.
- Put fliers in schools, big signs at all the HEB checkout stands and at the gas stations.
- Perhaps a well-know local celebrity who lives on the West-Side. Put fliers @ Hollywood Video.
- Un lugar que tenga mejor estacionamiento y mejor publicidad para los eventos de la comunidad.
- Great. Should have another next year.
- More people - involvement
- Don't make them so long.
- Have more time to network with others and more breakout sessions.
- Mas organizacion y que se respete la junda
- Traer mas oficiales electos.
- Que vengas
- Que venga mas gente y orga mas ayuda
- Una lugar donde halla mas estacionamiento porque yo no encontraba y llegue tarde.
- We tried to do too much
- Que no sea tan larga
- To meet again like today 9-9-06
- Un lugar que tenga buen estacionamiento, mayor publicidad.
- Que continuen haciendo estas comunidades.
- Mas tiempo de preparacion.
- More information on teen programs after school close to my home.
- Consistency with program schedule

Source: *West Side Story Evaluation Forms*

V. OVERVIEW OF ACCOMPLISHMENTS

After the West Side Story meeting and debriefing, the evaluation team interviewed planning committee chairs by sending questions through email, conducting interviews in person and by phone and using Instant Messenger. Chairs were asked to elaborate upon data findings and information discussed at the debriefing.

What Worked Prior to the Event

- Formation of Planning Committees
- Committee Planning Meetings
- West Side United Coalition, Promotoras & MC-SA Site Team Meeting Collaboration
- Linking Meeting With West Side Alive
- Crossover Assistance of Tasks/Responsibilities Among Committees & Committee Members

Source: West Side Story Committee Chair Interviews

What Worked Event Day

- Media & Community Promotions
- 201 Event Participants/Registrants
- Participating Agencies' Volunteers
- Information Provided by 30 Exhibitors
- Panel Presentations
- Break Outs Sessions
- Skits
- Mapping Neighborhoods; 73 Residents' Homes Located
- Childcare; 40 Children Served
- Archival West Side Photos in Main Hall
- Contracting Maintenance
- Contracting for Tables, Chairs & Equipment
- Catered Meals

Source: West Side Story Committee Chair Interviews

Families



What Worked Post Event

- Debriefing with Community Agencies and MC-SA Site Team
- West Side Story Evaluation Report

Media Coverage

West Side resident leaders appeared on all of the talk shows and were interviewed by the major local San Antonio networks. Resident leaders also recruited many of the electronic media appearances and the editorial board meeting with the San Antonio Express-News. Residents, resident leaders and MC-SA partners continuing to increase in confidence, sophistication and awareness of the role media exposure plays in influencing action and leveraging resources.

- Print Media
 - Editorial Board meeting with *San Antonio Express-News*
 - Coverage by reporter Nancy Martinez, *San Antonio Express-News* of WSA! press conference
 - “*La Prensa*” article covering West Side Story Meeting.
 - Entire *West Side Alive!* calendar ran in “*La Prensa*” newspaper, plus photo article
 - Article in “*Conexion*” Newspaper
 - Article and photo about *West Side Story* in “Neighbors” Section of San Antonio Express-News, 9/20

- TV News Or PSAs
 - KABB-TV (FOX), 8/29
 - KSAT-12 TV (ABC), 8/29
 - KWEX (Univision), 8/29
 - KTSA. 8/29
 - WOAI, 8/29
 - KLRN, 8/29
 - KWEX (9/9)
 - WOAI (9/9)
- TV Talk Shows
 - CTSA, Oscar Moran's show, taped 8/25
 - Channel 21, "In Your Neighborhood," aired 4/06
 - KHCE, "Joy in Our Town," aired several times in August
 - CTSA-TV, "En La Comunidad," aired 9/7
 - KWEX-TV talk show, "Desde San Antonio," aired 9/9
 - KENS-TV, "Great Day SA" on KENS-TV, aired 9/12
- Radio Talk Shows Or Known PSAs:
 - KCOR radio, "Hola Amigos"- 4 separate shows aired in August
 - KTSA and JACK-FM radio, *Diane Murphy Talk Show* aired 9/9 and 9/10
 - KONO, *Steve Sellers* program
 - KSTX (NPR)
 - KKYX

Source: West Side Story Communication Bullets

Bilingual Booklets Distributed At The Meeting: MC-SA History and Major Initiatives

"The West Side Story," a four-color illustrated booklet published in Spanish and English was distributed to the over two hundred people registered at the West Side Story Meeting. The booklets described *Making Connections-San Antonio's* history and major initiatives. The Spanish translation was done by a local *Making Connections* resident who is building a small consulting business as a translator.

