

Buena Vida Choice Neighborhood Plan  
Working Group Meeting 2 – Education and Job Development

June 19, 2017

Housing Authority of the City of Brownsville

Included below is a summary of potential strategies and initial project ideas described by participants at the second Working Group Meeting.

**EDUCATION**

**Strategy 1: Develop English language training programs**

1. Better inventory tracking of ESL programs with partners
2. Coordinate meetings w/ Principals and Administrators that service Buena Vida
3. Invest in software programs for ESL -> direct instruction
4. Library card registration -> create shuttle opportunities to the library
5. IDEA can train people to teach ESL classes

**Strategy 2: Enhance and build off of the Road to College (RTC) program**

1. Celebrating the kids that go through the RTC program
2. Press release of graduates
3. Approach private foundation money to be earmarked for RTC student
4. Work w/ parents so they can better guide their child towards higher education options
5. Connect our kids to summer internships

**Strategy 3: Strengthen and encourage utilization of after school programs**

1. Walking school bus concept to Buena Vida Recreation Center
2. Digital bulletin board to show programs that are available
3. Shuttle between schools and Recreation Center
4. Community research fair
5. Establish a neighborhood soccer league
6. Bring police in during training to learn about neighborhood
7. Create a sub-station within the community

**Strategy 4: Enhance parent's ability to teach their children**

1. Generate a menu of school options

2. Develop a school for parents program
3. Library field trips during summer
4. Adult education – Palm Blvd drive parents
5. Apasionados por la lectura

## **JOB DEVELOPMENT**

### **Strategy 1: Improving career-ready training**

1. Educate the public on what “career-ready training” is – it is the community’s responsibility
2. Promote awareness -> through community engagement
3. Create a survey to assess the needs as the community in regards to career-ready training
4. Motivate and help students become self-aware as what they’re interested in – through assessments
5. Educate the parents on the different programs for career-ready training available through BISD and technical schools

### **Strategy 2: Create greater coordination between local partners**

1. Have viable MOUs, specific and follow through with them
2. Adopt multi-agency MOUs to be more transparent for accountability and evaluation
3. Marketing, “elevator speech” to get the partners to join our projects
4. Work on better connecting with agencies, keep the focus at the center of the project
5. Be open to leveraging our resources

### **Strategy 3: Improve access and visibility of potential jobs**

1. Students and parents to be computer literate – most jobs now can only be accessed online – BISD offers computer literacy classes for adults
2. Work on the partnership with Cameron workforce solutions for training and job placement
3. Educate the public on what the job demand is in the area they live in or the job potential in other parts of the country
4. Organize career fairs and invite companies from around the country
5. Participate in education expos to learn about the different careers