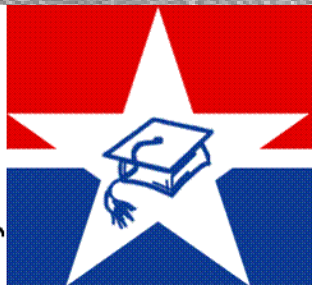




Council Presentation
FY 11-12
January 19, 2011

Educational Enhancements

Key Focus Area



Educational Enhancements

KFA Team Members



Jessica Duebner

Code Compliance Services

Matina Garrett

City Manager's Office

Cindy Harper

Equipment & Building Services

Mike Jones

Code Compliance Services

Alyson Lawson

Office of Financial Services

Tommy Ludwig

City Manager's Office

Bianca Moore

Strategic Customer Service

Christina Worden

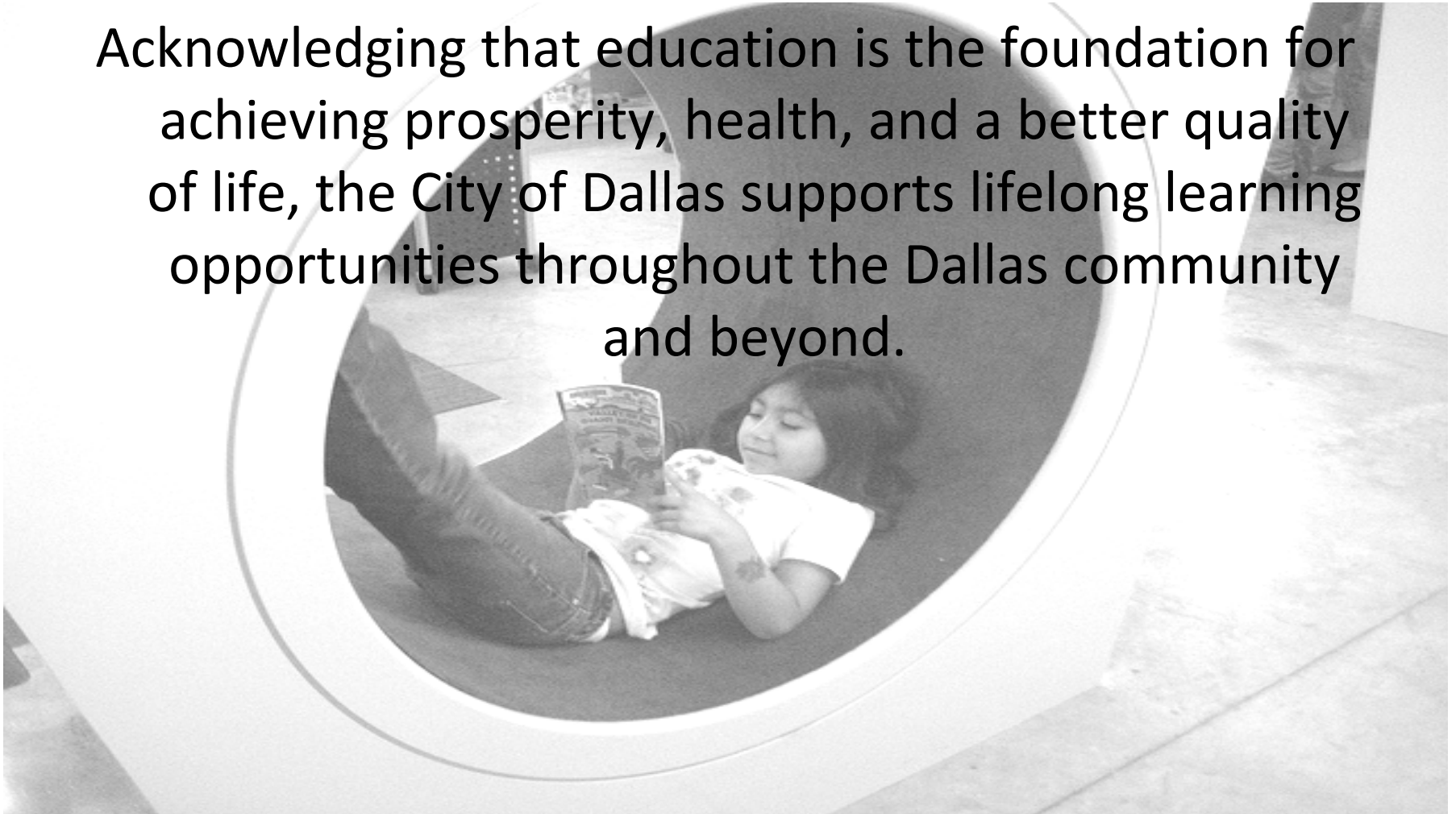
Dallas Public Libraries

Road Map



Vision Statement

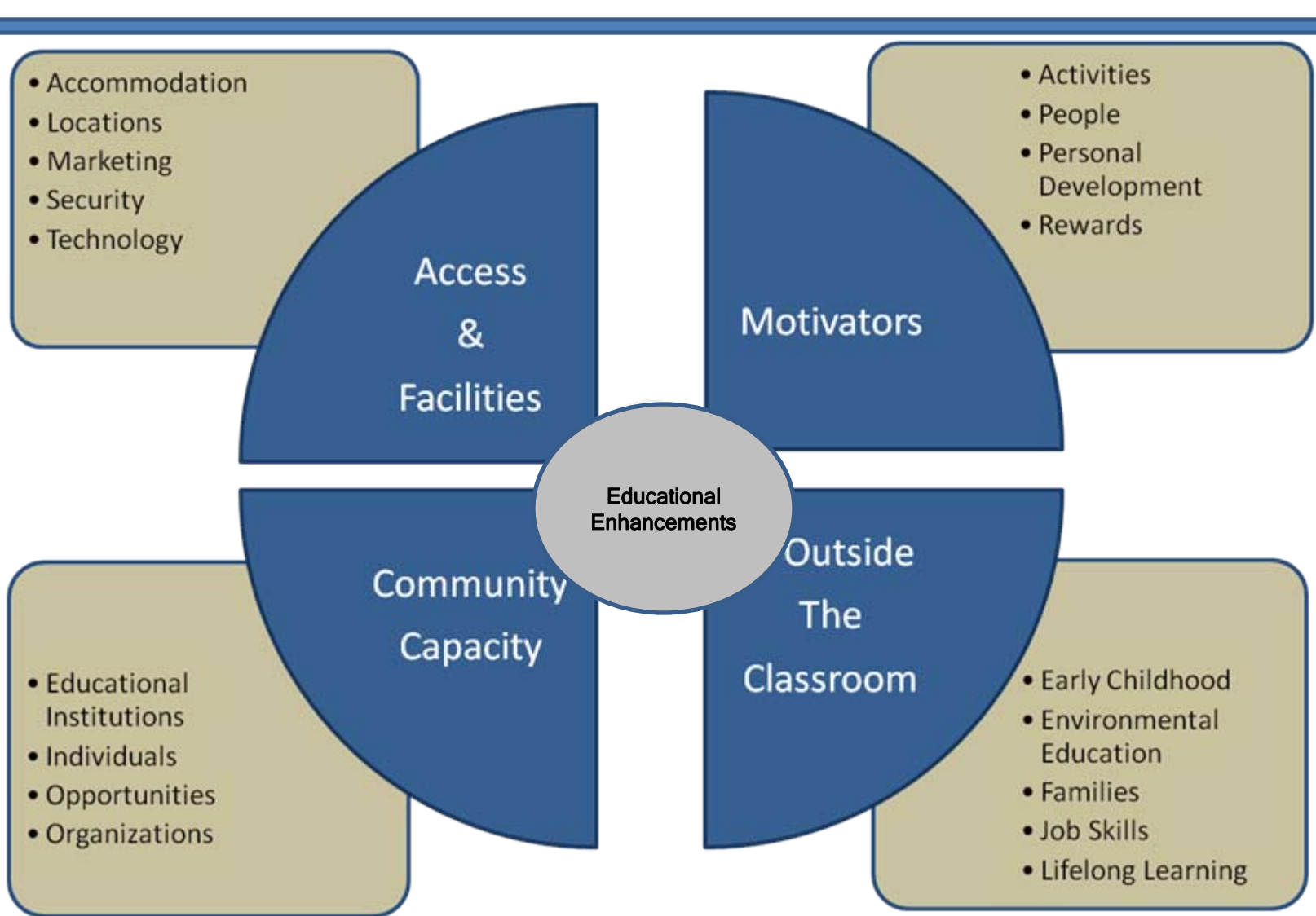
Acknowledging that education is the foundation for achieving prosperity, health, and a better quality of life, the City of Dallas supports lifelong learning opportunities throughout the Dallas community and beyond.



