



ANNUAL REPORT 2020 - 2021

connecting our community
through engaged learning

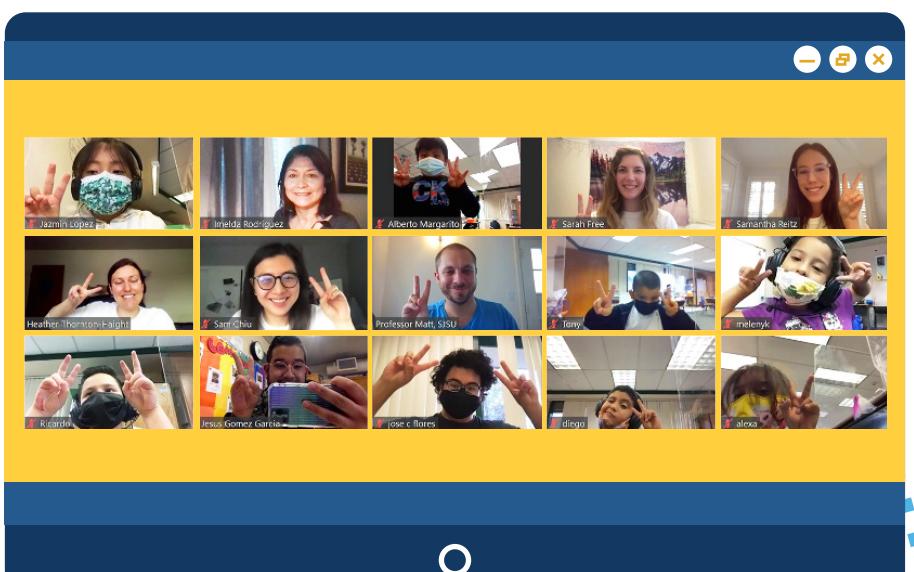
.....
Leadership is a choice one makes. When you choose to give up your time and resources to participate in community work, that's what makes a leader.
.....

Dolores Huerta
Co-founder, United Farm Workers Association

SJSU SAN JOSÉ STATE
UNIVERSITY



Connect
with us!
cucsj.org





OUR MISSION

We Believe

everyone deserves to live in vibrant and healthy neighborhoods

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 Lead

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

We Learn

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

We Create

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

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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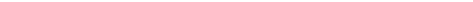
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DIRECTOR'S MESSAGE

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; 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



