



ANNUAL REPORT 2020 – 2021

connecting our community
through engaged learning

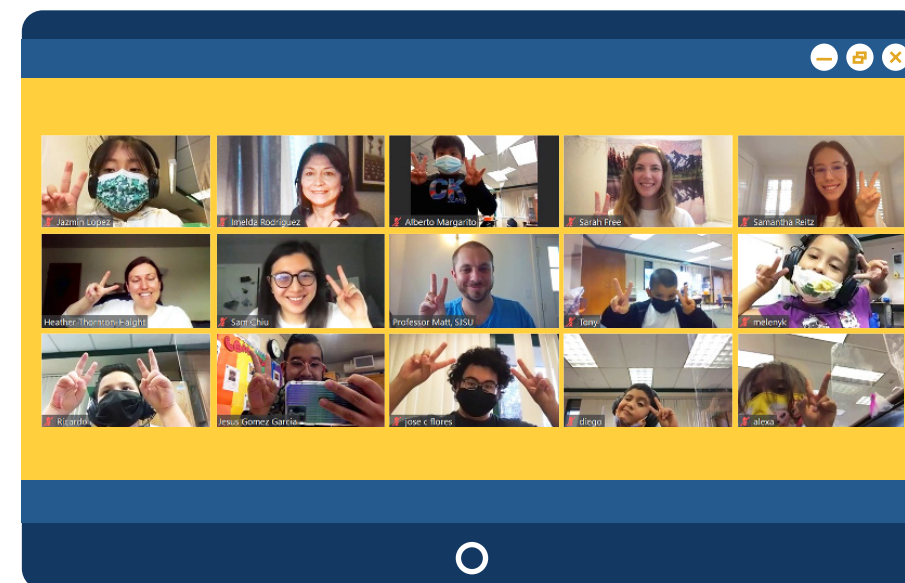
Leadership is a choice one makes. When you choose to give up your time and resources to participate in community work, that's what makes a leader.

Dolores Huerta
Co-founder, United Farm Workers Association

SJSU SAN JOSÉ STATE
UNIVERSITY



Connect
with us!
cucsjsu.org





OUR MISSION

We Believe

everyone deserves to live in vibrant and healthy neighborhoods

We Lead

dozens of community-engaged projects involving 500 to 1,700 SJSU students each year

We Create

projects that provide college students with opportunities to apply classroom learning to solve real neighborhood issues

We Engage

with over 5,000 residents, dozens of SJSU faculty, City of San Jose staff, and local organizations each year to improve the community

We Learn

about issues that matter to our neighbors and seek to amplify their voice

We Build

social capital, the person-to-person “glue” that makes San Jose neighborhoods and SJSU great places to live and learn

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Build

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DIRECTOR'S MESSAGE

Dear friends, partners, and supporters of CommUniverCity,

2020 will be remembered as the year that everything, including community-engaged learning, turned upside down. Our hearts went out to community members, students and faculty who suffered directly or indirectly from COVID-19. Our homes became our work offices and kids' classrooms. We all learned more about contagious diseases than we thought we ever would and the term 'family togetherness' took on new meaning since we were with each other 24/7.

School and work had to take place entirely online or socially distant. For CommUniverCity, our greatest challenge lay in creating meaningful projects for SJSU students that met community needs when no one was able to meet face-to-face. With the support of old friends and new partners, as well as the creative energy of our staff and the power of digital technology we were able to co-design and implement fourteen projects. Our work ran the gamut from conducting fun science lessons on phase changes for sixth graders to helping local businesses create their own online brands for a post-COVID world. Additionally, we created over 500 hands-on engineering, entrepreneurship, and environmental education kits to stimulate family conversations, prepare our families for flood emergencies, and address K-12 learning loss.

Our efforts brought together faculty and students in over ten academic departments ranging from business to engineering and over a dozen institutions of higher education in Northern California and non-profits working on environmental justice issues throughout the state. Alongside them were staff and leadership from nine City of San Jose Departments, two regional government agencies, and over fourteen K-12 school and after-school partners. Major contributors and collaborators also included longtime corporate sponsors, community-based organizations, and resident associations. In total, we were able to engage with over 5,900 residents this year and provide a much-needed point of community connection for students and faculty during a difficult year.

The pandemic reminded us that our sixteen-year investment in the underserved neighborhoods of Central San Jose has been appreciated. Many partners, residents, and business owners opened their doors to our students and faculty during the height of their own organizations' uncertainty. They did not know what to expect, but trusted that we would do a good job creating active learning and community engagement spaces for them. For this, we are incredibly thankful.

CommUniverCity will continue to learn and grow in the coming year as we transition to a post-pandemic mix of in-person and remote working, living, and learning. We look forward to having even more opportunities to support the achievement of resident goals for community health, educational achievement, and neighborhood infrastructure.

In community,

Katherine Cushing

Katherine Kao Cushing, Ph.D.
Executive Director

OVERVIEW



WHO WE ARE

CommUniverCity San José is a unique community-university-city partnership that engages local residents, faculty and students at San José State University, and local government and partner organizations in learning projects that accomplish neighborhood-defined goals. It is the flagship program for community-university

engagement at SJSU. The city of San José, with a population of over one million people, is located in the heart of Silicon Valley, a center of both great affluence and technological innovation. The area is also characterized by vast economic inequality, and profound challenges with respect to poverty, unemployment, homelessness,

gang violence, health, and low educational attainment. Every year, CommUniverCity creates and supports dozens of community action projects in the areas of education, community health, and neighborhood infrastructure, ranging from poetry workshops to transportation planning Open Houses.

WHERE WE WORK

CommUniverCity focuses its efforts in the underserved neighborhoods of Central San José. These diverse communities are home to about 10% of the City's residents; 52% of the population is Hispanic, and about 45% of residents are foreign-born. CommUniverCity's programs

impact low-and-moderate income residents living in neighborhoods near SJSU. Here, median household income (\$48,805) is 43% of the median income in the City of San José as a whole. Seventy-nine percent of students in the school district we work most closely with are eligible for

free or reduced price meals. Sixty-six percent are English Language Learners. A significant percentage of K-12 students in the schools that partner with CommUniverCity perform below grade level in English and Math.

FOCUS AREAS

Engage

projects seek to benefit residents by expanding understanding of and increasing capacity for improving community health and the environment.



Learn

projects support the creation of a college-going culture using the SJSU student experience as a living lab and enhancing curricular instruction in English, STEM, and the social sciences.



Build

projects address urban infrastructure issues that represent the priorities of local low-income neighborhoods, seeking to direct city resources to community aspirations.



ENGAGE

COMMUNITY HEALTH & THE ENVIRONMENT



CANDIDATE FORUM

Nationwide, voter turnout rates are vastly unequal between households with higher and lower family incomes, with high income households voting at a much higher rate. Thousands of families within CommUniverCity’s service area have a household income of under \$35,000 per year. We hoped to increase political participation of our community with this project so they could better advocate for high priority concerns. In partnership with SJSU Votes!, students in Professor Mary Currin-Percival’s Political Participation Class (POLS 108) organized a candidate forum for Ann Ravel and Dave Cortese, the candidates who ran for State Senate District 15.

An entire student team collaborated behind the scenes to monitor live questions asked by the audience to select the most appropriate ones to relay to the moderator, NBC Bay Area TV reporter Damian Trujillo. A special effort was made to reach out to the Spanish-speaking community including creating a promotional flyer in Spanish,

as well as introducing the event in Spanish. All of the organizers’ hard work paid off according to the Santa Clara County Registrar of Voters (ROV). 53% of eligible registered voters countywide voted early, surpassing those in the state (41.9%) and nation elections (35.5%). On October 31st, 540,000 ballots were received, more than double the number from 2016

Faculty Lead
Mary Currin-Percival
Political Science

“ [I attended the forum because] I wanted to learn more about what plans the candidates have for our community.

— *Mona Lerma, McKinley-Bonita Neighborhood Association*

2 new messages from **Yvonne Inciarte Political Science, '22**

I am proud of the work we did because the work that we do represents who we are.

It gave us a glimpse of what we can be in the future.

“ This was a wonderful experience that I'll never forget. [Prior to this class] I thought political science was not for me, and this class made me feel like I have a future in politics. It showed me leadership skills that I could not have learned anywhere else. One day, it could be me speaking at a public forum.

— *Nika Noorishad, Political Science '22*

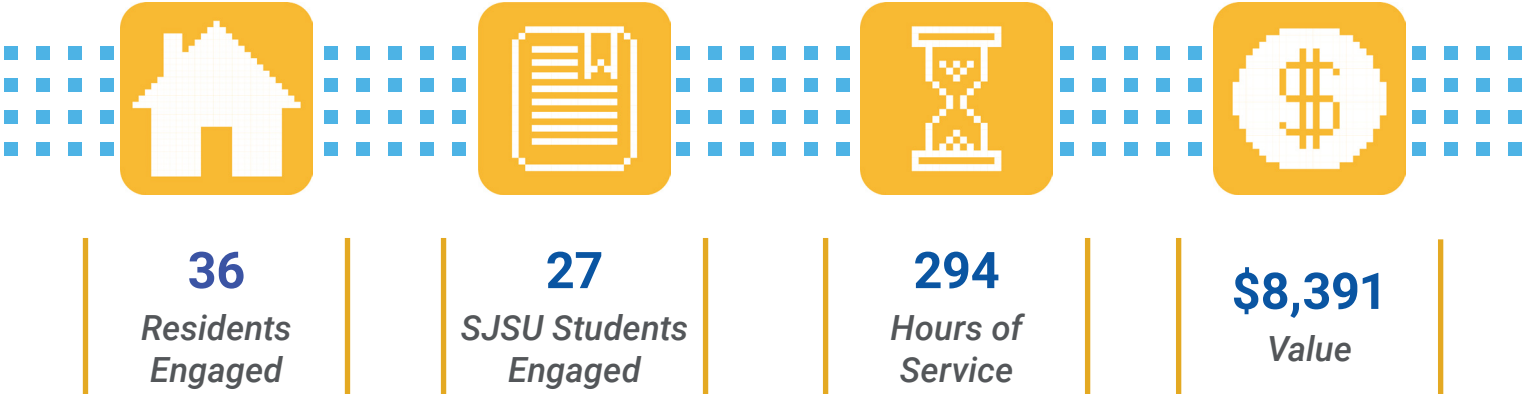
PROJECT IMPACTS

- Residents learned about each candidate's position on important issues and were better prepared to make a well-informed decision at voting time
- Residents took a role in the political process with 8 questions and responses from candidates on subjects ranging from neighborhood trails to COVID-19 guidelines
- Students increased their awareness of political and social issues and strengthened their commitment to civic engagement by organizing a public event



New Chat Message!

"What are your thoughts on SB 562 The Healthy California Act that passed the senate but didn't become law in 2017 and will you fight for a single payer health care plan for California?"



COMMUNITY LEADERSHIP PROGRAM



Faculty Lead
Margaret Stevenson
Justice Studies

Lucas Halton, Kristen Cole

Communication Studies

San Jose is a city of rich cultural and ethnic diversity. Latinx residents comprise 64% of CommUniverCity's service area. Residents living within our zip code are often challenged with accessing the services they need, which has been exacerbated by the COVID-19 pandemic. Among that group are some residents who were so dedicated to improving their neighborhoods, they took on CommUniverCity's Community Leadership Program (CLP). CLP develops participatory action research skills within Central San Jose's Spanish-speaking community. Through an intensive seven-week program led by trained faculty, CLP powers a pipeline of emerging leaders who become ambassadors and advocates for improving their neighborhoods.

The course was delivered in phases. In the first phase, participants introduced themselves to the program and discussed community topics they felt a need to focus on. The second phase consisted of recruiting other community members, designing strategic questions relating to the selected topics, actively listening to each

other's issues, and note-taking. In the third phase, implementation of live interviews was conducted using building blocks from the first two phases. In the fourth phase, participants analyze the data that was collected during the interviews to identify prominent themes of community issues. The final phase involved presenting the data as a group to a panel of experts who regularly work to address each community topic.

Five groups presented information about education, housing and rent, clean and safe streets, and employment. A panel of experts in each of the fields attended the final presentations and gave recommendations for next steps. CLP graduates are now equipped with the skills needed to represent their communities. This year, CLP's work was the focus of a publication in *Practicing Anthropology* by Anthropology Professor A.J. Faas, in addition to another article in the *Community Development Journal* by Professor Caroline Prado.



Scan the QR code to read the full articles! Available in English and Spanish



FILE | EDIT | VIEW

“ This program helped me a lot since in the past I would not speak up, I would not speak up at all, and now I am speaking up more. We had the fear before of what will people say about me? But now we have learned more and I have the confidence to speak.

— CLP Participant

2 new messages from CLP Participant

I have done more [community] work and it's because the idea was brought up to us and we believed it:

Yes, we are leaders.

