



# Process and Methodology

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# How The Youth Master Plan Was Developed

## BACKGROUND

The 1995 Youth Master Plan (YMP) was created to be a living and dynamic document. The drafters intended that the document be revisited and updated at some point. By 2005, the tenth anniversary of the adoption of the YMP, there were discussions about launching an effort to update the Plan. By the end of 2005, the City of Claremont and the Claremont Unified School District began reviewing timelines, funding and staffing needs in preparation for this effort. In February 2006 the City Council and Board of Education, meeting in joint session, directed staff to move forward with the work effort to update the YMP.



In June and July 2006, the City and School District jointly requested applications from interested community members to serve on the Youth Master Plan Update Steering Committee. In late July, the City Council and Board of Education approved the appointment of 25 individuals to the Committee and appointed Dr. Homer “Butch” Henderson to be the Chair. An open application process for Steering Committee Membership was commenced in July 2006 (see Appendix A).

Members selected for the Steering Committee represented a broad cross section of the community and included parents, educators, coaches, youth, business persons, non-profit organization representatives, college students, current and former city commissioners, and a previous member of the original YMP Steering Committee. The City Council and the Board of Education were represented on the Steering Committee, and department head level staff served as staff liaisons, along with other staff support.

## BEGINNING WORK EFFORT

The Y&FMP Update Steering Committee commenced its work on September 11, 2006. One of the first work efforts by the Steering Committee was to set up a series of educational sessions on significant issues related to youth and families. These educational or study sessions were undertaken monthly from September 2006 through early June 2007. Study sessions included the following topics:

- Demographic Overview of Claremont and the School District
- The Search Institute’s 40 Developmental Assets
- Evaluation/Measurement Techniques
- Public Safety Issues
- Mental Health Services for Youth & Families
- Physical Health & Well-being
- Diversity/Human Relations Issues
- Transportation
- Sustainability/Environmental Issues

Early in its work effort, the Steering Committee organized itself into working task groups in order to accomplish specific tasks. These included the following:

- **Evaluation & Measurement Task Group** which was responsible for working with technical consultants to develop recommendations for the measurement portion of the Y&FMP Update.
- **Review Task Group** which was responsible for reviewing the 1995 YMP and developing a final Scorecard.
- **Goals & Guiding Principles Task Group** which was responsible for reviewing and updating the “Claremont Vision for Youth” and guiding principles, along with the Y&FMP Goals.
- **Communications & Community Outreach Task Group** which developed materials for media use and conducted several outreach activities to gain community input and comment.

## **BUILDING MOMENTUM**

In December 2006, the Goals & Guiding Principles Task Group brought forward its recommendations for adjustments to the original guiding principles and YMP Goals, which were approved by the Steering Committee. The Communications and Outreach Task Group developed several strategies to get information to the community about the Y&FMP Update effort and to get comments and suggestions from the community at large. Their efforts have included the following during the period November 2006 through June 2007:

- **The Youth and Family Master Plan Update Website:** this interactive website ([www.ympupdate.com](http://www.ympupdate.com)) provided detailed information on the Y&FMP, the update effort and current work efforts of the Committee. Community members could post their comments and suggestions for the Steering Committee on the website (See Appendix B). Since its launching in August 2006, the Youth Master Plan website has received 56,815 hits (tracked until July 30, 2007) with a total of 5,009 visits. A hit is registered every time someone requests information from the server that holds the website. A visit is registered every time someone comes to the website and looks at one or more pages. Many national organizations, Claremont residents and even cities from across the nation continue to access the website to gain information on Claremont’s plan.
- **Community Updates:** this included a newsletter mailed to all residents in November 2006 and information pages included in the winter 2007, spring 2007, and summer 2007 Human Services quarterly brochure, which in mailed to all households in Claremont (see Appendix B).
- **Community Outreach:** the task group held community meetings geographically spread throughout the community and held targeted community meetings for underserved populations. This outreach included meeting with student populations to get their input.
- **Youth Live Vote:** an innovative outreach featured the use of electronic instantaneous voting technology to poll youth about their concerns and issues. This technology was used with all high school, intermediate school and elementary school populations.
- **Focus Groups:** community outreach also included the use of four focus groups to identify top priorities for the Y&FMP Update. Each group responded to a series of identical questions from a moderator. The four groups included youth, parents, community stakeholders, and under-represented communities.

- **Youth Voices:** each Y&FMP Update Steering Committee meeting was initiated with a time for Youth Voices, when youth could speak to the Committee about their concerns or suggestions.
- **Case Studies:** case studies were utilized to put a face on some of the issues that were identified during the Y&FMP Update process. Case studies were done for each of the eleven goals of the Y&FMP Update.

In March, the Review Task Group and the Evaluation & Measurement Task Group completed work on the 1995 Youth Master Plan Scorecard. This project became a very significant work effort and required the task groups to work jointly. Data was collected from dozens of sources. A copy of the Scorecard was mailed to all residents of Claremont in May 2007. This final report contains a full section devoted to the Review of the 1995 Plan.

In May 2007, the Evaluation & Measurement Task Group proposed utilizing a participatory evaluation model for the Y&FMP. A following chapter in this report is devoted to this model (SEE CHAPTER 7).

Throughout the Y&FMP Update Steering Committee work effort, the City Council and the Board of Education regularly received both oral and written agenda reports on the progress of the work effort.

## **STEERING COMMITTEE RETREAT**

In mid spring 2007, the Y&FMP Steering Committee set June 23, 2007 as a working retreat date to draft its final recommendations based on all the information it had received over the preceding months. During the weeks prior to this date, the Steering Committee began focusing on sorting through the volumes of information it had received and began prioritizing issues. On June 23, the Steering Committee and several invited participants worked in five teams to draft recommendations for each of the eleven goals. Steering Committee members also gave direction that the name of the Plan should be adjusted to become the Claremont Y&FMP.

## **DRAFT OF Y&FMP**

In late June and early July, the draft Y&FMP was completed for review by the Steering Committee. The Committee met on July 16, 2007 to review the draft Y&FMP.

## **PRESENTATION TO THE CITY COUNCIL, BOARD OF EDUCATION & COMMUNITY**

The Claremont Y&FMP, the product of almost a year of work by the Steering Committee, staff and consultants, was presented to the community, the City Council and the Board of Education on July 30, 2007.