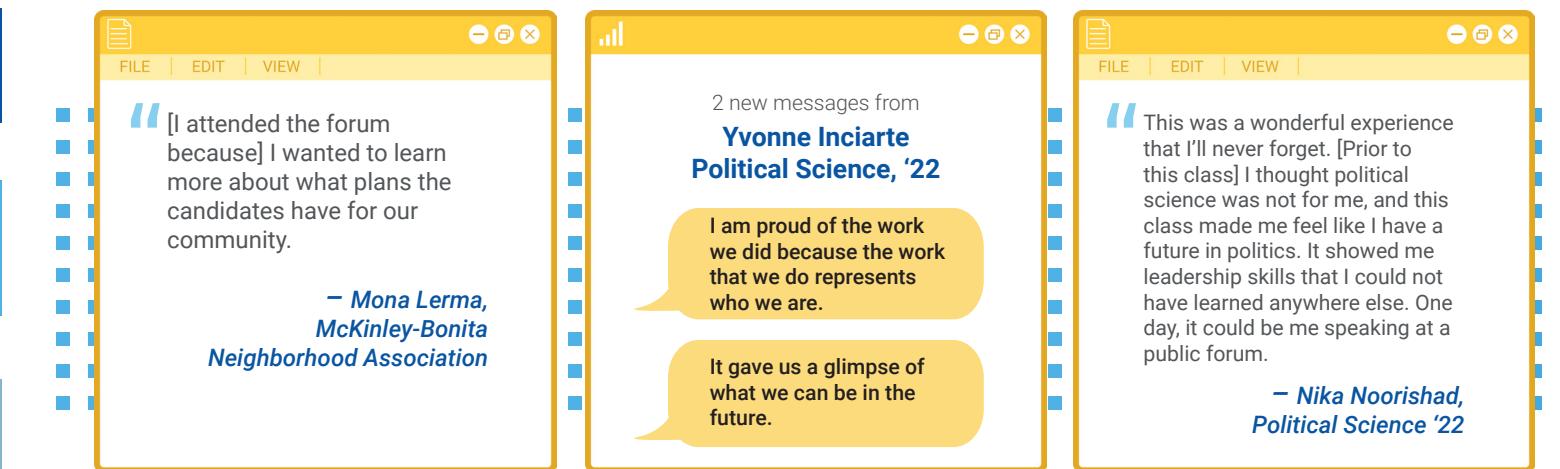
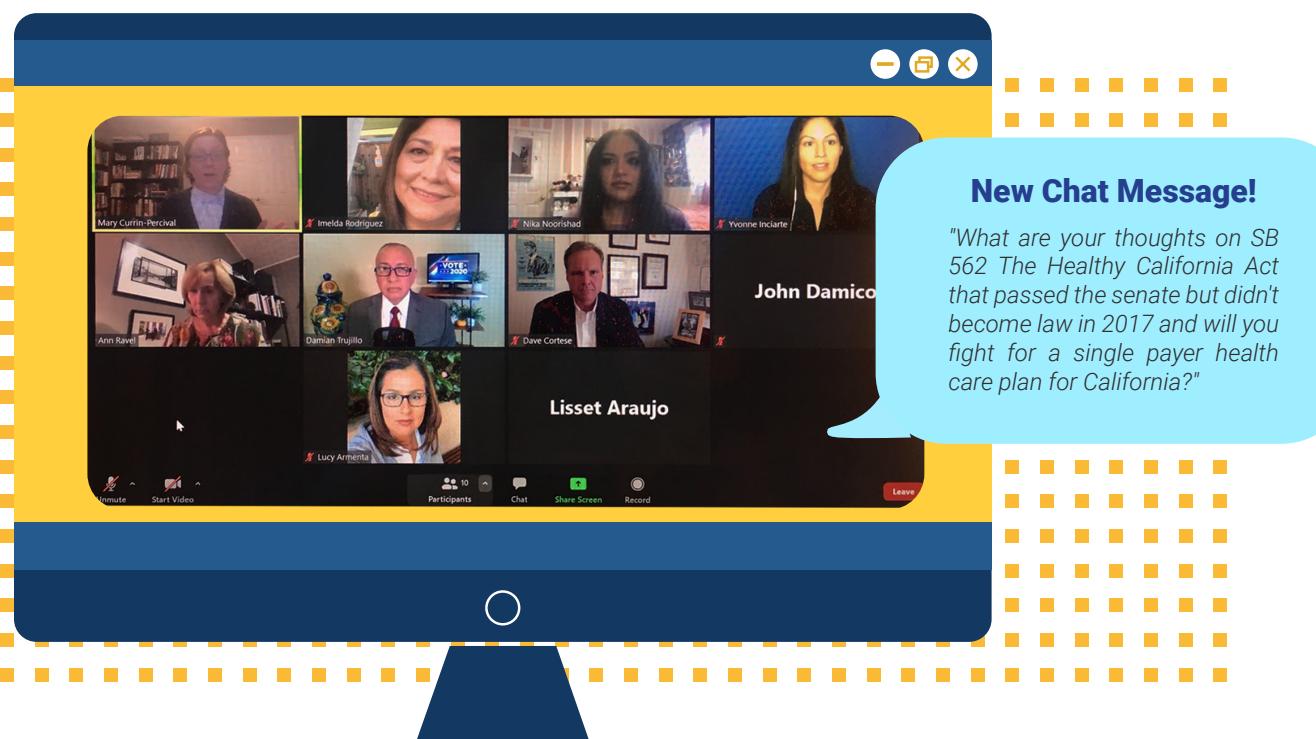
CANDIDATE FORUM