FILE | EDIT | VIEW

“ When I was able to talk to so many different people, I started to feel more open, more daring to talk to different types of people about our needs [in the community].

— CLP Participant


PROJECT IMPACTS

100% of CLP focus group participants have presented or spoken up in public on a neighborhood issue because of their workshop training


100%

Participants indicated that the program **influenced their self-perception** as agents of power and **positively changed their attitudes toward leadership activities.**


CLP participants highlighted the program's positive impact on the following: **confidence to express their findings** in public, **ability to recruit and outreach** to members of their community, and **self-identify as a group of leaders**




20
Residents
Engaged



2
SJSU Students
Engaged



361
Hours of
Service



\$50,000*
Value
*[including faculty & staff time and supplies]

GROWING SUSTAINABLY: GARDEN EDUCATION



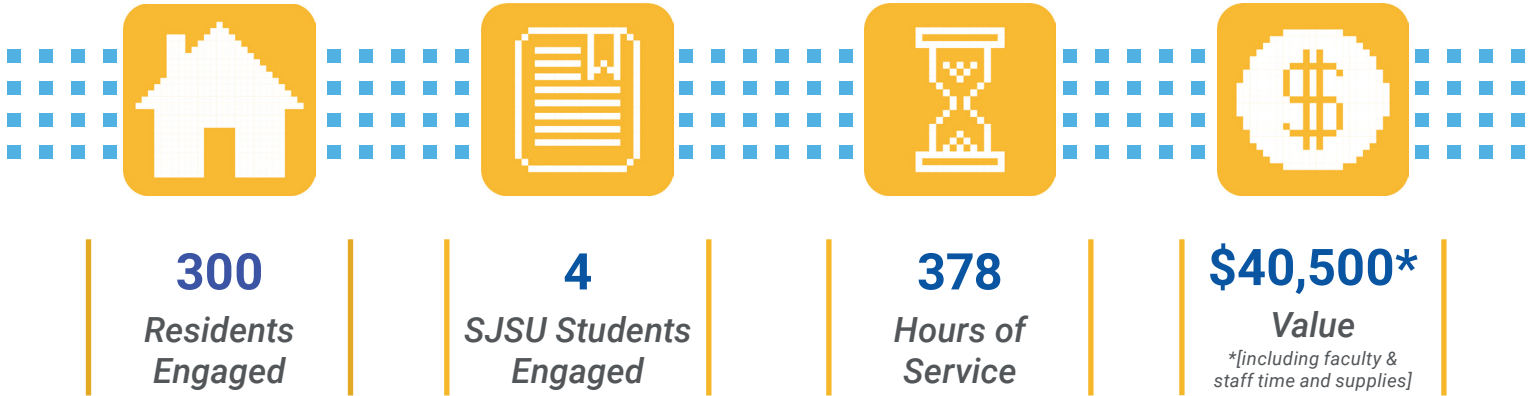
Faculty Lead
Julianne Jones
Health & Science Recreation

In a future with climate change, growing a garden is a key mechanism of resiliency, especially in vulnerable communities. Many of our students in the San Jose area enjoy eating fruits and vegetables, but many do not know how to grow food themselves. Tough times like COVID-19 make it even more difficult to have a healthy diet or maintain a healthy lifestyle. Garden education teaches children how to have fun in gardens outdoors, and how to grow healthy foods for themselves.

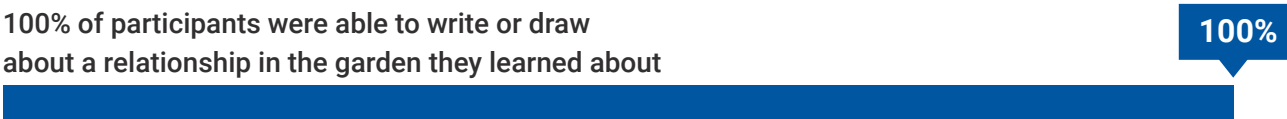
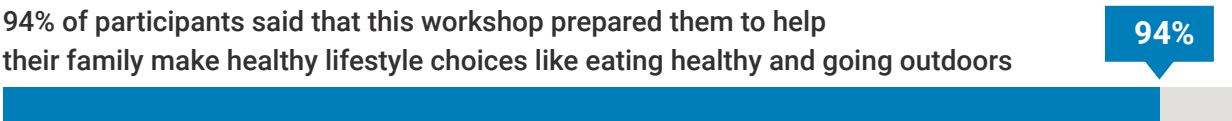
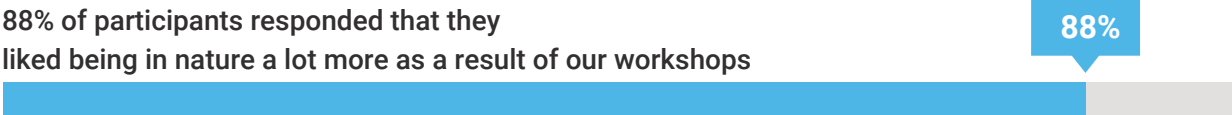
This year with all workshops being led virtually, elementary school students received their own goodie bags of healthy fruits and vegetables to learn about, interact with, and snack on. During fall 2020, workshops were delivered to McKinley Elementary students teaching them about the differences between fruits and vegetables, how climate change affects the growing process, composting, pollination, food cycles, and sustainability. Students also engaged in a new

activity was nature journals. Children were given prompts in their own journals such as “draw some things you know or like about the natural environment” and “write down all of the colors in the environment around you.” These prompts encouraged the students to be more appreciative and observant of their natural surroundings.

Spring 2021 workshops focused on investigating the garden ecosystem including relationships plants have with themselves, soils, animals, and bugs and how we are all connected to each of these things as well. Students were also taught about the tools necessary to successfully grow plants in a garden. With all this new knowledge and the kind guidance of “Teacher Matt,” these elementary school students are ready to step into the future with a greener purpose.



PROJECT IMPACTS



FILE | EDIT | VIEW

“ [I learned that] having a garden can protect us if there isn't a lot of food because then we can eat the food we grow ourselves.

— McKinley Elementary School Student

2 new messages from Sandra J. 7th grade student

I enjoyed how I got to learn ... how to know what is a vegetable based on if it has seeds or not

and the same with fruits!

FILE | EDIT | VIEW

“ They [the McKinley students] have been enjoying seeing the garden and watching the types of plants that are growing. Students have enjoyed watching all the plants grow after your classes.

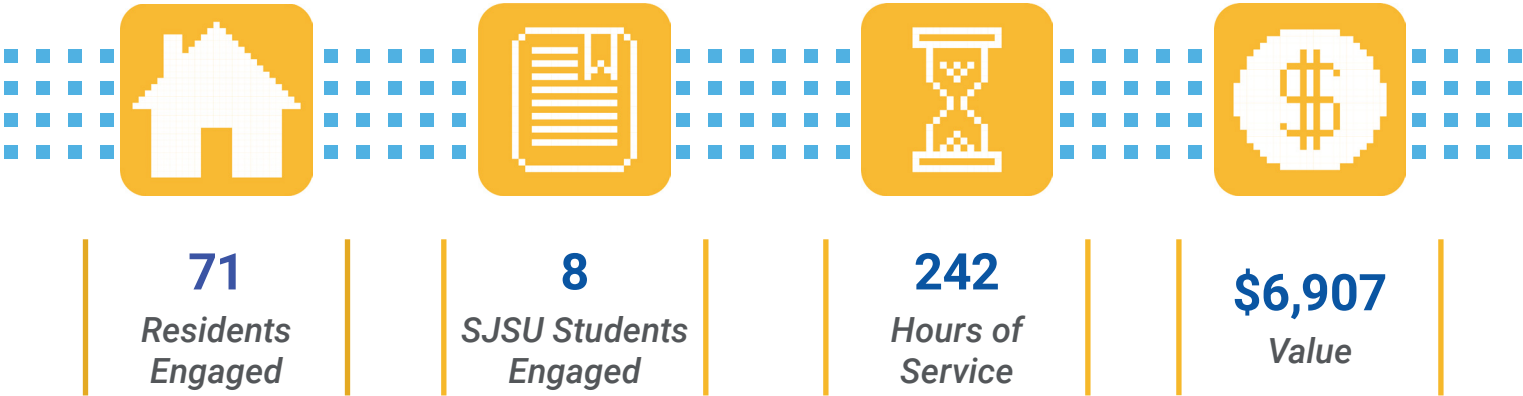
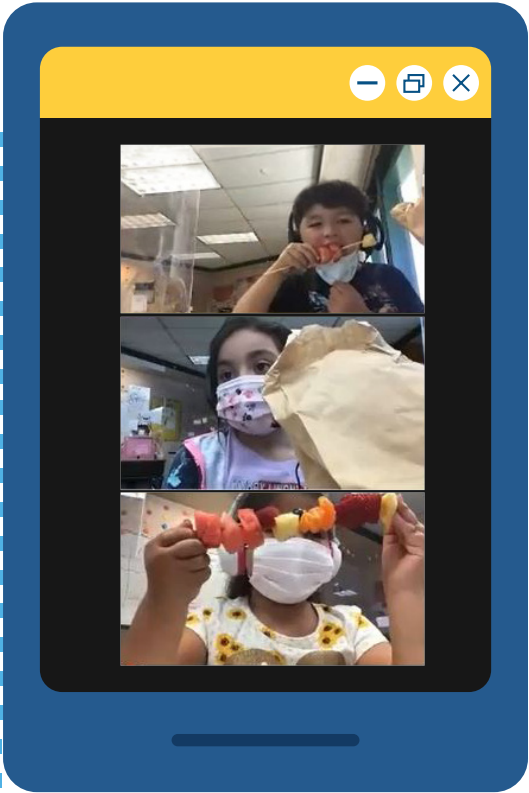
— Jesus Gomez-Garcia, CORAL Site Coordinator McKinley Elementary

GROWING SUSTAINBLY: COOKING MATTERS

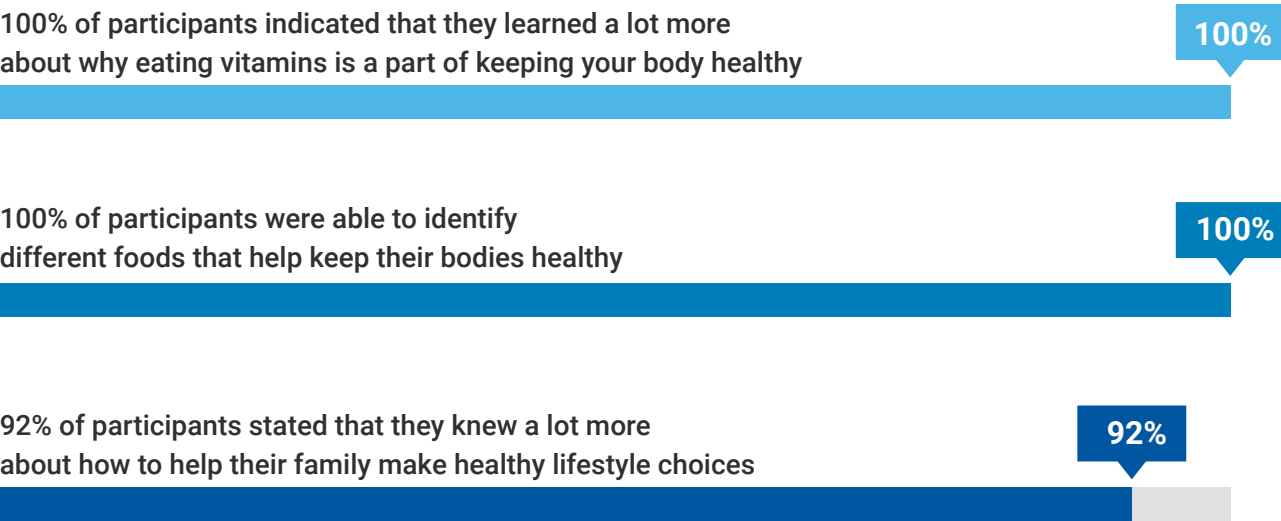
According to Santa Clara County, 18% of students in San Jose Unified School District face obesity or are in the “health risk” zone for body composition. To combat increasing rates of obesity, Cooking Matters teaches the importance of a healthy diet and living a healthy lifestyle. Over the course of three workshops, 35 K-2nd graders learned about various nutrition topics that aligned with McKinley Elementary School’s Nutrition and Healthy Eating month of May.

The first workshop taught students about the vitamins found in fruits and vegetables. The second and third workshop went over eight body parts and the produce that keeps each body part strong. During these workshops, students were sent packages of fruits and vegetables that corresponded with each lesson, allowing them to snack on the same foods they were learning about.

These lessons are important because many of the younger children know what fruits and vegetables are but do not know their importance, or how each fruit and vegetable helps keep our bodies healthy. As a result of these workshops, students now think differently about the food they eat and recognize that “you are what you eat”. They choose to look for snacks that both taste good and are fun to make, as well as good for their bodies. These programs also inspire students to keep learning more about healthy lifestyle behaviors.