Source: West Side Story Communication Bullets

Making Connections-San Antonio Commemorative Calendar

A commemorative 12-month wall calendar featuring photos of *Making Connections-San Antonio* events was distributed at the West Side Story Meeting and throughout the West Side.

Source: West Side Story Communication Bullets

VI. CHALLENGES/POTENTIAL BARRIERS TO THE SUCCESS OF THE MEETING AND SOLUTIONS IN SOLVING CHALLENGES

After the West Side Story meeting and debriefing, the evaluation team interviewed planning committee chairs by sending questions through email, conducting interviews in person and by phone and using Instant Messenger. Chairs were asked to elaborate upon data findings and information discussed at the debriefing.

Challenges/Potential Barriers to the Success of the Meeting Prior to the Meeting

- Needs And Expectations For Outcomes Were Different For Collaborating Groups . Site Team and Community Responsibilities Were Unclear.
- No Organized, Detailed Work Plan From Which Committee Could Operate

- No Decisions Could Be Made Because Specific "Committee" Had Not Voted On It Or That It Was Not Yet Decided. Time Was Wasted. Little To No Movement/Progress In Planning From Meeting To Meeting.
- West Side Story Meeting Objectives Were Not Established Until The Meeting Prior To The Event; Impacting All Committees
- Breakdown In Communication (Possibly Pre-Existing The Meeting); No Integration In Planning Among Committees Leaving Details Unattended To
- No Clear Definition Of Committee Duties; Committees Broke Down
- No Accountability No One Taking Charge Of Making Sure Tasks Were Followed Through.
- The Meetings Are Way Too Serious Than They Need To Be. May Not Be Culturally Sensitive to Volunteers.
- Conflicting Events Going On at the Same Time.
- Committee Members Busy/Overextended With Competing Obligations
- There Was No Logistics Committee For A Couple Months Into Planning, Which Impacted Every Committee. Most Costs Come From The Logistics Committee. All Logistical Decisions, Were Made The Week Prior To The Event Resulting In Last Minute Planning And Purchases

Source: *West Side Story Committee Chair Interviews*

Challenges/Potential Barriers to Success the Day of the Meeting

- Numerous tasks needing to be done in setting up at hk williams lacked coordination among committee chairs. Decisions that needed to be made were delayed if the chair or a representative wasn't available.
- Some committee members committed to and tasked with too many responsibilities to be successful in any one area assigned.
- Attendance was low by pre-calculation counts. Not much resident turnout.
- Conflict in scheduling the end of the program resulted in a community member's poem being forgotten/ passed over.
- Considering the meeting was held on the west side, the breakfast tacos should have better represented the culture, & the tastes of community members. Tacos should have been purchased from the community.
- According to a post-meeting follow-up calls to community members, meeting started too early for families

Source: *West Side Story Committee Chair Interviews*

Solutions and Suggestions to Overcome Barriers/Challenges

- Planning Meetings
 - Organize a retreat of all the *Making Connections* directors and partners to give directors and partners the opportunity to build relationships prior to planning events.
 - Need an overall program coordinator to coordinate committees, keep committees on track and facilitate communication among committees.
 - Committee chairs should not take on additional obligations outside of their own committee responsibilities.
 - Send a committee representative to other committee meetings.
 - Committee members must show up to planning meetings
 - Weekly meetings should start earlier to determine where weaknesses are early on
 - When working with volunteers pay special attention to the culture of the group. If it's positive the team can move mountains. If it's negative you will always, always have to rebuild your foundation.
- Budget/Finance
 - Establish a timeline with deadlines for all committee budgets to be submitted, reviewed and approved