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

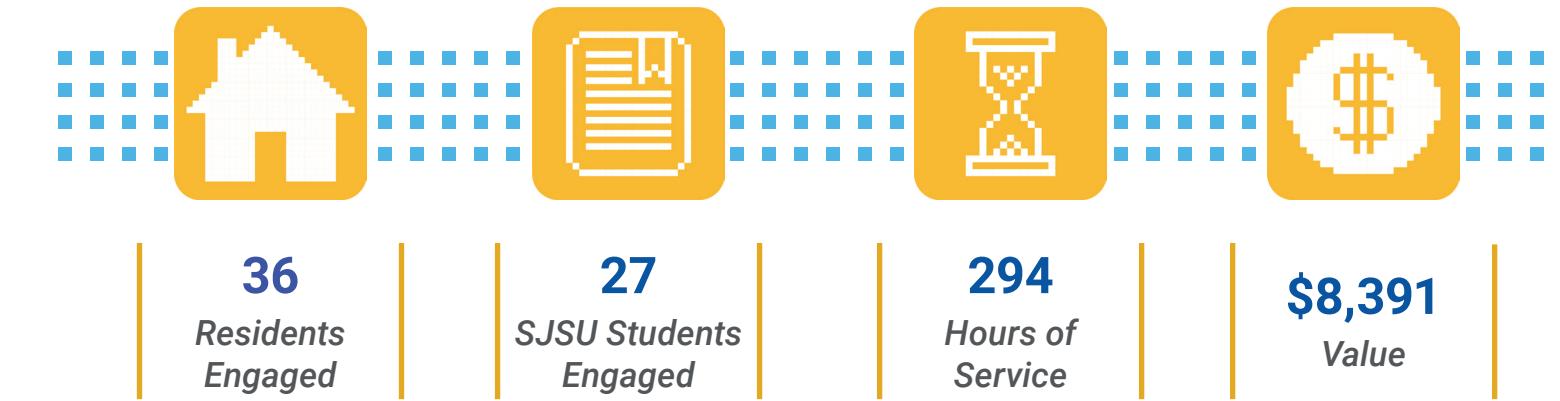


PROJECT IMPACTS

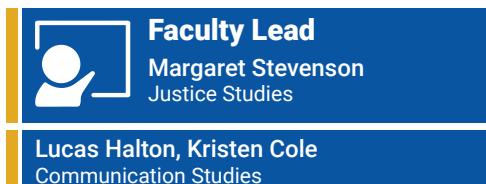
Residents learned about each candidate's position on important issues and were better prepared to make a well-informed decision at voting time

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



COMMUNITY LEADERSHIP PROGRAM



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.

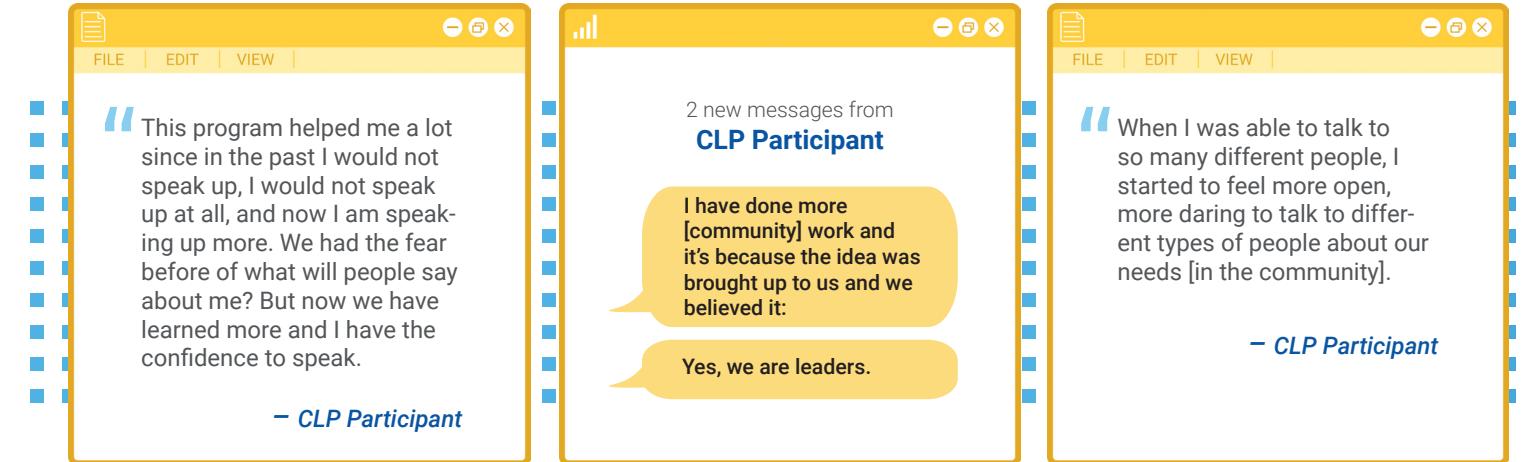
The course was delivered in phases. In the first phase, participants introduced themselves to the program and discussed community topics they felt a need to focus on. The second phase consisted of recruiting other community members, designing strategic questions relating to the selected topics, actively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



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

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.



