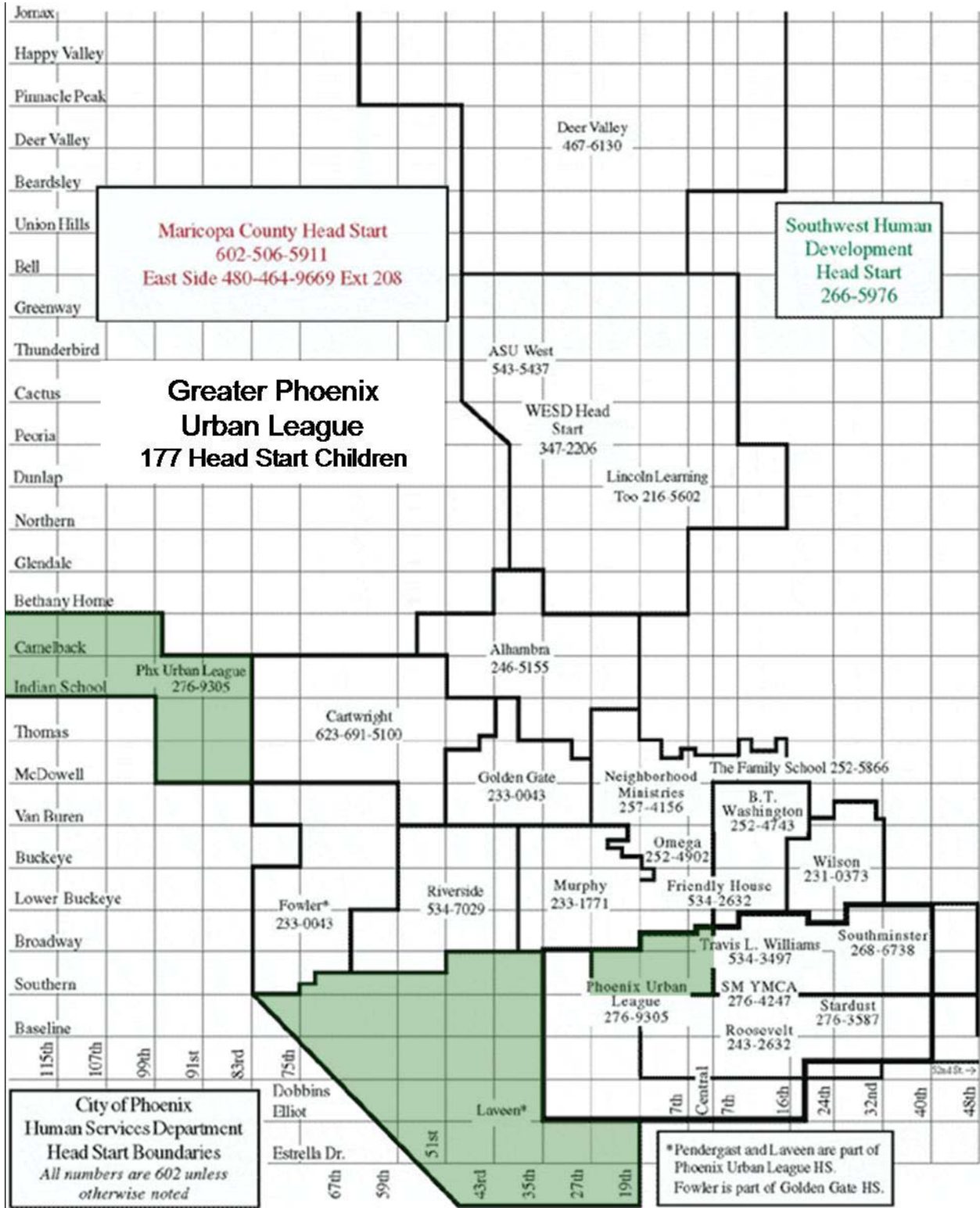


Greater Phoenix Urban League

**City of Phoenix Head Start Map Showing Individual Delegate Agencies
Greater Phoenix Urban League**



City of Phoenix Head Start

Program Approvals

Program Year 39 (2004-2005)

Community Assessments, Goals, Objectives, and Action Plan

Delegate Agency Name: Greater Phoenix Urban League
Address: 3851 W. Wier Ave.
Phoenix, AZ 85041

APPROVED: _____ Date: _____
Board Chairperson/Executive Director

APPROVED: _____ Date: _____
Delegate Agency Director

APPROVED: _____ Date: _____
Policy Committee Chairperson

Greater Phoenix Urban League ***Refunding Application*** ***Program Year 39 (2004-2005)***

Background Information

The National Urban League was founded in 1910. Its objective was to fight the intolerable living and working conditions experienced by the nation's Blacks in urban cities. Today, it has 114 affiliates in 34 states and provides assistance to **anyone** in need, regardless of race, age or gender. With this necessary expansion, the depth and scope of the challenges the agency now faces has also grown considerably.

Greater Phoenix Urban League, Inc. was proudly established as an affiliate in 1945. GPUL is a private, not-for-profit organization serving the Greater Phoenix area. The League provides services in employment, housing, education, youth and community education, advocacy and equal opportunity/affirmative action.

