

County of Santa Clara

Social Services Agency



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DATE: September 15, 2020

TO: Board of Supervisors
Jeffrey V. Smith, M.D., J.D., County Executive

FROM: Robert Menicocci, Director Social Services Agency *RM*

SUBJECT: **Social Services Agency UnaMesa (InPlay) Children's, Seniors, Families, Committee August 27, 2020 (ID# 101862).**

Per the request of President Chavez during the Children's Seniors, Families, Committee (CSFC) meeting on August 27, 2020, the Social Services Agency (SSA) is providing updates to explain how UnaMesa (InPlay) will engage schools during the COVID-19 pandemic. Below are the interventions and milestones reached.

ACTIVITIES PERFORMED TO ENGAGE SCHOOLS DURING THE COVID-19 PANDEMIC

InPlay responded to the COVID-19 pandemic in two ways:

1. InPlay pivoted to handle online programs and sought to connect children of essential workers with open programs. InPlay monitors and updates program details monthly. The public health order to shelter-in-place required that InPlay take down programs that were discontinued and revise their data structure to handle online programs. For Summer 2020, they had to confirm the status of 6,000+ programs and add/convert 33% of programs that became instructor-led programs delivered online.
2. To promote awareness of InPlay's activity guide in schools, InPlay worked with school districts and staff that support essential workers and underserved families.
 - On January 17th, InPlay presented to School-Linked Services (SLS) caseworkers and gave out a "Quick Tips Guide" for how to refer families to relevant free or subsidized programs. The SLS coordinators serve 15 school districts.
 - In mid-April, InPlay distributed flyers and marketing kits to the 10 partner school districts emphasizing the guide's inclusion of online and in-person programs.
 - InPlay also sought to spread the word about available programs throughout County entities:
 - Met twice with Deputy County Executive Leslie Crowell, Santa Clara County Coordinator for afterschool programs, Mara Wold, and Tracy Rolfing, staff coordinator to the County Recovery Committee.

- Attended Santa Clara County After School Collaborative (SCCASC) meetings to support planning for program re-openings.
- Convened and recorded an online roundtable with the SCCASC, YMCA and YWCA to discuss how districts and community partners can collaborate to offer out-of-school learning opportunities.

NEXT STEPS

InPlay will continue to update the program listings in the activity guide. They currently reach and serve 35% of students in the 10 partner districts.

The delayed school re-openings and changing health guidance make updating the guide each month a continual challenge. Program providers assess whether they can open or stay open given changing health and safety rules, and this affects InPlay's listings. InPlay has sent out the state guidance to providers, including the August 25th Department of Public Health guidance that now allows afterschool providers to operate during school hours to support distance learning.

InPlay's activity guide currently has listed for the fall:

- Provider organizations: 278
- Programs: 2,990
- Sessions: 9,435

PLAN FOR ROLLING OUT ONLINE REGISTRATION/SCHOLARSHIP MATCHING SERVICES

InPlay piloted its scholarship-matching service in the County in the Summer of 2019. They ran the pilot in the Franklin-McKinley School District in collaboration with the Franklin-McKinley Children's Initiative (FMCI). Staff referred families participating in the Free and Reduced Lunch Program to InPlay and they texted the pre-qualified families a list of subsidized programs for which they eligible.

The program yielded positive results: of the 14 participants referred, 35% successfully enrolled in a local program of their choice. But in the end, InPlay concluded that the process was not scalable. Parents/caregivers were getting stopped by having to fill in providers' long and cumbersome registration forms. The tasks of identifying scholarship opportunities and explaining the scholarship matching service with dozens of providers was extremely time-consuming and not scalable beyond a small community. In result, InPlay started exploring other solutions.

At the request of school districts, InPlay has been designing and testing a full end-to-end mobile registration system that helps to enroll priority underserved students in subsidized programs. InPlay is currently establishing proof of concept and are on track to meet their goal of launching a beta version with one school district or county agency in Santa Clara County for Summer 2021. InPlay is beginning to talk with staff about identifying a potential beta site.

PLAN TO ENGAGE MORE SCHOOLS IN THE PROGRAM

InPlay has 10 districts signed up and they are seeing 35-50% of their families using the activity guide. InPlay will continue to reach out to the remaining 22 districts that have not yet signed. InPlay believes that parent frustration with distance learning and their desire to engage their youth in more physical, in-person programs will increase district interest in the activity guide.

To engage more districts and serve more students InPlay is working with Supervisor Simitian and the Santa Clara County Office of Education (SCCOE) Superintendent Dewan to formally introduce InPlay to the remaining 22 districts. Superintendent Dewan has already been very helpful by allowing InPlay to present at SCCOE convenings for Assistant Superintendents and Public Information Officers. InPlay also has presented to the East Side Alliance and will continue to seek other networking opportunities to introduce the activity guide. InPlay welcomes other ideas and suggestions from the Committee.

BACKGROUND

Out-of-school time programs are essential for the health and educational wellbeing of students. Unfortunately, not all students have equal access to high quality summer and after school programs. The County partners with afterschool and summer programs to ensure students have access to nutritious food, mental health services, exercise opportunities and wraparound services that support the entire family. Even with County assistance, families still struggle to find programs for their children because they are often disjointed and uncoordinated.

InPlay works to address these access issues via a searchable online directory for families seeking out-of-school time options for their children. The database allows families to sort by location, costs, and type of program. With the launch of the SCC landing page, families can find programs within their city and even in proximity to their home or workplace. In addition, when school districts sign a web agreement, InPlay creates a unique landing page for their families and youth. The school district and SLS providers then educate families and youth on how to use the site. InPlay also has the capacity to promote specific County programs. For summer 2019 and 2020, InPlay promoted the County's free Summer Camp for Foster Youth program, enabling more youth Countywide to have access to this service.

The first phase of InPlay's model to develop an online database of out-of-school time programs for families has been completed. The second stage of InPlay's model is to work creatively with school districts to help families who qualify for discounted or free programs to connect directly with available programs that have these discounted slots. InPlay is on target to begin this phase effect year two of the agreement.

C: Chief Board Aides
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