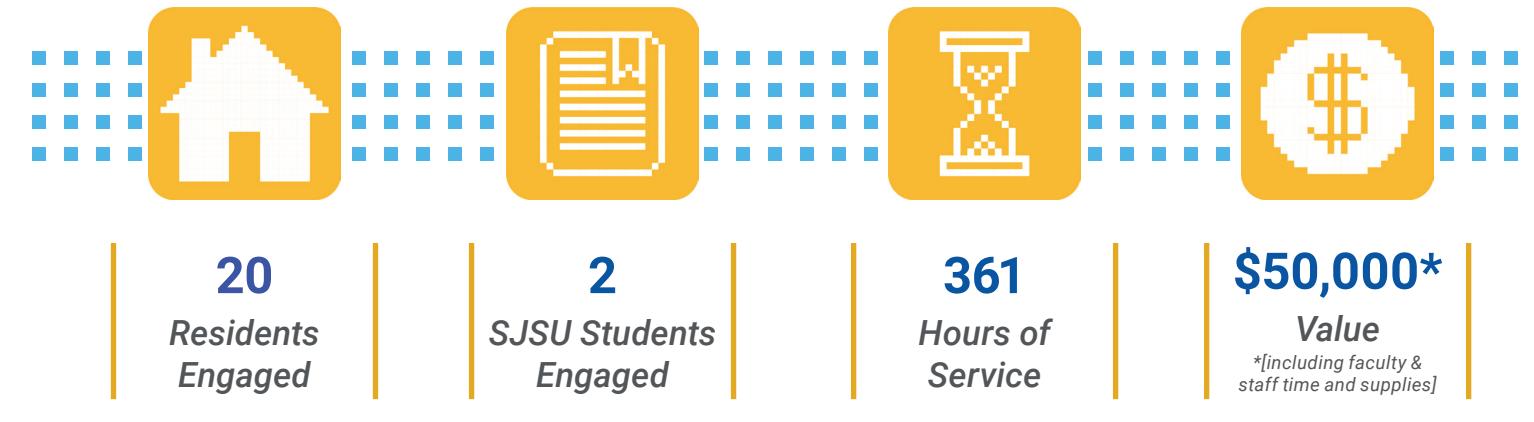
PROJECT IMPACTS

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**



GROWING SUSTAINABLY: GARDEN EDUCATION



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.

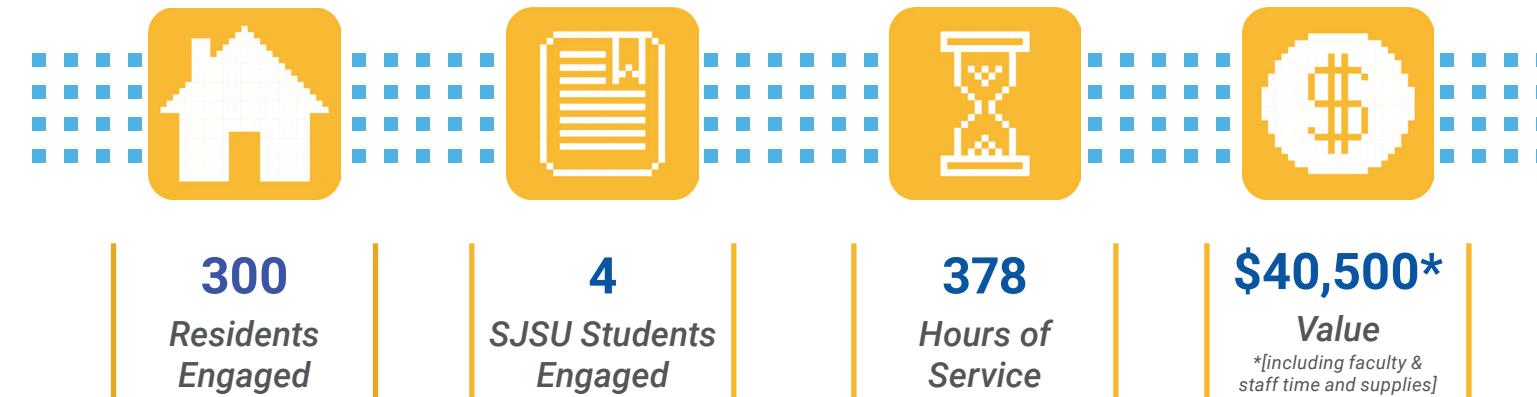
This year with all workshops being led virtually, elementary school students received their own goodie bags of healthy fruits and vegetables to learn about, interact with, and snack on. During fall 2020, workshops were delivered to McKinley Elementary students teaching them about the differences between 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.



