

IMPACT100 SONOMA – IMPACT GRANT INTERIM REPORT

Grant Recipient:	Sonoma Valley Teen Services	Date Submitted:	9/26/2011
Project Title:	Skills for Life		
Grant Period:	June 2011 –April 2012		
Reporting Period:	June 2011 – September 2011		

1. Please list the primary goals identified in the proposal and describe the progress made toward meeting each goal, including specific examples. Please explain any variance from your goals or expected progress.

Develop Skills for Life instruction

There are three Skills for Life employment courses in the final stages of development. The courses are **Employee 101**, a required fundamental course of employee responsibilities and best practices; **Resume and Interviewing**, a course for improving a student’s resume and interview skills; and the **Food Safety Handling** course, which certifies students to pass the California State safety handling examination. These courses are scheduled to be offered in late October and November timeframe in alignment with seasonal holiday hiring. The No Name Café is hosting a trial run of its future Barista training course on September 21st for its employees and Hanna Boys Center. The course will be taught by the manager of the local Starbucks.

SVTS achieved agreement with the Sonoma County Office of Education (SCOE) to utilize their work readiness and certification process. Students seeking work readiness certification are required to submit a portfolio of ten essential business skills. The Skills for Life courses, along with internship opportunities, forms a basis for the student’s portfolio submission. SVTS has been requested by the Sonoma Valley High School (SVHS) to provide the Resume and interviewing course as the High School does not have adequate funding to continue to provide this level of training.

In the area of internships, SVTS, SVHS Career Center and the SCOE Career Education department are partnering to define the guidelines for business internship opportunities. In the interim, service learning, senior project and community services positions are being offered by SVTS. Hanna Boys Center has expressed an interest in submitting their teens through the SVTS Skills for Life training and to be provided the same internship opportunities

Lovin' Oven program expansion and administration

The primary goal for this time period was to re-establish the Lovin' Oven presence in the Farmer's Markets; and to grow student and volunteer participation. After review of sales at the Tuesday, and Saturday Farmer's Market, the decision by the students and leaders was to eliminate the Tuesday market participation; focus on the higher revenue generation Saturday market and to apply for the Friday market. Student participation has grown by 11 new core members and 21 part-time. Adult volunteers have included Anea Kamahale who is leading an effort to increase the food product offerings. Anea is also pursuing new business opportunities, including sales of product at the No Name Café, and a 'pop-up' restaurant event to feature teen culinary students.

No Name Café program expansion and administration

The No Name Café has been successful in hiring and training of its new operations manager, Angel Ake. Angel is a student of the SVUSD Adult High School and has been a No Name café employee in past years. Angel has taken over the operations of the Café, allowing Cristin Lawrence time to pursue the Skills for Life program objectives.

Cristin successfully brokered a tentative staffing agreement with Lucy Lucchesi, SCOE instructor for the Entrepreneurial classes taught at SVHS. The agreement will allow Lucy to expand her education classes and utilize the No Name Café as a secondary lab. The No Name Café benefits by converting paid student positions into classroom credit positions; improving the profit margin and long term sustainability of the program. This conversion of students is planned for the 2nd half of the 2011-2012 school years.

Georgeanne Papac, a member of Impact 100, has volunteered to consult with the No Name staff on standardizing operations, improving service, reducing the lunch back log and product management.

Student Stipends

Lovin' Oven students that have been supporting the Tuesday and Saturday Farmers' Markets have been paid an overall total of \$300 in stipends for

achievements since Spring of this year. Additional stipend payments are anticipated as additional programs are started.

Miscellaneous Expenses

The marketing and website-development firm, A Bright Idea, was awarded the \$5,000 SVTS website contract. The firm quickly implemented a temporary splash page to support the High School Rush program by the first week of Septemeber. The firm is currently engaged in creating the permanent website which will be launched in mid November.

Facebook continues to be the primary means of communicating with teens. Facebook sites for SVTS, Lovin Oven and The Shop have been created and are in use.