PROJECT IMPACTS



FILE | EDIT | VIEW

“ [Cooking Matters] allowed my team and me to educate school age children on nutrition and the benefits of eating healthy. Along the way, we were able to work towards creating lesson plans to promote health in the community through careful planning and intermediate research.

— Thy TranHoang
Health & Recreation '22

2 new messages from
Jesus Gomez-Garcia
CORAL Site Coordinator
McKinley Elementary

Students enjoyed the fruit session. They keep asking ways that we could bring fresh fruit to the program

They want to eat more fruits and vegetables, to see what types of food help their bodies

FILE | EDIT | VIEW

“ [My favorite part of the lesson was] when we were talking about foods that make your body healthy.

— McKinley Elementary
School Student

YOUNG ENTREPRENEURS ACADEMY



Faculty Lead
Pamela Wells
School of Management

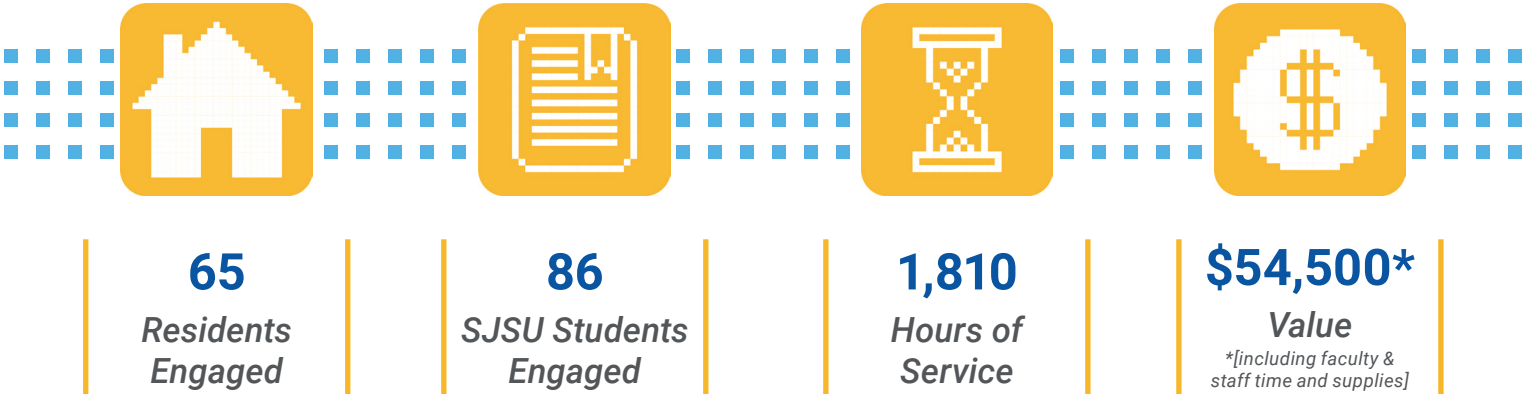
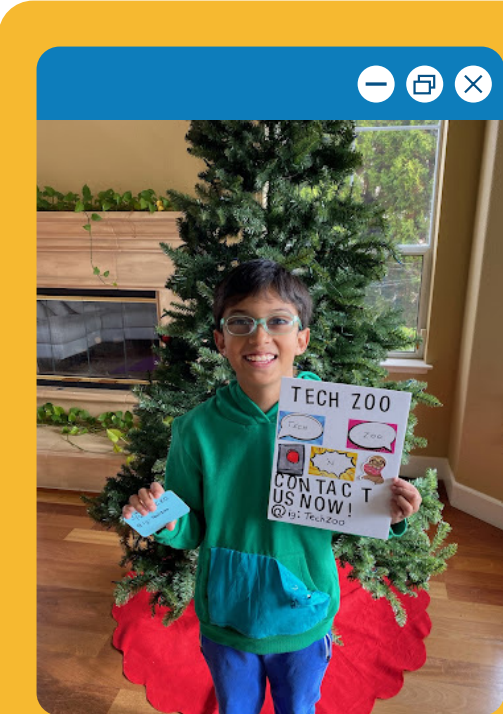


Forbes ranks San Jose as No. 1 among top 25 cities for small businesses. CommUniverCity contributes to this success by matching SJSU advanced Business students with local classrooms to teach them about the skills needed to be a successful entrepreneur, such as creativity and interpersonal skills.

CommUniverCity also worked to develop and deliver family-focused educational take-home kits to engage 3rd-8th grade students in entrepreneurship topics like budgeting, advertising, and brainstorming to supplement online classroom experiences and prevent learning loss. Students received a workbook of exercises that covered business topics such as entrepreneurship, budgeting, ideation, advertising, and marketing. The kit included four activities for students and their families designed for independent learning. The first activity was to watching a video titled “What is an Entrepreneur”

and a video created by a SJSU students to introduce the concept of entrepreneurship to students in grades 3–8. A short assessment followed the video.

For the second activity, students generated business ideas by identifying three problems in their lives. They were then asked to think of innovative solutions and ideas to solve those problems. The third activity consisted of a family budget board game, which taught players how to establish a realistic budget and manage their money based on real-life situations in a fun format. The final activity involved students creating their own advertisement or business card for one of their business ideas. Through these problem-solving activities, we hope to light a fire for the next generation of entrepreneurs.



PROJECT IMPACTS

120 business ideas were generated from program participants

100% of participating students were able to identify the skills of creativity, money management, learning, communication, and focus as skills needed for successful entrepreneurs

100% of participating students are interested in pursuing entrepreneurship for their future goals

FILE | EDIT | VIEW

“ [My idea for a business is to create] a new dancing app. For example, in the app I will have options of what kinds of dancing do you want to do and what do you want to improve.

— Olinder Elementary School Student

What did you learn from our workshops?

2 new responses!

From: Esperanza Valencia
Sunrise Middle School

To make a product is that you have to know how much the materials are going to cost and more.

From: Cali Ponce
Burnett Middle School

You really need to bring your creativity out and learning new things is fun.

FILE | EDIT | VIEW

“ I want to congratulate you for having such great projects for students. Our community is very capable and projects like these give the opportunity for children to realize they can become entrepreneurs and much more! Thank you for the opportunity!

— Irma Torres
San Jose Resident
Parent of Student


RECORD CLEARANCE PROJECT

According to the San Francisco Chronicle, eight million adult Californians have criminal convictions on their record, hindering their employment opportunities. As part of the Record Clearance Project, San Jose State University students aid in clearing felony and misdemeanor records. Additionally, former Record Clearance Project clients work with people in custody and guide them as they are released, with the goal of preparing clients for the expungement process. Justice Studies students support the mentors by participating in client interviews, providing research and locating resources. Due to the pandemic, all services were provided via phone and video call for the fall and spring semesters.

Students taking Peggy Stevenson’s JS 140, 141, and 142 courses are trained and supervised by an attorney in client in-court representation where students interview clients and draft legal paperwork for those seeking to dismiss their criminal convictions. The RCP files petitions

on residents’ behalf in court, prepares the clients at “moot court” practice sessions, schedules the court hearings at which RCP clients appear, and represents the clients in court. At Speed Screening interviews, students provide information regarding legal eligibility for expungement and next steps in the expungement process to individuals who attend.

In March 2021, RCP hosted and trained students from Stanford Law School and UC Berkeley School of Law, virtually, during Alternative Spring Break. During this week-long collaboration, teams of SJSU undergraduate RCP students and law students prepared court petitions to clear clients’ records. Through this collaboration, we are able to clear records and open the doors for a clean slate and promising future employment opportunities.



Faculty Lead
Peggy Stevenson
Justice Studies



“The students all did a great job. From explaining to me and helping me understand and helping me get the help I needed. Students even provided information for my cases that were out of county and state.

— Speed Screening Client

2 new messages from
Speed Screening Client

The two women who did the interview were great!


They were kind and respectful. I didn't feel any judgement at all from them.

“RCP is different from any other class because you don't just learn to take a test, you learn to help people. I will share the expungement law information with people who need it and hope they can have resources to help themselves.


— JS 141 Student

PROJECT IMPACTS


- Hosted **5 LiveScan events** where **43 community members** ordered their criminal history reports (RAP sheets). Of those, **19 (44%) qualified for free RAP sheets**
- Judge granted **91 cases** dismissing convictions and **reduced all eligible felonies** to misdemeanors. **\$13,500 in fees and fines were waived**
- 20 presentations given to 310 community members** on expungement law and employment rights of people with convictions




510
Residents Engaged



74
SJSU Students Engaged



11,317
Hours of Service




\$323,007
Value

WATERSHED IN A BOX


Coyote Creek is one of the top five dirtiest waterways in the Bay Area. In partnership with Keep Coyote Creek Beautiful (KCCB) and Valley Water, SJSU students educated local schoolchildren on the natural environment surrounding the creek where they live and what they can do to protect it.

Fall 2020 activities focused on flood preparedness for Olinder Elementary School families who suffered from one of the most devastating floods in Coyote Creek in 2017. Our project promotes awareness of flooding dangers and teaches families several ways to become prepared for future floods. We accomplish this through video lessons along Coyote Creek where we explain ways to prepare your family for the worst. We also supplied flood kits donated by Valley Water and information sheets to those who watched our video. Lessons for spring


2020 were aimed at increasing environmental literacy in elementary students by introducing them to new environmental topics as well as giving the students knowledge of environmental solutions they can be a part of. Through our efforts, students learned that even though they are young, they have a voice in being advocates for environmental issues. They can positively influence the world around us by talking with their family and friends about water issues.



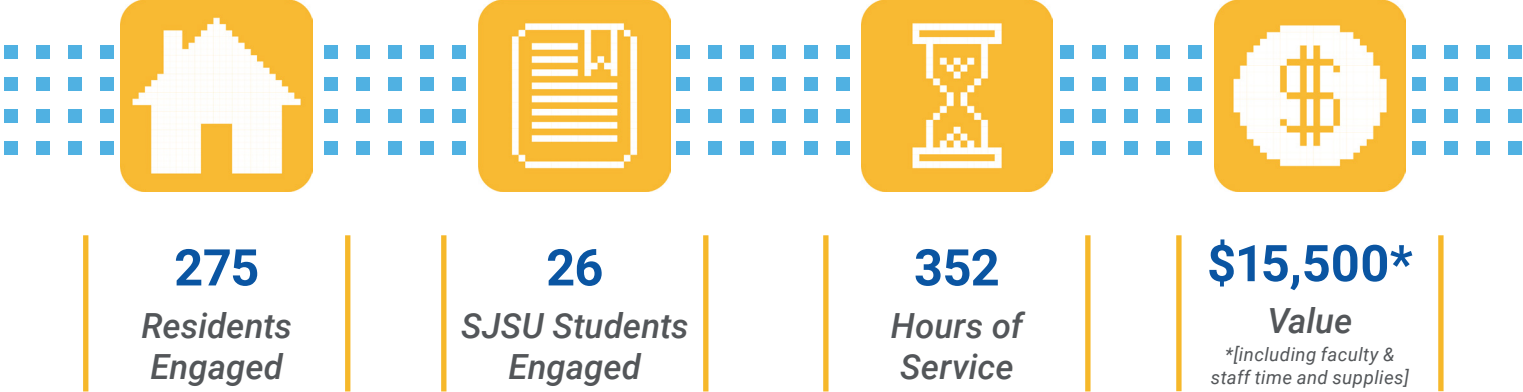
Scan the QR code to watch our Flood Preparedness workshop!



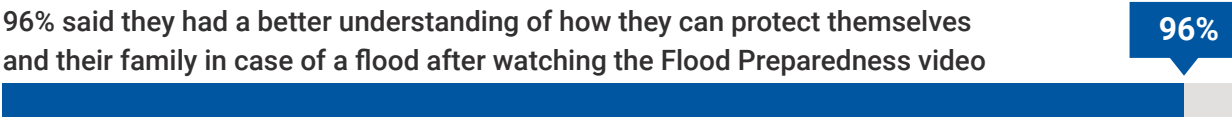
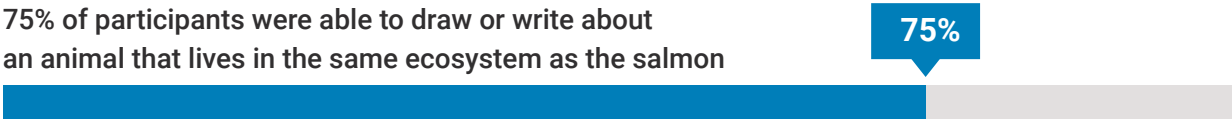
Faculty Lead
Julieanne Jones
Health & Science Recreation



Faculty Lead
Rachel Lazzeri-Aerts
Environmental Studies



PROJECT IMPACTS



I want to teach my mom about saving water when she washes my hair and brushes her teeth.