Faculty Lead
Julianne Jones
Health & Science Recreation



PROJECT IMPACTS

88% of participants responded that they liked being in nature a lot more as a result of our workshops

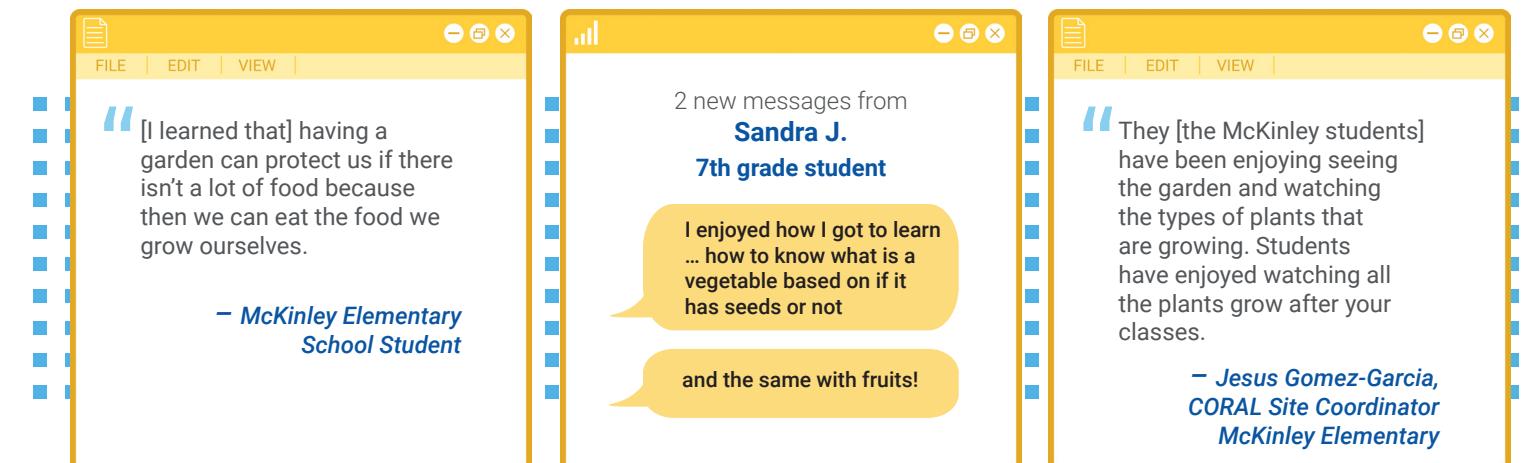
88%

94% of participants said that this workshop prepared them to help their family make healthy lifestyle choices like eating healthy and going outdoors

94%

100% of participants were able to write or draw about a relationship in the garden they learned about