2. Has the timeline, budget, approach, or plans changed from what was described in your original proposal *(or in your case, from your business planning report delivered to the Impact100 Grant Oversight Committee)*.

The establishment of a volunteer recruiting process and database system has been postponed. The current volunteer database system was appraised to be insufficient for the distributed programming planned by SVTS Skills for Life. A local family foundation is being approach to fund a new non-profit system to track not only volunteers, but donors, programs, students and funding. In the interim, manual management of volunteer and other information will be accomplished by Excel sheets.

The decision was to delay Skills for Life presentations to local businesses and the Chamber until after the first set of employment training courses are offered. This would allow SVTS to provide local employers with trained students should they find immediate hiring opportunities. The presentations will start late Q4 and into Q1.

3. What is the response of the community or clients to the Project, thus far?

Response by the community, partners and clients has been highly favorable. In the area of strategic relationship development, renewed partnerships continue strong; including The Hanna Boys Center, Sonoma Valley Unified School District (SVUSD), Sonoma County Office of Education (SCOE), SVHS Career Center, SVHS Music Department, SVHS Career Education teachers, and the Santa Rosa Junior College (SRJC). Highlights include:

- Hanna Boys Center has requested the schedule for Skills for Life training to send their teens. Hanna Boys Center have agreed on partnering on a joint teen job career & job fair in Spring 2012
 - SCOE agreement to use the developed work readiness certification process in Sonoma Valley. SVTS will operate the process with SCOE oversight and approval
 - SVHS entrepreneur class has a tentative agreement to use No Name as secondary lab for class; and to form a partnership on improving the nutritional content of the product lines
 - SVHS Senior Projects Committee has included the list of senior project opportunities with SVTS
 - SVHS Music Department agreement on promoting student ensembles as part of the SVTS business presentations
 - SRJC faculty agreement to modify customer service module for high school use and college credit
4. Please describe any unanticipated challenges encountered with this Project thus far and explain how those challenges will be addressed.

The existing non-profit database system owned by the Teen Center is insufficient to meet the demands of the distributed Skills for Life programming. Grant requests to a local specified family foundation, or other similar granting organizations, will be requested for additional software to allow integration of information from the different programs, volunteers and fundraising events.

The passing of long time board member, John Randall, was an initial hardship for SVTS. John was not only a key planner for the Skills for Life program, but actively participated in daily operational support for many of the programs and was a key fund-raiser for the organization. This gap has been partially mitigated by board member, Osias Encarnacion's availability to work on Skills for Life full time for three months; and by new Board members and volunteers. The Board has brought on two additional members, Pat Stevens, long time Native Sons leader; and John Fisher of Metric Motors.

5. Strategic Vision

The Impact 100 organization made the following comment.

The SVTS is running many wonderful programs, but we discussed the possibility that you may be trying to do too much with limited funds and staff. A suggestion was made that the board hold a retreat to decide which programs are crucial - in light of fundability and sustainability - and focus on them this year.

SVTS recognizes the potential problem of diffusing the limited staff's efforts by trying to support existing efforts while taking on the new challenges that Skills for Life brings. A complete review of all programs against resources and budget will be discussed at the next scheduled SVTS board retreat this coming January, 2012.

To mitigate this potential problem now, the following changes have been made to existing programs.