— Empire Gardens Elementary School Student

2 new messages from Bernadette Community Participant

I learned a lot to be honest, especially about our neighborhood rivers.

It's amazing how much damage Mother Nature can do.

You provided me a lot of valuable information to get me prepared in case of a flood

— Karina Curiel Community Participant

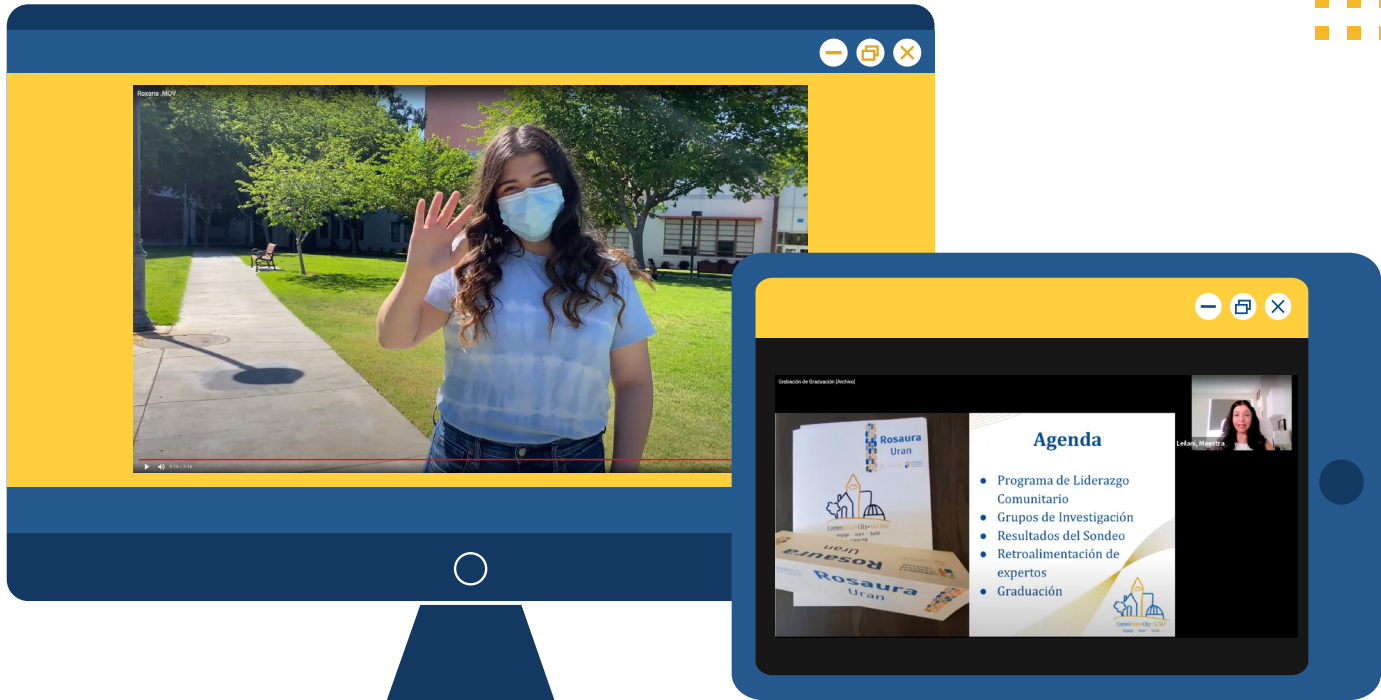
COMMUNITY ACTION IN COMMUNICATION STUDIES

COMM 157SL: Community Action and Service is a transformative course. For eight years, CommUniverCity has partnered with this Communications Studies course to mentor youth and to expand CommUniverCity's ability to support CommUniverCity projects in San Jose that address community needs. For example, students in this program supported a penpal program and afterschool activity program offered in conjunction with Rocketship Discovery Schools.

COMM 157SL Service Learners build upon their existing skills to benefit local residents. Those with graphic design skills have created project logos, some have used their hands-on skills to build props for community engagement events, some have used their writing skills to secure a small grant to fund an Egg Hunt, and others have used their language skills, including American Sign Language, to create a positive community member experience.

As part of the experience, CommUniverCity facilitates six site seminars each semester.

Discussion topics have included educational achievement, immigration, housing inequality, racial inequality, incarceration, gender inequality, wage inequality, food insecurity, and social mobility. Each seminar discussion focuses on local, regional, national, and sometimes international articles containing statistics, case studies, and policies that illustrate the challenges communities in our service area face and some potential solutions officials in positions of power can champion. Service learners are also attended local neighborhood, government, and partner meetings to experience community advocacy in action.



There are some amazing initiatives that CommUniverCity is encouraging. I personally really enjoyed the environmental section that aids children in being more connected with healthy eating and sustainable food production.

— *Ethan Hardgrave*
Communication Studies

2 new messages from **COMM 157 Student**

This workshop was an eye opener because I have little knowledge on how the government works.

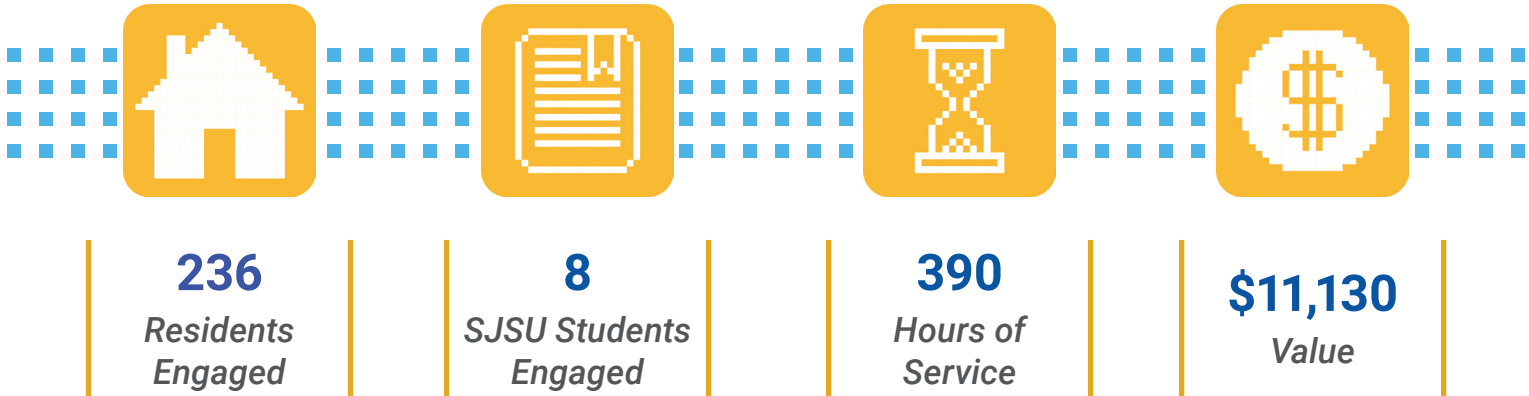
I was able to know what roles and tasks the mayor does in comparison to council members and staff.

[I learned that] people are really active in bettering their communities. I loved seeing that!

— *COMM 157 Student*

PROJECT IMPACTS

- Communication Studies students **learned how to engage in neighborhood association meetings**
- Residents were able to see **SJSU students supporting their personal development**, especially Spanish-speaking neighborhood leaders
- Students and residents **learned how to see issues through each others' perspectives**



LEARN

COLLEGE-GOING CULTURE



COLLEGE DAY

According to Ed Data, 45% of high school graduates in the San Jose Unified School District are not able to meet admissions requirements for the University of California or the California State University systems. College Day promotes college readiness in k-12 students by offering a week of programming dedicated to promoting a college-going culture in Santa Clara County. As a key partner in this effort, CommUniverCity's focused on reaching students attending Central San Jose schools. The theme for 2020's 10-year anniversary was Superheroes Fight for Education, with the aim of showing students that learning can be their superpower.

The first workshop, "Young Entrepreneurs Academy" had a live audience of 169 students including pupils from Carolyn Clark Elementary School, Gunderson High School, Wilcox High School, and other k-12 schools in and near the San Jose area. Part of the workshop led by SJSU business students encouraged young entrepreneurs to tell the group about their idea for a new business. A second workshop "Cybersecurity, Hacking, and Automation" was

hosted by Dr. Alan Wong, SJSU's Director of the Silicon Valley Center for Global Studies. The final workshop, "Engineering in Action," featured SJSU engineering students sharing personal stories about the personal role models who inspired them to pursue their career goals.

COVID-19 lockdown restrictions worsened learning challenges students faced in CommUniverCity's service area. In addition, many teachers we talked to shared their concerns about the students' social isolation and lack of motivation caused by the online learning environment. Through CommUniverCity efforts, College Day made the college journey inspiring and accessible to 20,000 k-12 students hoping for the day they can fulfill their dreams.

PARTNERS



Faculty Lead
Pamela Wells
School of Management

FILE EDIT VIEW

"The workshop was clear and contained a lot of information that was easy to follow... Given the current economic times, it's hard to think about college and whether it's affordable or not."

— College Day Participant

2 new messages from
Fernando Gutierrez
SJSU Student

I really enjoyed it. Interacting with the kids was fun

The project gave us a chance to practice communicating to a different audience.

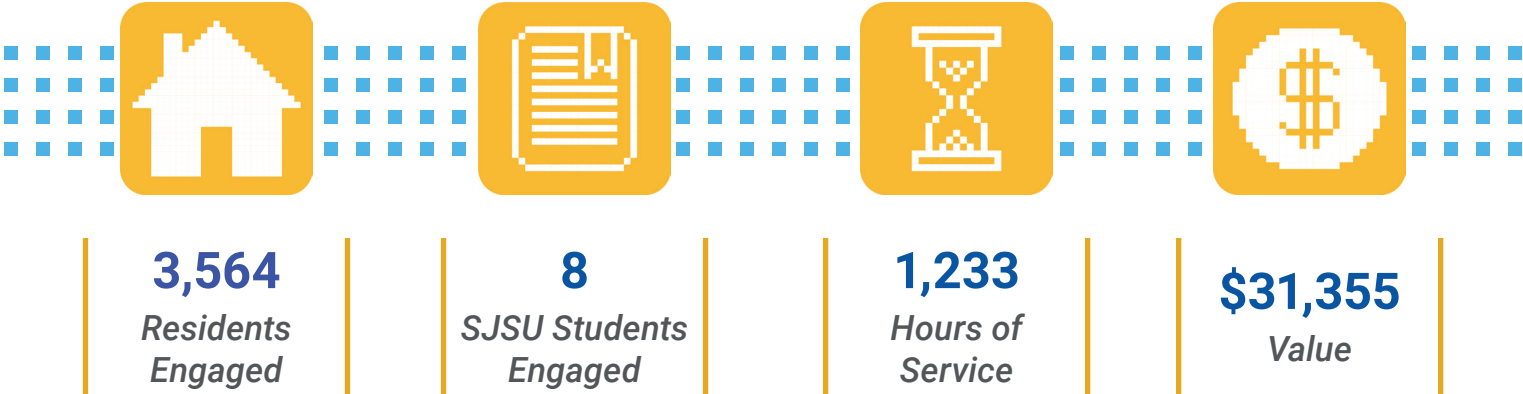
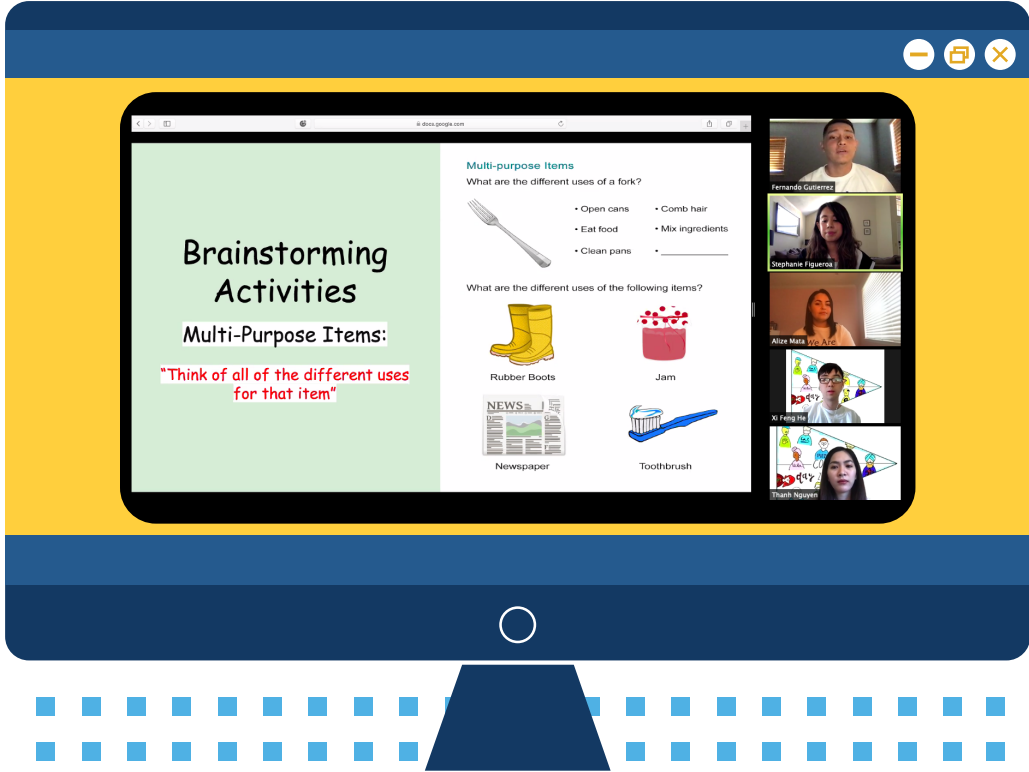
FILE EDIT VIEW