GPUL Head Start

The Greater Phoenix Urban League has operated the Head Start program since 1972. The first program was in Okemah Park, located at 32nd and Anne Streets, one of the poorest communities in Phoenix. Eventually, families were driven out of the Okemah area because of commercial and industrial development. In 1986, GPUL Head Start moved to the First New Life site. The first of many expansions occurred in 1991 with one classroom. In 1994 and 1995, expansion took on new territory, as GPUL moved into both the Pendergast and Laveen School Districts.

Roosevelt School District

GPUL serves 20 children and families that reside in the Roosevelt School District at one site. During the past couple of years, several charter schools have opened in the Roosevelt School District. The charter schools are enrolling children into their Kindergarten program who will be 5 years old by December 1st. These children could have been enrolled into a Head Start program; however, some parents can now enroll their preschool-age child in the same school as their elementary school-age child, very convenient for working parents with two or more children.

South Phoenix is growing rapidly. New jobs have emerged with the opening of two major grocery store facilities and the new Arizona Mills Mall. In central Phoenix, the new Bank One Ball Park has created hundreds of jobs. As more parents enter the work force, the need for full day care increases. In the immediate area of the Head Start program, one center-based and three home-based child care facilities have recently opened. The community is diverse and has several stable pockets as well as several negative elements that suggest a need for intervention.

In terms of educational attainment, almost 20 percent of the residents have less than a high school diploma. The lack of educational resources in the community to assist individual certainly contributes to the poor achievement level that has proven to contribute to literacy problems with young children.

GPUL provides computer-training classes for Head Start parents and extended family members. After completing the 9-week class, participants receive a computer and job referral and counseling. Enrollment of children has been challenging for this area. Many families have grown to over-income status as they join the workforce. Just recently this South Phoenix Community has been going through renovation. Families are being bought out and the land is being used for industrial parks, new housing and apartment complexes. Another potential barrier for enrolling children in this area is affordable housing. Many of the new homes start at around \$120,000, out of reach for many poorer residents.

Pendergast School District

GPUL provides Head Start services at three sites in five classrooms to 100 children in the Pendergast School District. Parents in this district have opted for a year-round schedule for the Desert Horizon, Westwind and Pendergast elementary schools. A collaborative effort between the Pendergast District, Southwest Leadership Foundation and the Head Start program resulted in opening the Cummings Community Center. The center has been in the Desert Horizon School over nine years. The first year an after-school program was developed. Since then the center has added GED/ESL classes, conducted parent training, opened a clothing bank and a food bank, conducted health fairs and hired a Family Services Case Worker. The Case Worker can provide direct or referral services for families in crisis situations, and works with families to develop short and long term goals toward becoming self-sufficient.

The Pendergast Elementary School District covers a nineteen square-mile area. It continues to grow. Where the district had a lot of open spaces, new housing developments are going up. Major grocery stores, strip malls and shopping centers are also going up, creating more jobs and accessible shopping places. The bus services have also extended their boundaries, making shopping, doctor visits and other needs more convenient.

This area is growing in population. Residents are economically poor, average and above average; 36% qualify for free or reduced-cost lunches. The ethnic break down is 40% Hispanic, 33% White, 10% African American, 15% Native American and 2% Asian/Pacific Islander.

Laveen School District

GPUL provides services to 57 children at two sites in three classrooms in the Laveen School District. At the San Martin site the modular unit is large enough to house the Administrative Office and one classroom serving 20 children in the morning and 20 children in the afternoon. At New Jerusalem another classroom serves 17 three-year-olds.

Of the three districts, Laveen is the neediest. Community resources are extremely limited. Transportation is an issue for most families and the buses don't run all the way through the community. Public facilities such as laundries, drug stores, grocery stores, medical facilities, banks and clothing stores are scarce. Construction of new homes on the perimeter of the community is happening rapidly.

The MOM mobile is on site at San Martin De Porres Church once a week, providing prenatal care and immunizations to children and adults. Families in this area that have no health insurance can access health services like physical exams, immunizations and some health screenings.

While the overall population of Laveen grew over the past decade, median income rose 50%. But the number of families living below the poverty level also grew. About 30% of the Laveen residents live below the 100% poverty level.

The Laveen area is a diverse community. Clearly this population presents a myriad of social services, education, housing and medical needs. Approximately 25% of the population is monolingual Spanish-speaking, 20% of adults over 25 years of age have less education than a high school diploma, 28% of people older than 16 are not in the labor force.

The community provides services to families in need through referrals into the larger Phoenix area for financial and counseling services.

Recruitment and Selection Procedure (All Sites)

The recruitment process is designed to inform all eligible families about Head Start services so that the greatest numbers of families have an opportunity to apply for enrollment.

A formal process is followed for selecting children and families, with criteria that consider age, income, employment status, disabilities and the extent to which the family meets Head Start requirements.

Survey Results

A total of 300 survey forms were distributed, by delivery to families, filled out during home visits, parent meetings or in person while a family member was at a Head Start site. Survey forms were given to all teachers living and working in the community. A total of 150 survey forms were turned in for a response rate of 50%. One parent and community leaders focus group was also conducted.

The survey sought to collect information in four areas:

- Concerns and needs of the adults in your family
- Concerns and needs about the children in your family
- Concerns and needs about the Head Start Program
- Concerns and needs about your community

The responses from families across our recruitment areas were similar. Of the 150 responses:

- 75% (113) felt the need for medical and dental facilities for both adults and children.
- 80% (120) were concerned and had the need for safe, livable and affordable housing.
- 65% (98) wanted English classes provided so that the adults could learn English