- Temporary shutdown of drop-in Teen Center services on Wednesday nights
 - Reduce Teen Center field trips, including fundraising, planning and chaperone. Estimated time savings 10-15 hours per month.
 - Convert Teen Center daily meals to self serve with occasional planned dinner. Estimated time savings 1-2 hours per day.
 - Postpone start of Club RAD (Respect & Dignity) for 2012 school year. Estimated time savings 8-10 hours per month.
 - Eliminate The Shop student board and replace with volunteer student event planners. Estimated savings 15 hours for recruitment; 2-3 hours monthly ongoing.
6. Describe specific successes achieved thus far that demonstrate the positive impact of the Project and make it a worthwhile endeavor.
- Increased Partnerships with school and non-profit organizations to increase efficiency with overall joint goal of improving graduation rates and career opportunities for at risk teens
 - Additional student volunteers engaged for Lovin Oven, No Name and The Shop. (stats provided later in this document)
 - Long time Teen Center student, Carlos landed a job with Beanstalk, an eco-energy analysis startup company. Tim Boeve and Rebecca Hermosillo were key in motivating the youth to apply for the position and encourage the business for the hire.
 - Successful DJ event at The Shop. 80 teens in attendance at a student planned DJ event, raising \$350 in revenue. The event was a hit among students and further events are being planned. The DJ was a student, Jose, who has career aspirations for a broadcast media and entertainment career.
7. Describe any changes to the grant performance objectives and activities that you wish to make at this time.

Re-baseline the project with the following changes:

- Delay the volunteer teacher recruitment until 2012 allowing SVTS board and staff to teach the first round of classes to ensure quality control. This delay can also provide SVTS with an opportunity to implement automated database systems for tracking volunteers and other program information.
 - Add The Shop to Skills for Life programs due to its restructuring as an event planning education experience. The Shop oversight is being managed by two SVTS board members, and minimal program director involvement. Cost changes will include a small % of the Skills for Life budget being allocated to teen event planners stipends and advertising.
8. Please prepare and insert or attach a Project Budget to indicate year-to-date Project actuals (spent or encumbered) for each cost category of the proposal. Please explain any changes anticipated or incurred in the Project budget since the original proposal was submitted and update funding sources for the Project.

See appendix for financials

9. Provide any additional information that will help our Grant Oversight Committee better understand the project and project performance.

Key metrics

- Number of Board members: 13
- Number of adult volunteers:
 - No Name: 20
 - Teen Center/Lovin Oven: 8
 - The Shop: 6
- Number of teens participating in programs
 - Lovin Oven: 31 volunteers
 - Teen Center community/service hours: 22 volunteers
 - No Name: 40 employees; average 300 teens served daily
 - The Shop: 5
 - Outdoor Experience: 8
 - Skills for Life: n/a classes scheduled for Q4

10. Staff Accountability and Reporting

Comment from Impact 100.

We talked about the importance of Rebecca and Cristin's work being evaluated on a regular basis, based on a work plan that they would each develop. If possible, it would be helpful if this evaluation were performed by one member of the board, as opposed to the Executive Committee. Since a substantial part of the Impact grant enables both Rebecca and Cristin to work full time, it makes sense that one of the reporting measures for them should be what they accomplish with this additional time. As an example, for Rebecca it could be getting out to meet with businesses nearby, particularly along Highway 12, with an eye toward possible donations/sponsorships and/or teen internships. We recommend that this accounting be part of the Impact report, particularly on October 1.

Osias Encarnacion is a five-year board member with SVTS and has extensive background in project and program management for the technology industry. Osias has assumed the role of overall program management, to ensure the overall success of the program and to provide support to SVTS program directors, Rebecca and Cristin. Osias has been using his experience in large scale program management to track and report the Skills for Life program; while allowing Rebecca and Cristin to focus on program development and implementation.

The appendix tables of this report list the task accomplishments by each program director for the current reporting period. Starting September 1st, Osias has moved the program tracking to an online software project tracking database system. (Rally software for agile/scrum projects). Future Impact 100 reports will be produced by this software; providing task level tracking for Rebecca and Cristin's accomplishments. The scrum project methodology will be applied; allowing for dynamic changes in prioritization and to further develop the team by sharing in objectives.