100%

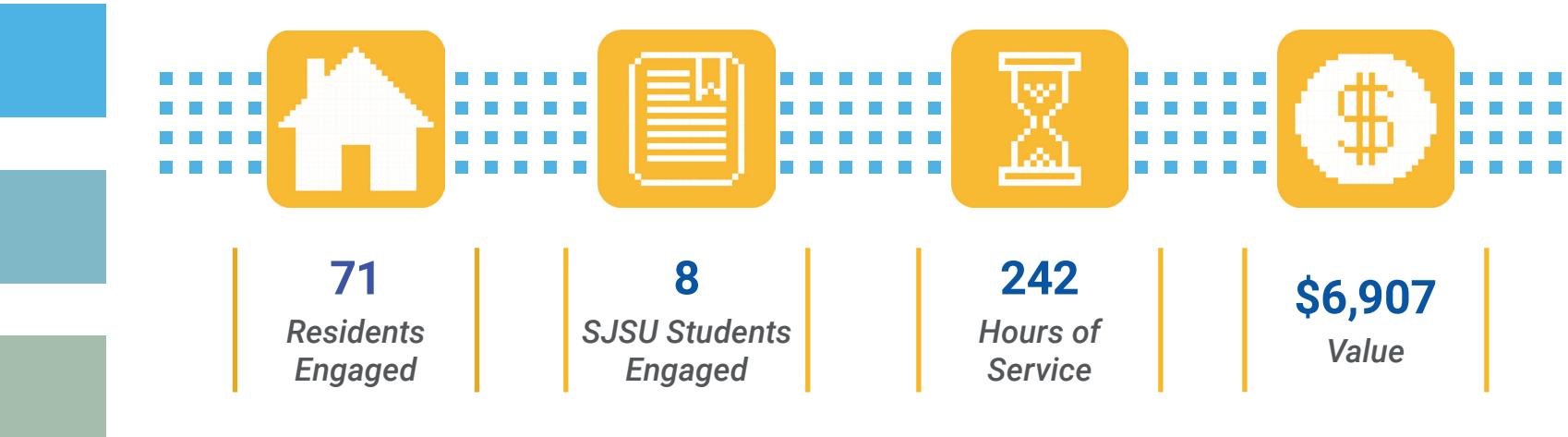
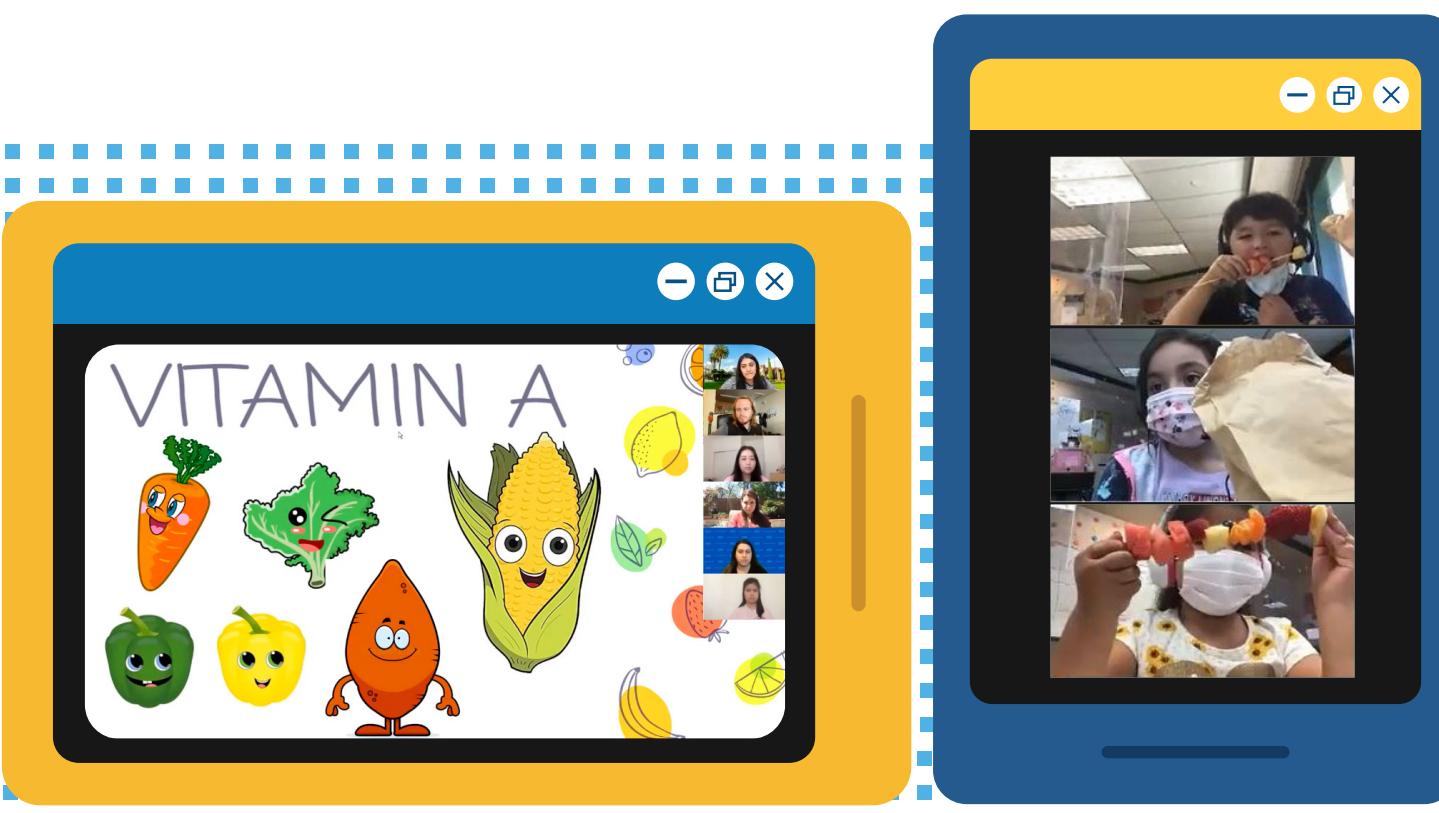


GROWING SUSTAINABLY: COOKING MATTERS

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

100% of participants indicated that they learned a lot more about why eating vitamins is a part of keeping your body healthy