"I want to create a business that helps people with dietary needs have desserts. A lot of people can't have the same food as a person without dietary restrictions and might be missing out on some desserts they really like. It would have basic but eye-catching packaging and I would give some profits to anti-hunger foundations"

— Clark Elementary School Student

PROJECT IMPACTS

- CommUniverCity partnered with **15 school districts and 2 non-profits** to promote college readiness to K-12 students.
- CommUniverCity earned a **5.5/6 satisfaction score** for our workshops, the **highest rating for STEAM** (Science, Technology, Engineering, Art, and Math) programming
- 723 video views on videos** created by SJSU Engineering and Business students and SJSU staff--**the most of any program partner!**



ENGINEERING IN ACTION

Less than 30% of students of color earn a Bachelor's degree in STEM. Fostering a college-going culture in underserved Central San Jose neighborhoods is a key priority for residents living in CommUniverCity's service area. Engineering in Action aims to bridge this education gap by introducing engineering topics to local K-12 students. Engineering in Action inspires young students by showing them what college engineering students do. Using hands-on demonstrations, Engineering in Action provides young students the opportunity to meet and interact with college students that look like them. For many, this interaction is their first time meeting a college student. EIA lessons during the COVID-19 pandemic were remote this year, but through "live" synchronous lessons, both young students and SJSU students were able to connect with one another.

This past year, SJSU students developed and delivered 19 original workshops to afterschool

programs at 14 schools and one neighborhood center. The SJSU students gave demonstrations on the technology behind prosthetic body arms as well as computers, space, magnetism, touchscreens, robots, semiconductors, and polymer chemistry. Through these lessons, our youngest residents learned what engineering is from engineering students making the field more

SCHOOL PARTNERSHIPS

Alpha Cornerstone Academy Preparatory School, ACE Inspire Academy, St. Patrick School, CORAL Afterschool Program at McKinley Elementary School, CORAL Afterschool Program at Spartan Keyes, and Rocketship Schools

Faculty Leads
Michael Oye, Santosh KC,
Emi Ishida, Dahyun Oh, Tony Pan
Chemical & Materials Engineering

I learned more about how colors reflect, and it was very interesting because I didn't know much about it. I learned about what types of plastics are microwavable and facts about different material properties.

— 7th grade Student
ACE Inspire Academy

2 new messages from
Ernest Alnas
Community Engagement Specialist
Rocketship Public Schools

The CommUniversity Clubs (for Engineering in Action) were great and the kids loved them!

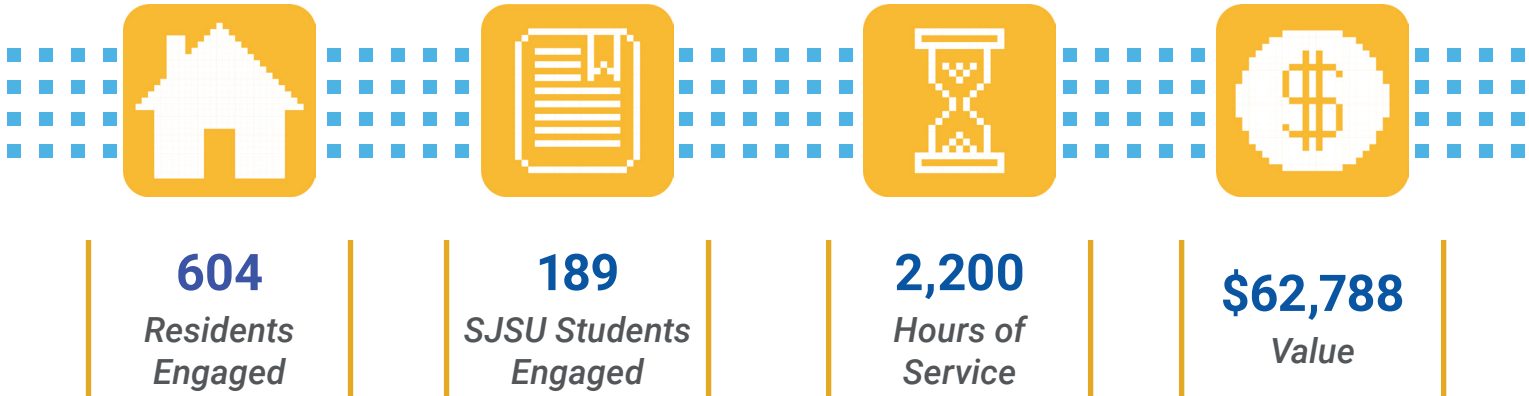
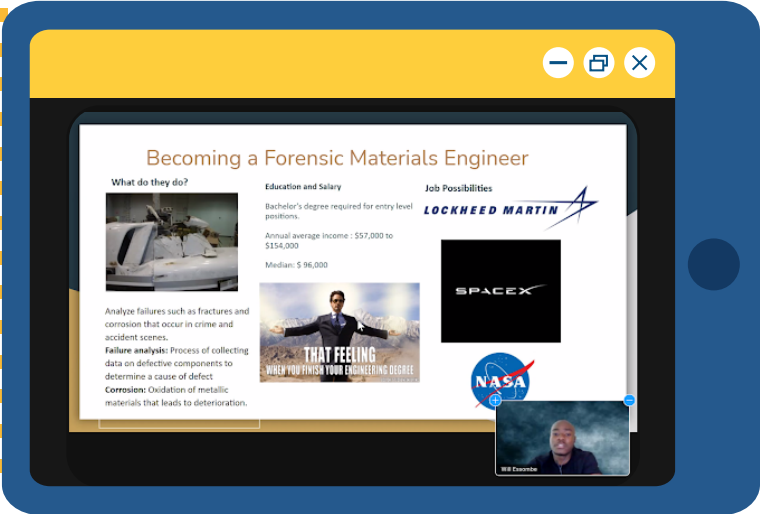
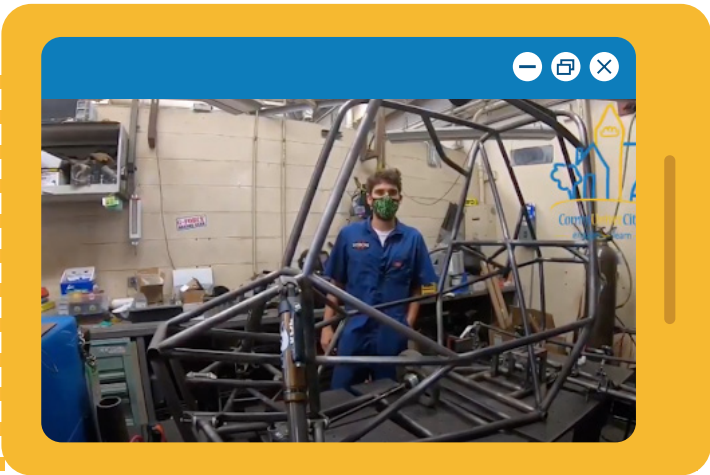
Thank you all for your amazing partnership and we lookforward to what the future holds!

[Because of EIA,] I learned that] I can have a significant impact on someone else's life and inspire them to think about what they want to do in the future.

— SJSU Student
Industrial & Systems Engineering

PROJECT IMPACTS

- Almost **200 SJSU Engineering students** improved their communication skills by demonstrating important engineering concepts to K–6 students
- SJSU students developed and delivered **19 original workshops** to afterschool programs
- Young students from 14 schools and one neighborhood center** were exposed to STEM concepts by college students with similar backgrounds to them



SEGWAY

SOCIAL-EMOTIONAL GROWTH FOR AREA YOUTH

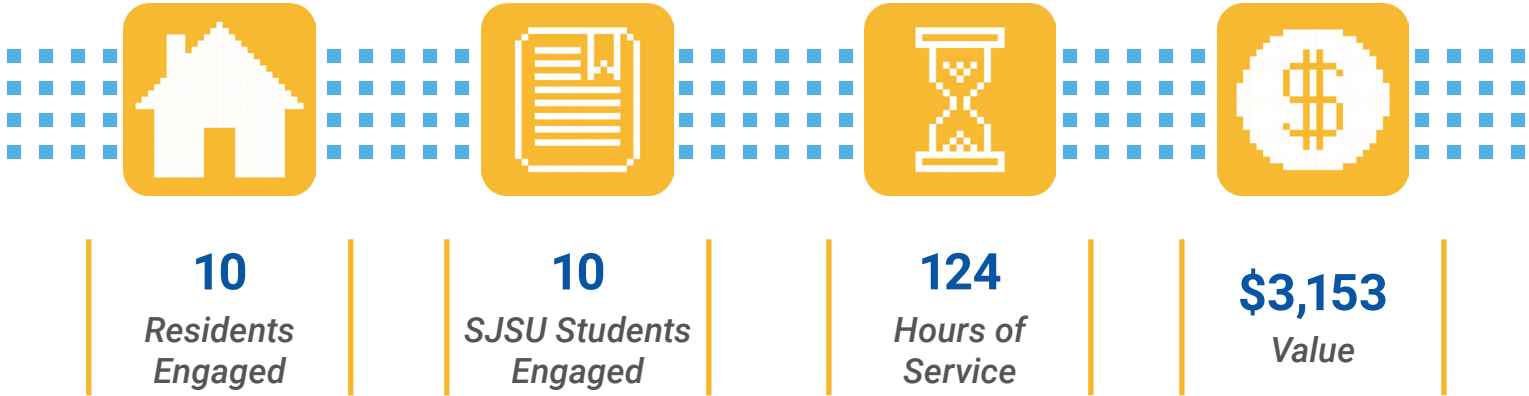


Faculty Lead
Matthew Capriotti
Psychology

According to Ed Source, California received an “F” grade for its ratio of students to counselors, psychologists, social workers and nurses on school campuses. SEGWAY is a project that was created to help McKinley Elementary School students deal with challenging social situations. SEGWAY’s main purpose is to teach students of alternative behavior responses to negative stimulation such as bullying and harassment.

Three lessons were developed and delivered to the students of McKinley Elementary via Zoom by graduate students in Professor Matthew Capriotti’s Child Psychopathology (PSYCH 142) class. The SJSU students guided the children

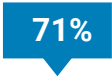
through activities such as “drawing their butterflies” and cutting out negative imagery shapes so they could literally load their problems on the butterfly to fly away. McKinley students were encouraged to use these cut-outs anytime they feel overwhelmed, and to take deep breaths while doing it. The SJSU students led workshops called “Dealing With Teasing”, “Being a Good Sport”, and “Keeping Calm with Cool Down Tools”. Through the lessons and activities, K-6 students learned how to better regulate emotions when facing upsetting situations.