- Determine "best and worst" case scenarios for the overall costs of the event with site team members and provide it to committee members early on to ensure better opportunities to acquire additional sponsorship and in-kind support
- Logistics
 - Every Committee revolves around logistics; start off by forming a Logistics team.
 - Establish a deadline for Committees' list of needs or tasks required of Logistics
 - Hire a paid technician to tech the audio/visual in the main room
 - Increase the communication between Logistics and Programming Committees
- Programming
 - Have a designated Program Director to coordinate the program at the event
 - Have an MC who is independent of technology or coordinating programming.
- Childcare
 - Link both event and childcare registration processes.
 - Make it very explicit that NO children between the ages of 5-12 are to be in the sessions or wandering unsupervised.
 - Improve communication to the community about the event and available childcare so that the childcare area is not over-staffed.
 - Have plenty of signage at events announcing FREE CHILDCARE
 - Continue practice of sub-contracting with an organization that works with children. They will know how to structure activities so kids don't get bored and they will all have had criminal background checks at their place of employment.
 - MOU was developed between MC-SA and GSC. The practice of having an MOU with whatever organization does childcare is a good procedure to follow.

Source: West Side Story Committee Chair Interviews

VII. APPENDICES

West Side Story Registrants By Organization

1.	EFN	19
2.	Good Samaritan Community Services	16
3.	Family Service Association	11
4.	MC-SA	9
5.	AIT-SCM	4
6.	Alamo Labor Properties, Inc.	4
7.	Avance San Antonio Family Center	4
8.	ACCD Westside Community Education Center	3
9.	Basilica Of The Little Flower	3
10.	Dance Therapy	3
11.	Esperanza Peace And Justice Center	3
12.	Thomson Community	3
13.	Time Dollar	3
14.	Avenida Guadalupe Association	2
15.	Benitia Family Center	2
16.	City Of San Antonio	2
17.	Edgewood Independent School District	2
18.	El Barrio Bezul/Time Dollar	2
19.	San Antonio Youth Centers	2
20.	21st Century Leadership Center	1
21.	78207 Community Youth Development Program	1
22.	AACOG/BAAA	1
23.	Baptist Child And Family Services (Guadalupe St Coffee)	1
24.	Barrio Limpio	1
25.	Best Of The West	1
26.	Centers For Work And Families	1

27.	Child Protective Services	1
28.	City Council	1
29.	Cr Consulting, Texas Community Health Networks	1
30.	Healthy Families San Antonio	1
31.	IDRA	1
32.	KLRN	1
33.	La Fe Policy Advocacy Center	1
34.	Little Flower/West Side United	1
35.	Macedonia Community Development Corp	1
36.	MANA	1
37.	MCIPREY	1
38.	National Alliance On Mental Illness (NAMI)	1
39.	Neighborhood Services Dept.	1
40.	Nw Urban Deanery	1
41.	Peace Initiative	1
42.	Perpetual Puppets/Guadalupe Street Coffee	1
43.	Project Quest	1
44.	San Antonio Food Bank	1
45.	SAWS	1
46.	University Health System	1
47.	UT School Of Public Health	1
48.	Voices For Children	1
49.	Western Urban Deanery	1
50.	YWCA	1
Total registrants representing organizations		128
No Organization Identified		69
Total		197

Source: West Side Story Registration/Consent Form

List of West Side Story Meeting Exhibitors:

1.	ACCD	1 Table
2.	Accion Texas	1 Table
3.	ACORN	1 Table
4.	Alamo Labor Properties	1 Table
5.	American Indians of Texas/SA Fatherhood Campaign	1 Table
6.	Avenida Guadalupe	1 Table
7.	Baptist Child Family Services—Guadalupe Street Coffee Shop	1 Table
8.	Basilica	1 Table
9.	Benitia Family Center	1 Table
10.	Bexar Area Agency on Aging	1 Table
11.	CHIP Children's Medicare	1 Table
12.	City of San Antonio—DCI	4 Tables
13.	City of San Antonio—NSD	2 Tables
14.	Community Partnership for Protecting Children	1 Table
15.	Edgewood Family Network	2 Tables
16.	Family Service Association	1 Table
17.	Good Sam	1 Table
18.	KLRN	1 Table
19.	Macedonia CDC	2 Tables
20.	Mana de San Antonio	1 Table
21.	Project Quest	1 Table
22.	San Antonio Time Dollar Community Connections	2 Tables
23.	San Antonio Youth Center—Alamo City Youth Build	1 Table

24.	St. Mary's 21 st Century Leadership Center	1 Table
25.	TDFPS/CPS	1 Table
26.	The PEACE Initiative	1 Table
27.	Voices for Children:	1 Table
28.	We Are Making a Difference	1 Table
29.	Western Urban Deanery	1 Table
30.	YWCA	1 Table

Source: Ron Morales, Exhibits Chair