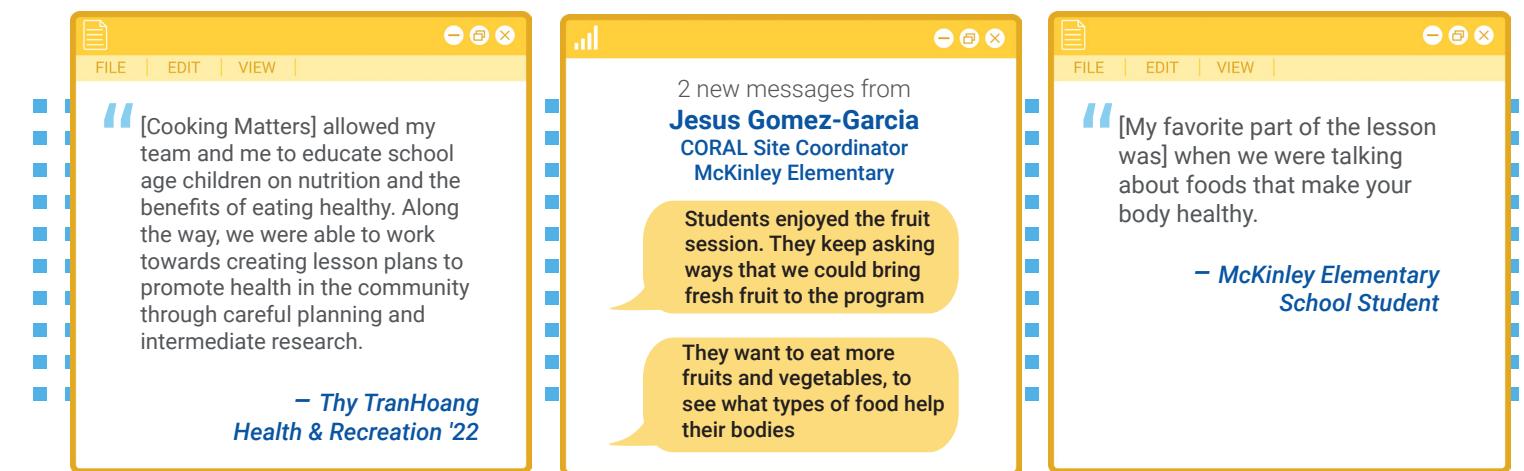
100%

100% of participants were able to identify different foods that help keep their bodies healthy

100%

92% of participants stated that they knew a lot more about how to help their family make healthy lifestyle choices

92%



YOUNG ENTREPRENEURS ACADEMY



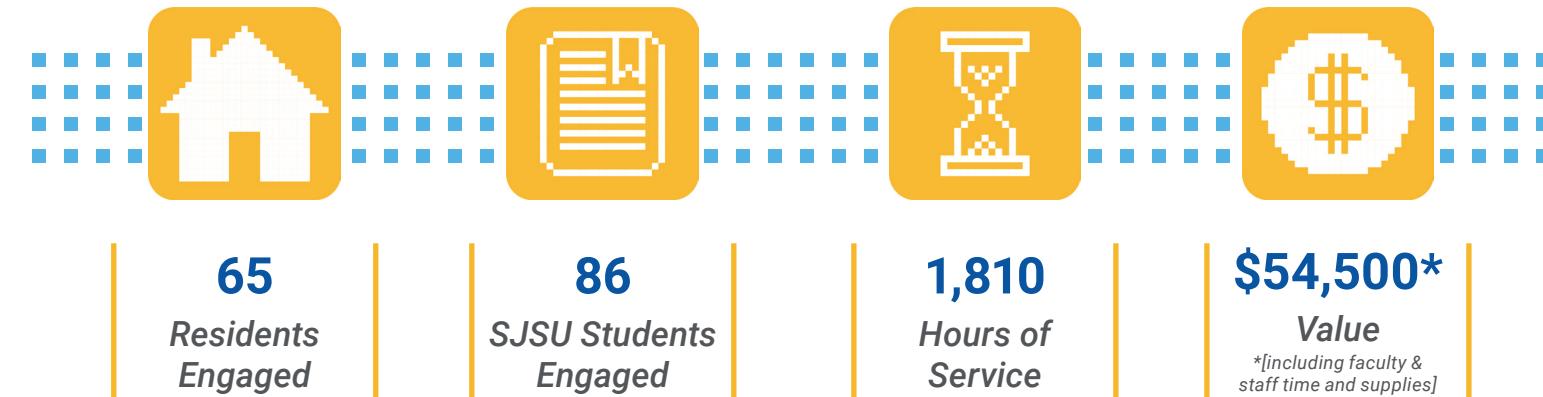
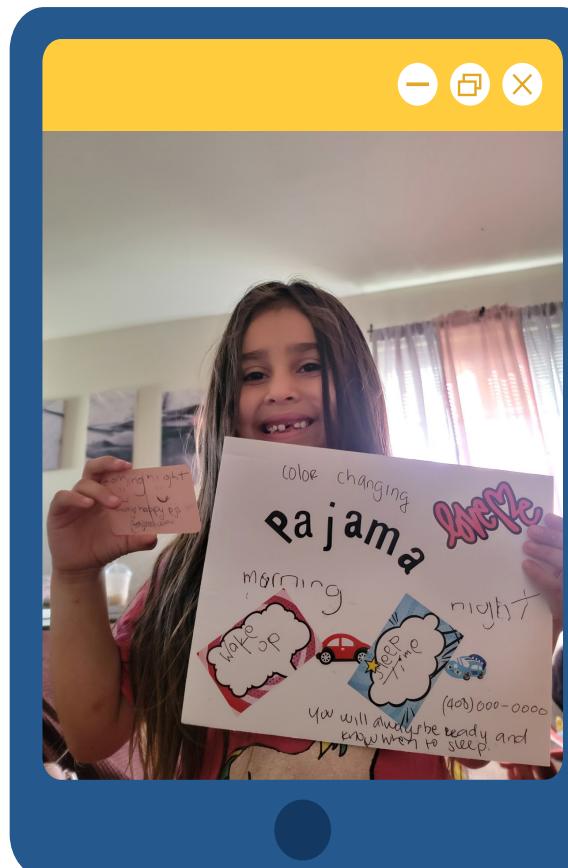
Forbes ranks San Jose as No. 1 among top 25 cities for small businesses. CommUniverCity contributes to this success by matching SJSU advanced Business students with local classrooms to teach them about the skills needed to be a successful entrepreneur, such as creativity and interpersonal skills.