Appendix Table 1. Completed Tasks up to 9/15/2011

Milestone Category	Task	Assigned	Completed
Website	Purchased -- www.svteens.org	Osias	06/03/11
Partnerships	SVHS Entrepreneur Class Teacher Lucy Luccessi	Cristin	06/05/11
Business Planning	Staff scope-of-work & hours proposal letter	Tim	07/06/11
Business Planning	Fire Marshall review; capacity	Niels	07/08/11
SVHS Rush	Schedule and prepare SVHS Rush booth	Cristin	07/25/11
Business Planning	Create overall stipend policy; board approval	Osias	07/14/11
Business Planning	2-3" Lovin Oven and SVTS jpg	Osias	07/18/11
Business Planning	Renaming NNC for John Randall	Osias	07/16/11
Expansion The Shop	Set regular meeting times	Cristin	8/11/2011
SVHS Rush	Create flyers based on Rebecca's docs & volunteer list	Cristin	8/11/2011
No Name	Create No Name staffing plan	Cristin	8/11/2011
Business Planning	Need stipend amount for No Name	Cristin	8/11/2011
Business Planning	Need projected 'other' costs for No Name	Cristin	8/11/2011
No Name	Create training package	Cristin	8/11/2011
Communications	Launch Website	Osias	8/11/2011
Core Business Courses	Obtain SRJC course material	Osias	8/11/2011
Core Business Courses	Contact Mick Chantler or Career Counselor	Osias	8/11/2011
Expansion Lovin Oven	Lovin Oven stipend policy	Rebecca	8/11/2011
SVHS Rush	Obtain give-aways	Rebecca	8/11/2011
Business Planning	Iron-on logo	Rebecca	8/11/2011
Business Planning	Need stipend amount for Lovin Oven	Rebecca	8/11/2011
SVHS Rush	Create Powerpoint presentation	Osias	8/13/2011
Business Planning	Need stipend amount for Skills for Life	Cristin	8/15/2011
Communications	Launch Facebook	Rebecca	08/13/11
Partnerships	Meet w/ SVUSD superintendent	Tim/Steve	08/01/11
Expansion The Shop	Gain access to Facebook page	Osias	08/16/11
Communications	Obtain quote for Board and staff shirts	TBD	Postpone
Business Planning	Research www.cde.ca.gov/ci/ct/	Osias	08/20/11
Core Business Courses	Create resume writing and interview workshop	Osias	08/26/11
Business Planning	Logo color options	Osias	08/29/11
Business Planning	Sign up and plan for Club Rush event	Cristin	08/29/11
Business Planning	Acquire small business advisor volunteer	Osias	08/31/11
Partnerships	SVHS Career Counselor	Cristin	08/20/11

Appendix Table 2 Active Tasks

Milestone Category	Product Feature	Target	Assigned
Lovin Oven Development	Popup restaurant	09/30/11	Anea/Rebecca
Lovin Oven Development	Research/modify sales channels	Q4 2011	Anea/Rebecca
Core Business Courses	Create Employee 101 teacher framework	09/15/11	Cristin
Business Planning	Create local foundation grant request	09/30/11	Cristin
SVTS advertising	No Name cork board	10/31/11	Cristin
No Name	Solicit new food product offerings	Q4 2011	Georgeann/Cristin
Business Planning	Implement student tracking software		Cristin
No Name	Transition plans, training, roles for workability students	11/01/11	Cristin
No Name	Transition plans, training, roles for entrepreneur students	11/01/11	Cristin/Lucy
Business Planning	Finalize Sept 30th Impact 100 reporting	09/25/11	Osias
Core Business Courses	Table tents for We Need advertising	09/30/11	Osias
Business Planning	Solicit website content and send to vendor	ASAP	Osias
Business Planning	Research Metal Shop refurbishing grant		Osias
Business Planning	Redo job opps and operational guidelines		Osias
Business Planning	Rotary grant for office/baking/sound equipment		Osias
Business Planning	Schedule tracking software demo		Osias
Expansion No Name	Create No Name sustainable business plan & budget		Osias/Cristin
Business Planning	October 1st presentation	09/30/11	Osias/Tim
SVTS advertising	Teen Center cork board	09/30/11	Rebecca
Core Business Courses	Create framework for student re-entry services	09/30/11	Rebecca
Core Business Courses	Create Lovin Oven training & quiz	10/01/11	Rebecca
Core Business Courses	Create food certification training	10/01/11	Rebecca

