



HAYWARD
PROMISE
NEIGHBORHOOD

PROMISE



Strong kids.
Strong families.
Strong communities.



HPN

What is a Promise Neighborhood?

A Promise Neighborhood is both a place and a strategy. It is a community of opportunity that is centered around strong schools where children can learn, grow, and succeed. A Promise Neighborhood provides comprehensive, high-quality educational and social support to ensure the long-term health, safety, and economic well-being of the entire community.

Inspired by the success of the Harlem Children's Zone, President Obama started the federal Promise Neighborhoods initiative in 2010. Hayward is one of five communities nationwide selected by the U.S. Department of Education to receive a Promise Neighborhood implementation grant.

Where is the Hayward Promise Neighborhood?

As a place-based initiative, the HPN targets the specific neighborhood bounded by Jackson Street, Harder Road, and Whitman Street in South Hayward. This neighborhood faces numerous challenges, including poverty, crime, low academic achievement, and poor health. Despite these issues, the neighborhood is proud of its ethnic diversity and is considered a gateway community for new immigrants seeking the American Dream. Residents here are ready to do whatever it takes to improve conditions for their children and their community.

Neighborhood facts

- Ethnic diversity:
 - 51.8%** Hispanic
 - 14.4%** Asian
 - 13.9%** African-American
 - 12.5%** White
 - 7.4%** "Other"
- 10,662 residents (2010 census)
- Almost half of residents are under age 25
- Over 50 languages are spoken by children in HPN schools
- 51% of households are low to extremely low income levels (HUD Income Guidelines)
- 36% of children under age six are living below the poverty line

What is the vision of the Hayward Promise Neighborhood?

All children growing up in the Hayward Promise Neighborhood will have access to effective schools and strong systems of family and community support. This network of support will prepare them to attain an excellent education, to transition to college or post-secondary training, and to enter successful and rewarding careers.

Schools will provide education, health information, and parent support in locations that are accessible to all HPN residents. As a result, every child in the Hayward Promise Neighborhood will:

- Be prepared for school
- Be supported in school and out of school
- Succeed academically
- Enroll in college or workforce training after high school
- Enter a productive career

The HPN will ensure both student and community success by working together to provide comprehensive support throughout the "cradle to college to career" pipeline.

Eventually, ideas and programs that are implemented in the HPN will spread beyond this one specific neighborhood to benefit the larger community of Hayward. The success of



this initiative will serve as a model for similar neighborhoods across California and the United States.

Where does the money come from?

The Hayward Promise Neighborhood initiative is funded for five years by a \$25 million grant from the U.S. Department of Education. However, unlike other grants, the HPN is not a short-term infusion of cash being spent on one specific problem. Rather, it is an investment in effecting sustainable, long-lasting systemic changes in an entire community.

Accountability and Evaluation

The Hayward Promise Neighborhood is a data-driven initiative. To ensure its long-term success, the HPN's implementation and outcomes will be carefully monitored by the leadership team and rigorously evaluated by internal specialists and external consultants. Local data will also become part of a national evaluation of the overall Promise Neighborhood initiative.





The Hayward Promise Neighborhood team will utilize both new and existing resources to ensure success at every step of a child's educational journey.

Educational roadmap

1. Children will enter kindergarten ready to succeed in school

- Parent Promise Academy for new and expecting parents
- Expanded childcare and preschool capacity
- Professional development for early childhood educators
- Kindergarten readiness camps

2. K-12 students will be proficient in core academic subjects

- New school administrators to implement HPN strategies
- Intensive professional development for teachers in English language and STEAM subjects (Science, Technology, Engineering, Arts, and Mathematics)
- Youth intervention specialists
- School psychologist to assess special needs students
- STEAM-focused after-school tutoring and homework programs
- More spaces in YEP after-school programs

3. Students will successfully transition between grades and schools

- Summer Bridge programs and sports camps for students entering middle school, high school, and college
- Special Education and English Learner programs

4. Students will graduate from high school

- Enhanced dropout prevention strategies
- Concurrent enrollment classes to help students fulfill diploma requirements

5. Students will obtain a college degree and/or job training certification

- Early Assessment program to provide support for college-level English and math skills
- Enhanced Career Technical Education course offerings
- College credit for ROP classes
- Summer Bridge programs for high school graduates

6. Students will enter productive and personally rewarding careers

- "Cradle to Career" education reform network

Additional efforts will support children both in and out of school—and improve the health, safety, and economic well-being of the entire community.



Community priorities

1. Families and community members will support learning in HPN schools

- Creation of a college-going culture in the HPN
- Home visits by teachers
- University students engaged in service learning programs
- Adult computer classes and English literacy tutoring
- Early Learning Network program

2. All residents will feel safe in their homes, schools, and neighborhood

- Positive school climate practices
- Safe and Inclusive Schools program
- Mural projects for graffiti abatement
- Increased community policing

3. All residents will live in stable communities

- More transportation options
- Parent centers at HPN schools to provide community resources
- Intervention programs for high-risk youth
- Improved training and job opportunities for childcare providers

4. Students will have access to 21st century technology

- Free Wi-Fi in parts of the HPN
- Netbooks in after-school homework centers
- Technology coaches for HPN schools
- New computer lab at Hayward High School
- Computer literacy classes for adults

5. Children, youth, and families will be healthy and physically active

- Home visits by nurses for new parents
- Wellness checkups and shot clinics
- Greater access to nutritious, high-quality food and community gardens
- Increased active living opportunities
- Promotora Outreach to promote health and wellness
- Expanded mental health services



Hayward Promise Neighborhood Partners

Part of the vision of the federal Promise Neighborhoods initiative is to integrate existing programs and break down agency "silos." The Hayward Promise Neighborhood is a unique and exciting collaborative effort. CSU East Bay serves as the lead agency, working in partnership with a wide range of local educators, government agencies, businesses, and nonprofit organizations to fully support the children and residents of the HPN.

This collaboration will ensure that effective solutions can be sustained in the long run and eventually "scaled up" to benefit all of Hayward and the greater community.

Hayward Promise Neighborhood Leadership

- California State University, East Bay
- Hayward Unified School District
- City of Hayward
- Chabot College
- Community Child Care Council (4 C's) of Alameda County
- Eden Area Regional Occupation Program
- First 5 Alameda County

Working in partnership with:

- All residents of the Hayward Promise Neighborhood
- Alameda County Health Care Services Agency
- Alameda County Office of Education
- Alameda County Probation Department
- Alameda County Transit
- La Familia Counseling Services
- Hayward Adult School
- Hayward Area Recreation and Park District
- Hayward Police Department
- Super Stars Literacy, Inc.
- Tiburcio Vasquez Health Center

... and many more valued partners to come!

Partners

Be a Part of the
Promise



The Hayward Promise Neighborhood needs your help. If you want to make a difference, we encourage you to join our community-wide effort. Contact us today to find out more about donations, corporate sponsorships, volunteer opportunities, or other ways you can get involved.

www.HaywardPromise.org

For more information about the Hayward Promise Neighborhood, visit www.haywardpromise.org

Contacts

Melinda Hall

HPN Project Manager
California State University, East Bay
510-885-3994
melinda.hall@csueastbay.edu

Andrew Kevy

HPN Program Director
Coordinator, Child Welfare & Attendance
Hayward Unified School District
510-784-2600 x072586
akevy@husd.k12.ca.us

You can also learn more about the federal program and other Promise Neighborhoods around the U.S. at www.promiseneighborhoodsinstitute.org



HAYWARD
PROMISE
NEIGHBORHOOD

California State University, East Bay
25800 Carlos Bee Blvd., Hayward, CA 94542