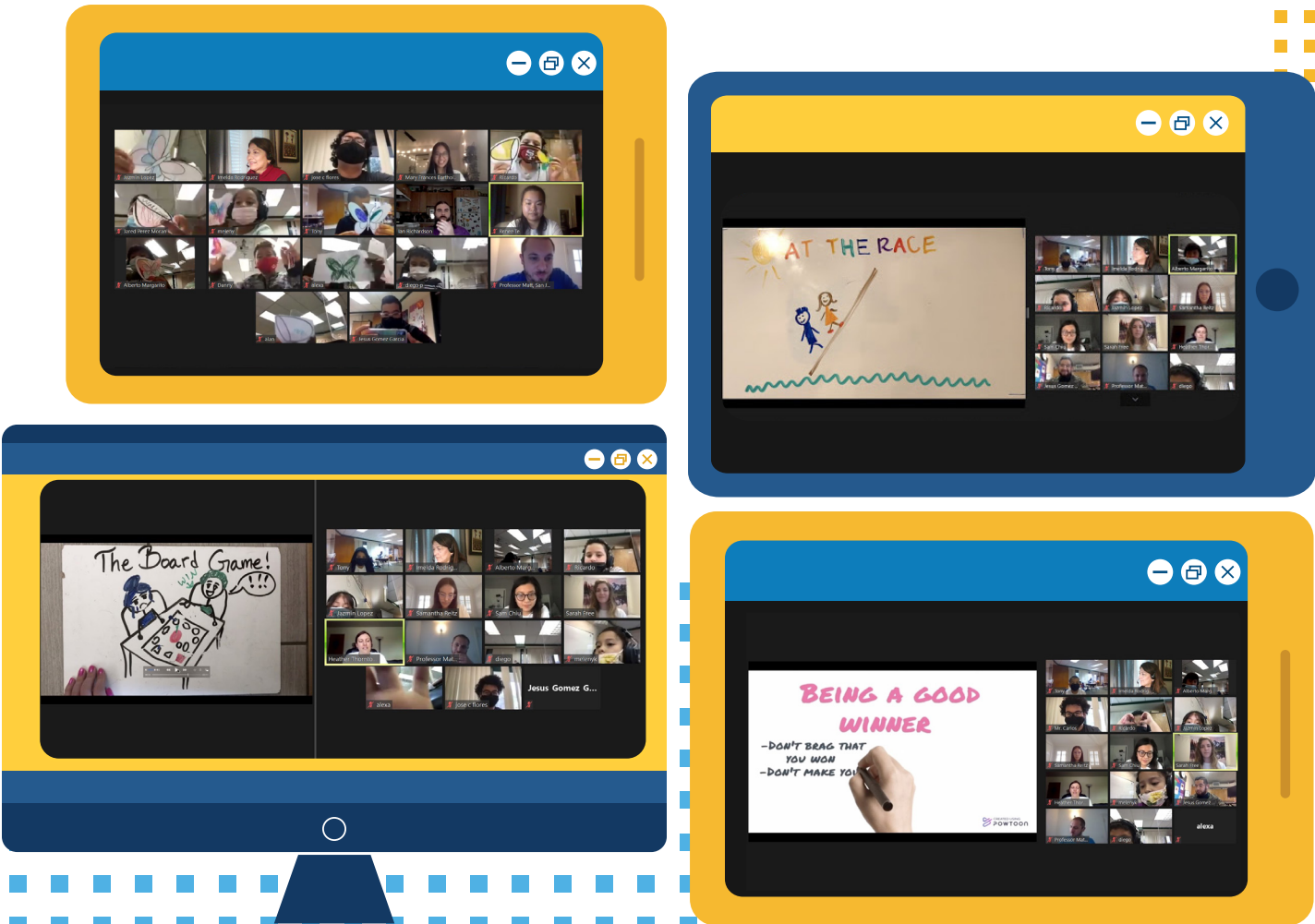
PROJECT IMPACTS

Elementary school student participants engaged in hands-on activities where they learned how to model positive behavior

71% of SJSU students indicated the project improved their understanding of socio-emotional growth issues for children



100% of elementary school student participants indicated that they can use skills learned in this program in difficult situations they encounter



FILE | EDIT | VIEW

“ I learned that you should treat people the way you want to be treated.

– McKinley Elementary Student

2 new messages from Sarah Free SJSU Clinical Psychology Master's Student

I will be working with children in the future and this was a great way to be exposed to teaching children about skills...

similar to what they may learn in therapy.

FILE | EDIT | VIEW

“ Partnering with CommUniver-City on the SEGWAY project allowed me to bring a level of real-world training to this graduate course that simply would not have been possible in the classroom alone.

– Matthew Capriotti Assistant Professor Psychology

BUILD

NEIGHBORHOOD INFRASTRUCTURE



COMMUNITY PLANNING: REIMAGINING THE CIVIC COMMONS & ALUM ROCK

 Faculty Leads
Richard Kos, Jason Su
Urban & Regional Planning

Central San Jose and the Alum Rock corridor of East San Jose face enormous development pressure. For example, Alum Rock is home to some of the only affordable housing and business space left in Silicon Valley. Residents and business owners alike are concerned about displacement. In recent years, over 50 local family-owned businesses have been forced to close. Additionally, green space in the city is at a premium, but often goes unutilized due to perceived safety issues or lack of cleanliness.

In Fall 2020, the students and faculty partnered with the Guadalupe River Park Conservancy and a national effort called Reimagining the Civic Commons to conduct physical assessments and administer hundreds of surveys to people using the Guadalupe River Park. The park runs alongside the Guadalupe River and offers visitors an environmental education center, community garden, and 2.6 miles of walking and biking trails. Data collected by the students will be part of the research directing municipal and regional

investment to transforming the park into a key physical green asset that connects two sides of downtown which are currently kept separate by a highway overpass.

In spring 2021, SJSU Masters of Urban and Regional Planning students conducted a local business assessment and visioning process with business owners, employees, customers, residents, and other relevant organizations. The assessments will help guide future business development, community investment and urban planning decisions. In March, customer surveys were conducted at Wash America. A second customer survey event was held at the Mexican Heritage Plaza. The class organized two forums for project partners and stakeholders to display the progress that the students made throughout the semester and get feedback on how to improve their analysis of assets and issues in a way that reflects community knowledge.



“ We need to continue to search on what the unified messages are, what resident’s concerns are, to push for affordable housing, telling these messages to the developers with visual media and explanations

– Alum Rock Resident

2 new messages from
Customer Survey Respondents

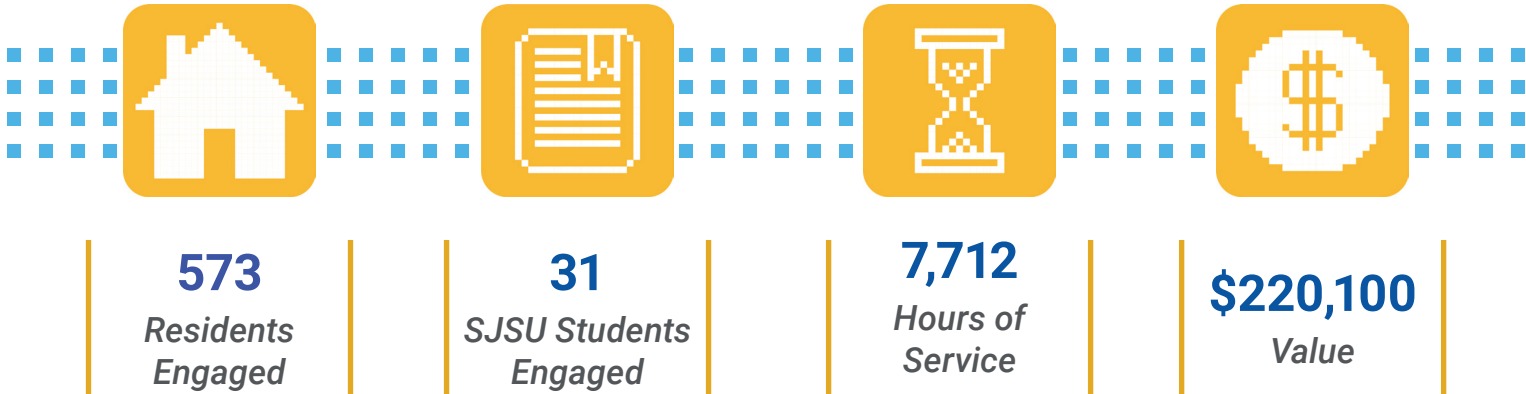
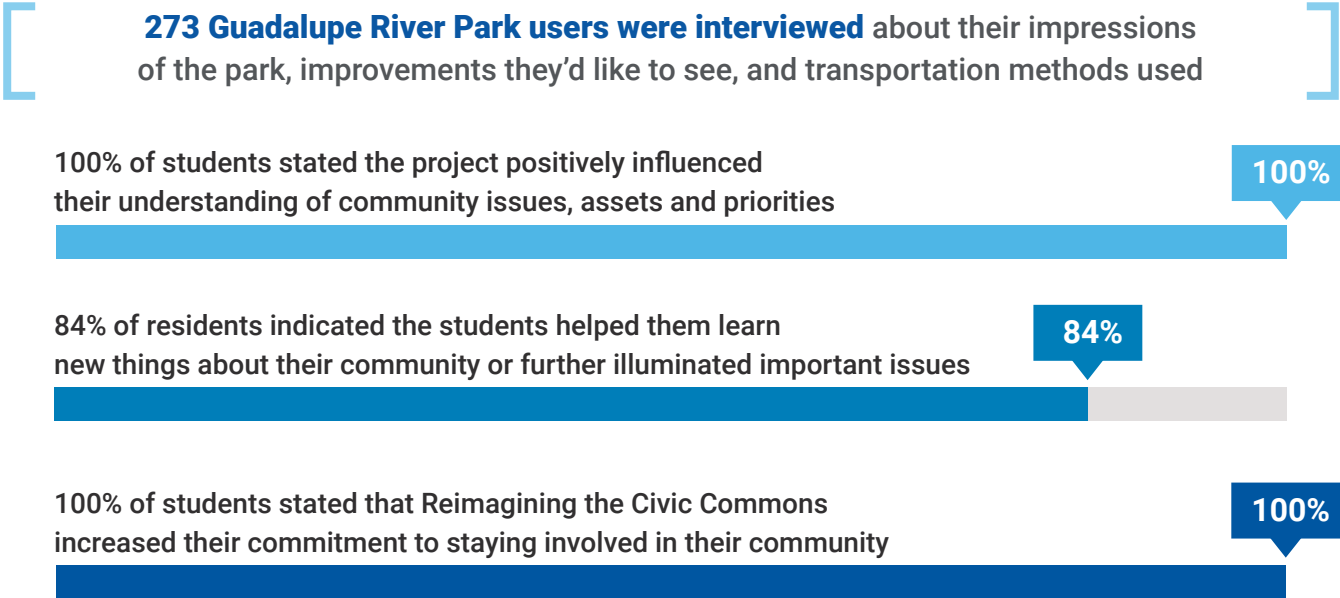
From Daniel:
I would love to have a grocery store like Walmart Neighborhood Market on Alum Rock Ave!

From Charlie:
I want to see more LOVE down here in Alum Rock!

“ I really appreciated being able to work in my community, even through the pandemic. Working and schooling from home is very isolating, but this class connected me to the big picture of why we do what we do as planners.

– SJSU Student
Urban Planning

PROJECT IMPACTS



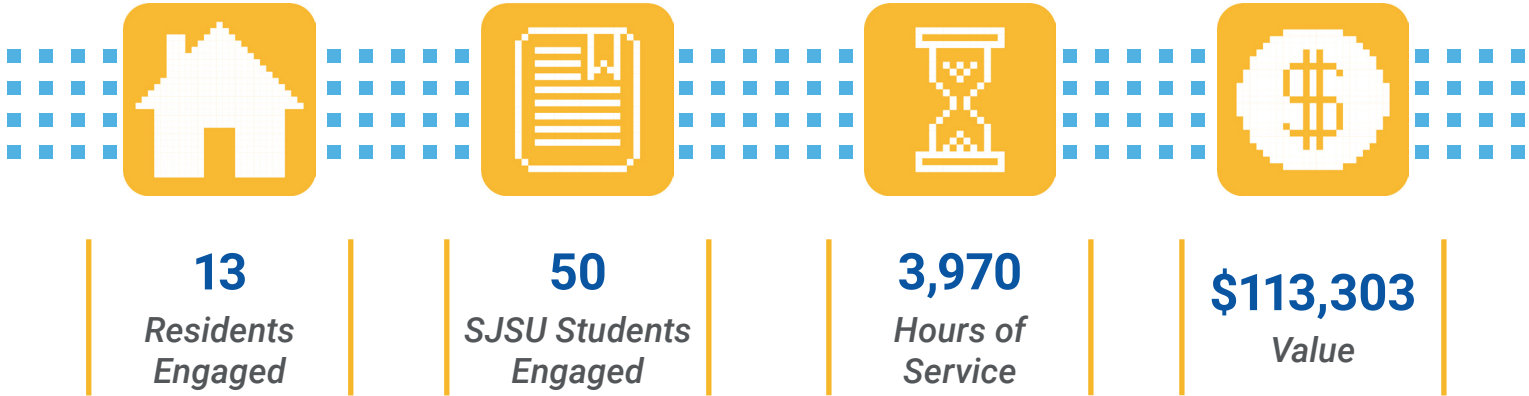
MARKETING SMARTS & ADVERTISING CAMPAIGNS

Faculty Lead
John Delacruz
Journalism and
Mass Communications

During the pandemic, small businesses in San Jose struggled to find adequate resources to stay afloat. Through Advertising Campaigns and Marketing Smarts, SJSU marketing students used their coursework experience and provided local businesses with advertising and digital marketing support.