Council Objectives

Objective	Current Data/Progress
Build stronger engagement with DISD	<ul style="list-style-type: none"> •Schedule joint meeting with City Council and DISD Trustees to identify mutually beneficial strategies for the City and the District.
Support development of a public law school in North Texas	<ul style="list-style-type: none"> •UNT to open law school in new building in Fall 2012. •Renovation of 106 S. Harwood dependent on state funding. •City to award exterior renovation contract in early FY11-12.
Pursue Tier One research university in Dallas by 2018	<ul style="list-style-type: none"> •Proposition 4 passed in November 2009 to create long-term funding for the emerging research universities: <ul style="list-style-type: none"> ➢\$50M in state funds to match \$60M in privately raised funds. ➢UNT, UTA and UTD received 34% of Texas Research Incentive Program (TRIP) funds, a state program.
Continue After-School programs in parks and libraries and Every Child Ready to Read (After-School program)	<ul style="list-style-type: none"> •3,260 students assisted in Dallas Public Library Homework Hotline in FY09-10. •1,960 students per month in Park after-school programs (Recreation Centers); 29,900 programming hours provided in FY09-10, up 3% from FY08-09. •40,247 children affected in FY09-10 by Every Child Ready to Read, up 30% from FY08-09.

Strategy Map



Strategies



Council Objectives

- Build stronger engagement with DISD
- Support development of a new public law school in North Texas
- Pursue Tier One research university in Dallas by 2018
- Continue After-School programs in parks and libraries and Every Child Ready to Read

- Accommodation
- Locations
- Marketing
- Security
- Technology

Access
&
Facilities

EE

STRATEGY: Access & Facilities

- Promote access to information and learning opportunities and create sound infrastructure that can accommodate the learning needs of various populations

1

- Utilize new and existing facilities for easy access and proximity

2

- Provide residents with access to information to promote lifelong learning opportunities

3

- Construct and maintain facilities which are comfortable and appropriately equipped

4

- Increase opportunities for residents to provide input and/or feedback regarding accommodations/needs

Strategy: Supporting Data



Strategy: Access & Facilities

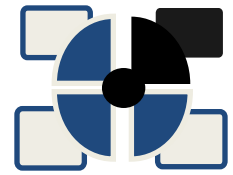
	FY08-09	FY 09-10*
Number of visitors at recreation centers	1,859,000	1,606,805
Number of visitors at libraries	1,407,037	1,240,553

Since 2006:

- Four new libraries have been completed
- Four libraries replaced with new structures
- Two floors renovated at Central Library

* Operating hours reduced in FY 09-10

Strategies



Council Objectives

- Build stronger engagement with DISD
- Continue After-School programs in parks and libraries and Every Child Ready to Read