Appendix Table 3 Backlog Tasks

PRODUCT BACKLOG		
Milestone Category	Product Features	Priority
Core Business Courses	Schedule Winter 2011 classes	High
Core Business Courses	Advertise Winter 2011 schedule	High
Career Interests	Schedule visits and presentations	High
Business Planning	Standardize teen booking procedures	High
Business Planning	Procure SVTS banner	Medium
Core Business Courses	Investigate college application comm/work requirements	Medium
Core Business Courses	Manager/Supervisor training	Medium
Business Planning	SVTS Newsletter investigate demand & purpose	Medium
Business Planning	Package sales kit for SVHS Music sales	Medium
Core Business Courses	CVS interview / Danny Dryer	Medium
Core Business Courses	Sonoma Mission Inn / John Hayes front office	Medium
Business Planning	Get on agenda of BERT Chamber Commerce presentation	Medium
Business Planning	New business model Spanish Translation services	Medium
Business Planning	Volunteer Coordinator	Medium
Business Planning	Volunteer database	Medium
Business Planning	Volunteer advertising	Medium
Core Business Courses	Setup teacher recruitment	Medium
Core Business Courses	Schedule Spring 2011 classes	Medium
Core Business Courses	Advertise Spring 2011 schedule	Medium
Core Business Courses	Interview business owners for course content	Medium
Core Business Courses	Interview SVHS instructors for course content	Medium
Expansion Lovin Oven	Create Lovin Oven sustainable business plan	Medium
Funding	Develop business funding outreach effort	Medium
Partnerships	Schedule Lucy Lucchesi to present at Board	Medium
Core Business Courses	Implement certification process	Low
Expansion The Shop	Create The Shop business plan and gain board approval	Low
Business Planning	Need stipend amount for The Shop	Low
Expansion The Shop	Rental forms	Low
Expansion The Shop	Stipend policy for event staff	Low
Funding	Create list of potential businesses	Low
Partnerships	Chamber of Commerce presentation	Low
Partnerships	Rebranding proposal on Student Store and No Name	Low
Reporting	Final reporting	Low

Appendix Table 4 Financials July 1, 2011 to September 25, 2011

		Grant	Expenditures	Remaining Exp
Cafe-barista & food service				
	Maintenance	1,700.00	0.00	-1,700.00
	Program Dev-Cristin	9,500.00	1,500.00	-8,000.00
	Supplies	2,284.00	0.00	-2,284.00
Total Cafe-barista & food service		13,484.00	1,500.00	-11,984.00
Lovin Oven				
	Professional Fees	1,200.00	0.00	-1,200.00
	Program Dev-Rebecca	9,500.00	1,500.00	-8,000.00
	Teen Stipends	3,450.00	300.00	-3,150.00
Total Lovin Oven		14,150.00	1,800.00	-12,350.00
Skills For Life				
	Equip, Transportation, Packagin	3,400.00	0.00	-3,400.00
	Marketing, Advertising, Website	6,000.00	2,000.00	-4,000.00
	Printing Publications	2,000.00	302.33	-1,697.67
	Professional Fees	800.00	0.00	-800.00
	Program Dev-Cristin	36,000.00	6,375.00	-29,625.00
	Program Dev-Rebecca	21,000.00	3,000.00	-18,000.00
	Teen Stipends	3,166.00	0.00	-3,166.00
Total Skills For Life		72,366.00	11,677.33	-60,688.67
Total Service		100,000.00	14,977.33	-85,022.67
	TOTAL	100,000.00	14,977.33	-85,022.67
	Funding Received to Date			
	6/7/2011	\$2,500		
	7/20/2011	\$17,500		
	Total Funding Received to Date	\$20,000		