In Fall 2020, we gave a voice to clients of our partner agency, Start Small, Think Big!, which supports under-resourced entrepreneurs from disadvantaged backgrounds. Deep Root Cleaning Services, Professional-Eco Cleaning, LLC, De La Tierra Vegan Food, and California Vegan Food Company worked with skilled advertising student groups to identify specific marketing needs, such as creating a website or increasing their social media following. Advertising students also hosted a workshop on how to use Adobe Spark to create their own

flyers and graphics. In spring 2021, advertising students worked with Taylor Street Farms, Rose Garden Picnics, and Tracy's Pet Sitter to create new and unique logos and flyers. Many small entrepreneurs lack the capacity to keep up with the digital marketplace. By providing creative campaign ideas and professional graphics to owners, CommUniverCity helps local businesses build their digital brands and reach larger audiences.

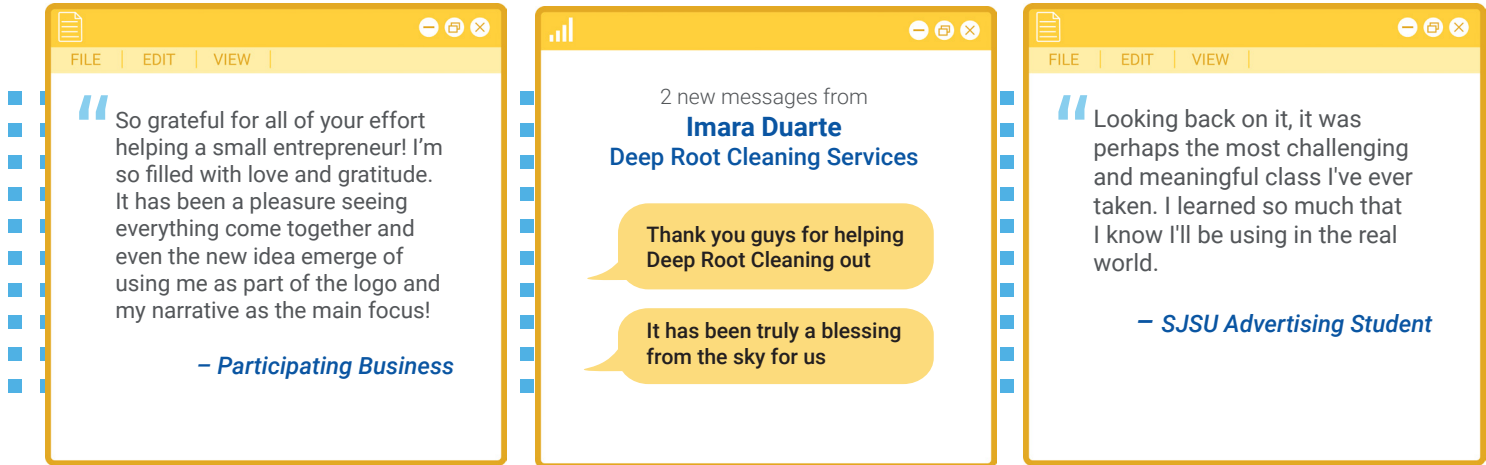


PROJECT IMPACTS

7 participating small business received comprehensive integrated marketing campaign strategy books, complete with advertising budgets, original graphics and “big idea” concepts

100% of clients who participated in the fall Adobe training workshop reported an increase in knowledge on Adobe as an advertising tool as a result of their collaboration with SJSU

100% of SJSU students reported that the campaign project positively affected their understanding of how advertising coursework applies to real world issues



NORTHERN CALIFORNIA ENVIRONMENTAL JUSTICE NETWORK



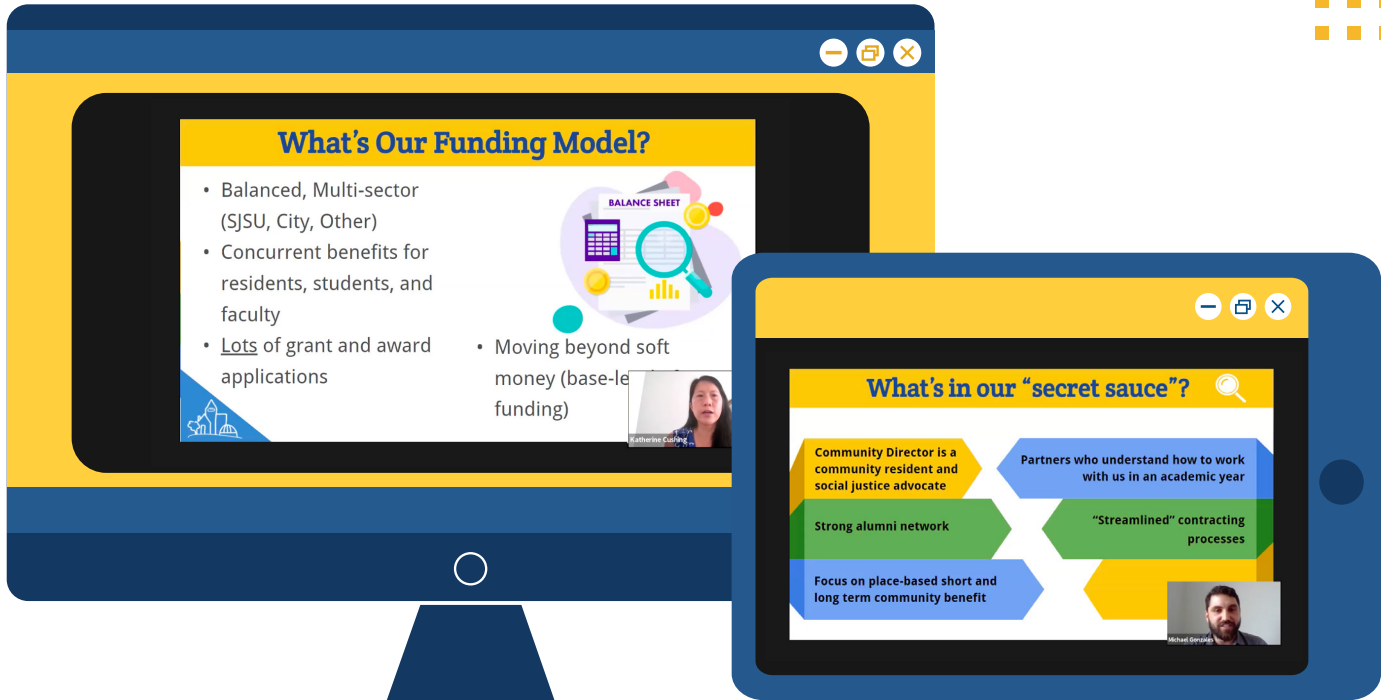
Faculty Lead
Katherine Cushing
Environmental Studies




The U.S Environmental Protection Agency defines environmental justice as “the fair treatment and meaningful involvement of all people regardless of race, color, national origin, or income with respect to the development, implementation and enforcement of environmental laws, regulations and policies.” It is a critical component of addressing climate change since the negative effects of the phenomena disproportionately impact low-income communities of color.


For the past two years, CommUniverCity has been working with universities across Northern California to share the best practices in environmental justice teaching, research, and advocacy. In the fall of 2020, faculty from over six universities attended a CommUniverCity-led workshop to learn about the unique funding model and organizational structure that support CommUniverCity’s environmental justice work.

A supervisor for the City of San Jose’s Environmental Services Department presented on the Memorandum of Agreement he helped cement between SJSU and the City of San Jose that facilitates funded work addressing illegal dumping and littering abatement. Additional CommUniverCity environmental justice projects efforts involve designing hands-on environmental education lessons for k-12 students living in Central San Jose’s underserved communities. Future activities for the consortium include organizing a series of workshops on specific environmental justice topics ranging from climate, water and equity to creating teaching modules that can be used across institutions. The creation of this network sparked momentum for the co-development of joint participatory research proposals with community partners and Santa Clara University.







6
Residents Engaged



3
SJSU Students Engaged



25
Hours of Service



\$4,500*
Value
*[including faculty & staff time and supplies]

PROJECT IMPACTS

Created institutional cooperation on environmental justice issues of common concern to network universities together

Submitted joint research proposal to the US Attorney General’s Office, bringing together faculty from SJSU and Santa Clara University

CommUniverCity recognized as a regional model for community-university partnerships that stands the test of time and have a stable funding model



“As a public servant, I personally see social equity as ensuring everyone has equal access to city services whether you have that \$1 million home, or are living in an apartment, or housing challenged.

– Michael Gonzalez
Environmental Specialist
City of San Jose

2 new messages from
Sibyl Diver
Stanford University Lecturer

I agree that this is very important for the South Bay areas...

linking up EJ initiatives that are linked to universities in a new way.

“A number of people contacted us after the event expressing their gratitude for the opportunity to learn about the important work you are doing.

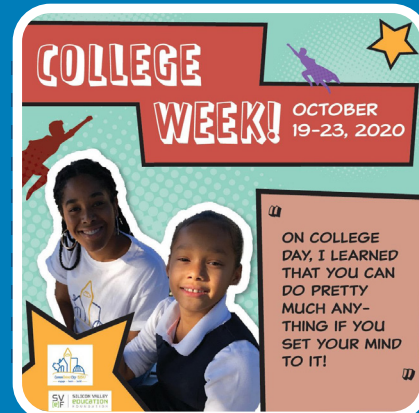
– Iris Stewart-Frey
Associate Professor
Santa Clara University

2020-2021

BY THE NUMBERS

Hosted **14 projects** with the help of dozens of faculty members. Over **515 SJSU students, faculty, and staff** invested **29,066 hours** into the local community valued at over **\$904,004** engaging with over **6,260 residents**

Inspired over **3,500 K-12 students** to be college-ready by sharing their personal journeys and tips on how to get the most out of the experience.



Since its inception in 2005, CommUniverCity has engaged **125,982 residents** in community capacity building projects. **23,330 students** have invested **460,418 hours**. Together with faculty and staff volunteer time, our cumulative contribution totals over **\$10.29 million**.

Our funding comes from 3 sources

City of San Jose (36%)

SJSU (32%)

Private/Other (32%)

Total Funds: **\$669,100**



Three scholarly articles were published by Professors **A.J. Faas** and **Carolina Prado** on the work of the Community Leadership Program.

SJSU Urban and Regional Planning graduate students in our Community Planning project, led by Rick Kos and Jason Su, have received the **American Planning Association Northern California Chapter Academic Award of Excellence** (Fall 2019-Spring 2020).

CommUniverCity was **highlighted as a Model Community Engagement Program** by the NorCal EJ Network.

Four teams comprised of students majoring in advertising, graphic design, and communication studies took home a whopping **seven silver awards from the American Advertising Federation** at the Silicon Valley and District levels for ad campaign work conducted with CommUniverCity.

The **CommUniverCity Founders Endowment Fund** was established thanks to the generosity of Professor Stephen Kwan and his wife Amy.

The **2019-2020 CommUniverCity Annual Report** won a **Silver Award at the American Advertising Federation** at the local and district level.

CommUniverCity faculty and staff presented at **five conferences and professional forums**.



CommUniverCity led its **first ever crowdfunding campaign** in December 2020. With the help of **90 donors over the course of six weeks, raising \$8,178**. Donations went to support educational take-home kits for local youth to engage with while learning at home.