- Activities
- People
- Personal Development
- Rewards

Motivators

EE

STRATEGY: Motivators

- Provide and support positive opportunities (such as mentorship) to attract Dallas youth into learning environments

1

- Offer direct programming (such as early childhood literacy, cultural and arts-based activities)

2

- Promote mentorship and other positive role model development

3

- Provide support and tools for individuals to continue and complete education

4

- Provide rewards for participation in learning opportunities (such as internships and scholarships)

Strategy: Supporting Data

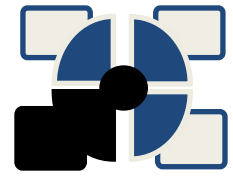
Strategy: Motivators

	FY08-09	FY09-10*
Number in attendance in ESL classes	9,863	5,128
Number in attendance in GED classes	4,486	1,692

➤ With the assistance of the business community, the Dallas Public Library has increased the number of Teen Centers from five to 26 locations and participation reached 4,100 teens in the last fiscal year.

*Operating hours reduced in FY 09-10

Strategies



Council Objectives

- Build stronger engagement with DISD
- Support development of a new public school in North Texas
- Pursue Tier One research university in Dallas by 2018
- Continue After-School programs in parks and libraries and Every Child Ready to Read

Community Capacity

- Educational Institutions
- Individuals
- Opportunities
- Organizations

EE

STRATEGY: Community Capacity/Engagement

- Recognize and build upon existing community capacity to promote the value of learning

1 • Solicit continued support from business community

2 • Plan for the future in conjunction with the various educational institutions in and around Dallas

3 • Partner with similarly focused entities to solicit private, state and federal funding

4 • Advocate and/or encouraging individual and group volunteer opportunities

5 • Provide opportunities for youth leadership and voice in the community decision-making process

6 • Facilitate job training/work-study opportunities for high school students

Strategy: Supporting Data



Strategy: Community Capacity/Engagement		
	FY 08-09	FY 09-10
Number of volunteers at libraries	42,253	52,391
Number of volunteers at recreation centers	6,548	6,678
➤ Since FY08-09, Dallas Businesses have contributed \$636,490 to programs and services of the Dallas Public Library.		
➤ In the 2009 Citizen Survey, 67% of Dallas residents rated educational opportunities as “Excellent” or “Good”.		

Strategies



Council Objective

- Build stronger engagement with DISD
- Continue After-School programs in parks and libraries and Every Child Ready to Read

EE

Outside
The
Classroom

- Families
- Job Skills
 - Early Childhood
 - Environmental Education
 - Lifelong Learning

STRATEGY: Outside the Classroom

- Prepare Dallas residents to actively engage in the learning process through targeted programming

1

- Utilize facilities for easy access and proximity

2

- Enhance residents' capability to use technology to access educational opportunities

3

- Promote coordinated planning and alternative forms of transportation to allow increased physical access to educational facilities

4


- Increase opportunities for residents to provide input and/or feedback regarding accommodations/needs

Strategy: Supporting Data



Strategy: Outside the Classroom		
	FY08-09	FY09-10
Number in attendance in Children's programs at libraries	80,645	109,389
Number in attendance in Every Child Ready to Read program	30,241	40,247
Number in attendance at Bookmobiles	10,519	12,304
Number of computers available for public access in libraries	766	943
Number in attendance at computer classes	2,207	1,172

Linkages to other KFAs



- Public Safety
 - Access & Facilities
 - Safe Environments
 - Prevention and preparedness
- Economic Vibrancy
 - Community Capacity
 - Public-Private Partnerships
 - Workforce Development
- Clean Healthy Environment
 - Outside the Classroom
 - Environmental Education Programs
 - Civic Responsibility
- Culture Arts & Recreation
 - Access & Facilities
 - Shared Facilities
 - Outside the Classroom
 - Programming for Children & Youth
- E3 Government
 - Outside the Classroom
 - Employee Development