AWARDS & HIGHLIGHTS

PARTNERSHIPS

City of San José

Biblioteca Latinoamericana
Carnegie Library
City Manager's Office
Climate Smart San Jose
Department of Environmental Services
Department of Housing
Department of Human Resources
Department of Parks, Recreation, and Neighborhood Services
Department of Planning, Building, & Code Enforcement
Department of Transportation
Environmental Innovation Center
Hispanic Foundation of Silicon Valley
Joyce Ellington Library
King Library
Magdalena Carrasco, San Jose Council District 5
Mayor Sam Liccardo's Office
Mayor's Gang Prevention Task Force
McKinley Teen Center
Office of Immigrant Affairs
Raul Peralez, San Jose Council District 3
Roosevelt Community Center
Roosevelt Teen Center
SJPL Works
San Jose Fire Department
San Jose Fire Museum
San Jose Police Department - Crime Prevention
San Jose Public Library
Santa Clara Mental Health:Downtown Health Clinic
Second Harvest Food Bank
Spartan-Keyes Teen Center

Community Partners

13th Street Neighborhood Advisory Committee
3rd Street Community Center
A Slice of New York
AARP California
Alpha: Cornerstone Preparatory Academy
Alum Rock / Santa Clara Street Business Association
Alum Rock Counseling Center
Anne Darling School Council

BART/Urban Village Advocates (BARTUVA)
Buena Vista Neighborhood Association
CORAL (Communities Organizing Resources to Advance Learning) After School Sites
Campeonas de la Salud
Campus Community Association
Catholic Charities of Santa Clara County
Center for Employment Training
Community Financial Resources
Coyote Meadows Coalition
DB Consultants
Delmas Park Neighborhood Association
Destination: Home
District 3 Community Leadership Council
Downtown Enrichment
Downtown Streets Team
EAH Housing
East Santa Clara Street Business Association
Exhibition District
Filomena Farms
First Community Housing
Five Wounds Church
Five Wounds/Brookwood Terrace NAC
Franklin McKinley Children's Initiative
Friends of Backesto Park
Friends of Five Wounds Trail
Friends of Watson Park
Garden to Table
Greenbelt Alliance
Grocery Outlet (Downtown San Jose)
Guadalupe River Park Conservancy
Guadalupe Washington Neighborhood Association
Habitat for Humanity
Help One Child
Horace Mann Neighborhood Association
Hunger at Home
Indian Health Center
Keep Coyote Creek Beautiful
Kids in Common
Knight Sounds
League of Women Voters
Loaves and Fishes

Local Color
Luna Park Business Association
Mamas Unidas
Market Almaden Neighborhood Association
Martha's Kitchen
Mayfair NAC
McKinley Bonita Neighborhood Association
Mister Softee NorCal
National Compadres Network
Nextdoor Solutions
Northside Neighborhood Association
Olinder Food Program
Olinder Neighborhood Association
Operation Frontline/Fresh Approach
Our City Forest
POSSO
Pho Passion
Rolling Dough Food Truck
Roosevelt Park Neighborhood Association
SOMOS Mayfair
SV @ Home
Sacred Heart Community Service
Sacred Heart Nativity School
Sacred Heart Parish
San Andreas Regional Center
San Jose Bridge Communities
San Jose Downtown Association
San Jose Downtown Residents Association
San Jose First United Methodist Church
San Jose Woman's Club
Santa Clara County District Attorney's Office
Santa Maria Urban Ministry
Save Our Trails
School of Art and Culture
Silicon Valley Bicycle Coalition
Silicon Valley Education Foundation
Silicon Valley Leadership Group
South University Neighborhood
Spartan Keyes Neighborhood Action Coalition
St. Paul's United Methodist Church
Sunday Friends
THINK Together
The Health Trust

The Last Round Tavern
The San Francisco Bay Area Planning and Urban Research Association (SPUR)
TransForm
United Neighborhoods of Santa Clara County
University Neighborhoods Coalition
University of San Francisco
Valley Transportation Authority
Valley Verde
Veggielution
Wesley United Methodist Church
Wooster Neighborhood Association
Year Up

San José State University

ALMAS
Campus Community Garden, Associated Students
Center for Community Learning and Leadership
Chicano Commencement
College Awareness Network
College of Business
College of Education
College of Engineering
College of Health and Human Sciences
College of Humanities and Arts
College of Science
Department of Accounting and Finance
Department of Aerospace Engineering
Department of Anthropology
Department of Art & Art History
Department of Chemical and Materials Engineering
Department of Chicana and Chicano Studies
Department of Child and Adolescent Development
Department of Communication Studies
Department of Counselor Education
Department of Design
Department of Economics
Department of Educational Leadership
Department of Elementary Education
Department of English
Department of English and Comparative Literature
Department of Environmental Studies

Department of Geography
Department of Geology
Department of Health Science
Department of Justice Studies
Department of Linguistics
Department of Management Information Systems
Department of Marketing and Decision Sciences
Department of Mechanical Engineering
Department of Meteorology and Climate Science
Department of Nursing
Department of Nutrition and Food Science
Department of Organization and Management
Department of Political Science
Department of Psychology
Department of Radio, TV, Film, & Theater
Department of Sociology and Interdisciplinary Social Sciences
Department of Urban and Regional Planning
Department of World Languages and Literature
Educational Opportunity Program
Environmental Resource Center
Game Development Club
Industrial Design Program
Interior Design Program
Jay Pinson STEM Education Program
Lesbian, Gay, Bisexual and Transgender Resource Center
Mineta Transportation Institute
Office of Undergraduate Studies
Office of the President
Office of the Provost
SJSU Athletics
SJSU Office of Sustainability
School of Journalism and Mass Communications
School of Management
School of Social Work
Science Education Program
Spartan Eats
Spartan Food Pantry
Spartan Recreation and Aquatic Center
Student Outreach and Recruitment

Thriving Neighborhoods Initiative
Women's Resource Center

Santa Clara County and Special Districts

Cindy Chavez, County Supervisor, District 2
Consumer and Environmental Protection Department
Dave Cortese, County Supervisor, District 3
Jim Beall, California Senate District 15
Public Health Department
Santa Clara County Office of Education
Valley Water District
Zoe Lofgren, 19th Congressional District

School Partners

ACE Inspire Academy
Anne Darling Elementary School
Cristo Rey High School
Downtown College Preparatory School
Empire Gardens Elementary School
Foothill High School
Franklin-McKinley School District
Grant Elementary School
Horace Mann Elementary School
Latino College Preparatory
Legacy Academy
Lowell Elementary School
McKinley Elementary School
Muwekma Ohlone Middle School
Olinder Elementary School
Overfelt High School
Rocketship Discovery Prep
Rocketship Mateo Sheedy
San Jose Community School
San Jose High School
San Jose Unified School District
St. Patrick's Elementary School
Sunrise Middle School
Washington Elementary School
Yerba Buena High School
YouthHype

University Partners

Miami Ad School SF
Santa Clara University
Stanford University

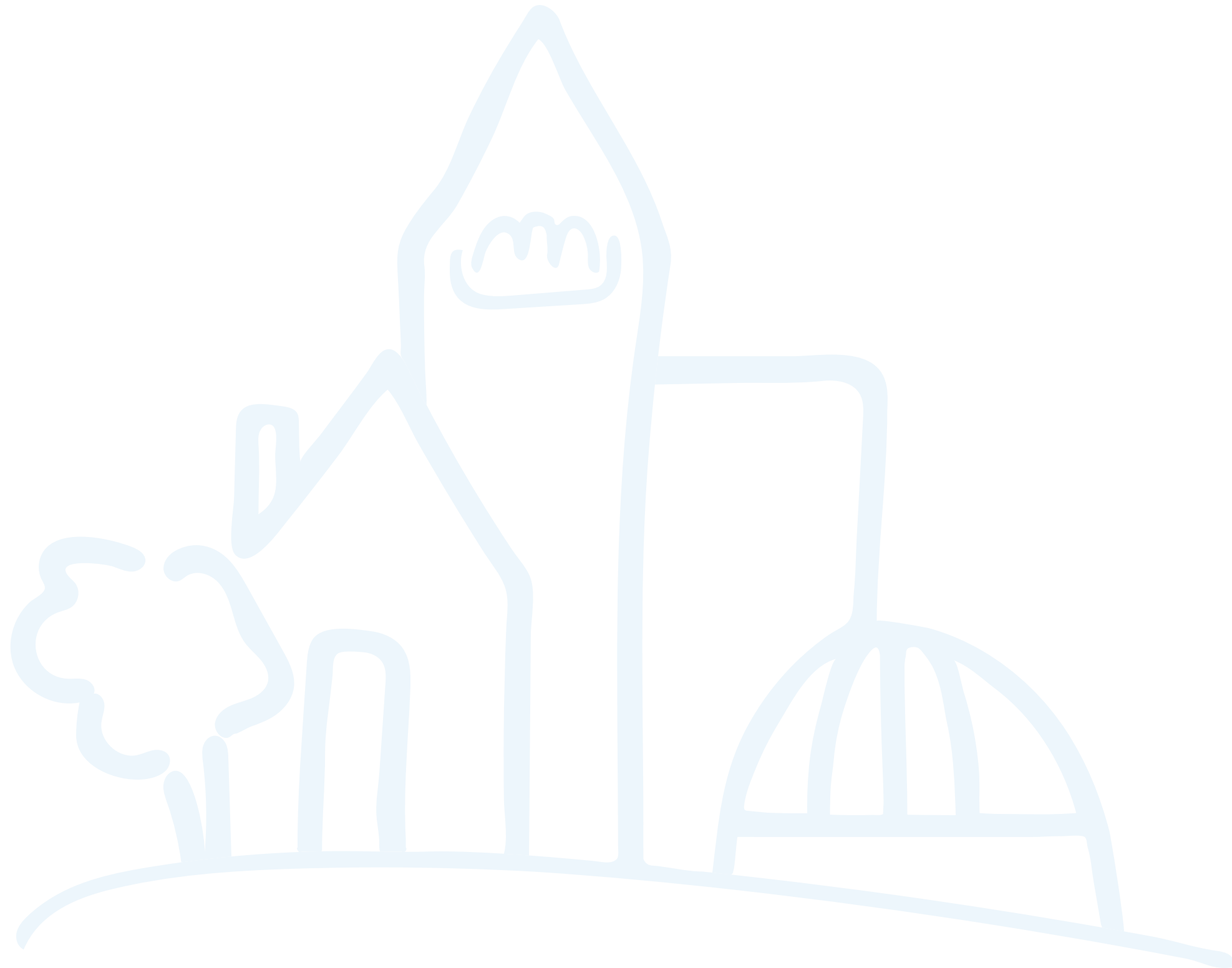
PARTNERSHIPS



Thriving Neighborhoods Initiative
University of California, Berkeley

Sponsors

Cathay Bank Foundation
City of San Jose
Dr. Stephen and Amy Kwan
Dr. Susan Meyers
Davide Viera
Pacific Gas and Electric
San Jose State University
Santa Clara Valley Open Space Authority
The Knight Foundation
Wells Fargo Foundation
... and generous individuals



STEERING COMMITTEE

CommUniverCity SJSU is governed by a Steering Committee with representatives of the University, the City, the community and our community partners, including local school districts. This year, we stayed connected through virtual meetings that emphasized community highlights, and project impacts.

CommUniverCity's Steering Committee members serve three key roles:

1. **Ambassadors/Champions** in the wider community, sharing CommUniverCity's work through their own networks while also helping identify resources and establish strategic connections.
2. **Advisors** providing strategic direction for the organization as a whole and feedback on specific initiatives.
3. **Partners** in community projects.

Chairs

Vice-chair: Joan Rivas-Cosby, Chair, Five Wounds Brookwood Terrace Neighborhood Action Council

Vice-chair: Deanna Fassett, SJSU Director, Center for Faculty Development

Vice-chair: Angel Rios, Jr., Deputy City Manager, City of San José

Community

José Posadas, President, Luna Park Business District
Terry Ramos, Spartan Keyes Neighborhood Action Council

Davide Vieira, Little Portugal Neighborhood resident
Alan Gouig, South University Neighborhood Association

San José State University

Burford Furman, Professor, Department of Mechanical Engineering

Elena Klaw, Faculty Director, Center for Community Learning and Leadership, Graduate and Undergraduate Programs (alternate Andrea Tully)

Terry Christensen, Emeritus Professor, Department of Political Science, SJSU

Kerry Rohrmeier, Assistant Professor, Department of Urban and Regional Planning

Jason DeHaan, Lecturer, Department of Sociology and Interdisciplinary Social Sciences

Edwin Tan, Government Relations, Director of Advocacy and Community Relations

Brandon Redic, Department of Environmental Studies
Aleshia Wright, Master of Urban and Regional Planning

Local Government

Nicolle Burnham, Deputy Director, Capital Programs, Parks, Recreation and Neighborhood Services, City of San Jose

Mera Burton, Program Manager, Office of Civic Engagement, Valley Water

Patricia Ceja, Community Relations Coordinator, Office of Councilmember Raul Peralez, City of San José, Council District 3

Shikha Gupta, Environmental Services Department, City of San Jose (alternate Michael Gonzalez)

Jessica Zenk, Community Services Supervisor, Transportation Department, City of San José

Jo Zientek, Consumer and Environmental Protection Environmental Services, Santa Clara County

Corporations

Wen Chang, Vice President & Branch Manager, Cathay Bank

Community-based Organizations

Helen Kung, Pastor, St. Paul's United Methodist Church
America G. Gomez, CORAL Managing Director, Catholic Charities of Santa Clara Program

QUIZ TIME How CommUniverCitan are you?

3 pts	Own a CUC t-shirt	3 pts	Belong to a neighborhood association	2 pts	Are a current SJSU student or Alumni
3 pts	Can name 3 CUC projects	4 pts	Have held a litter pick up stick	2 pts	Could easily give a Student Union tour
4 pts	Follow 2 CUC social media accounts	3 pts	Attended a block party	6 pts	Identify CUC's fiscal agent

Total Points Possible: 30



Want to test your **CommUniverCity** knowledge? Scan the QR code and find out how **CommUniverCitan** you are!

OUR STAFF



Katherine Cushing
Executive Director



Michael Oye
Associate Director



Imelda Rodriguez
Community Director



Elizabeth Figueroa
Special Programs Manager



Matthew Snyder
Administrative Analyst



Mary Zhen
Communications Specialist



Cristine Nguyen
Graphic Designer



Jennifer Rodriguez-Alonso
Project Coordinator



Matthew Spadoni
Project Coordinator



Tam Tran
Project Coordinator



Hassina Adel
Project Coordinator



Angelina Perez
Project Coordinator