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.



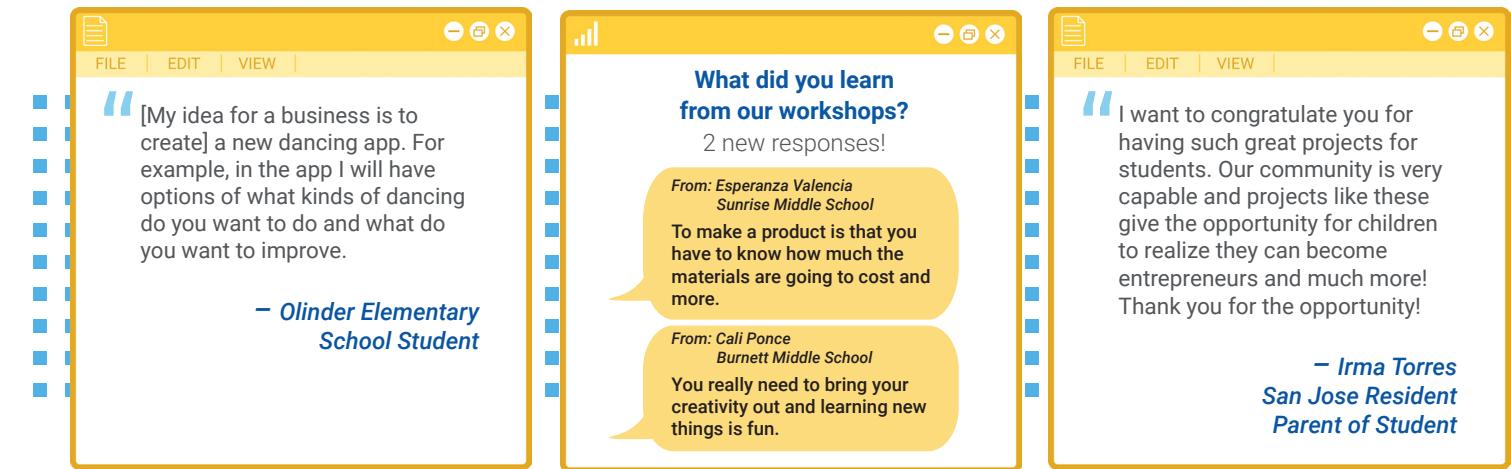
PROJECT IMPACTS

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

100%



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.

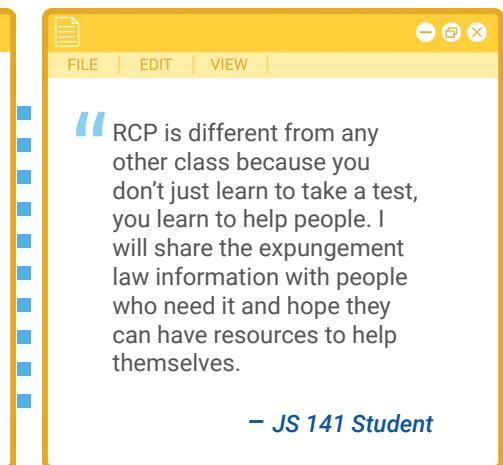
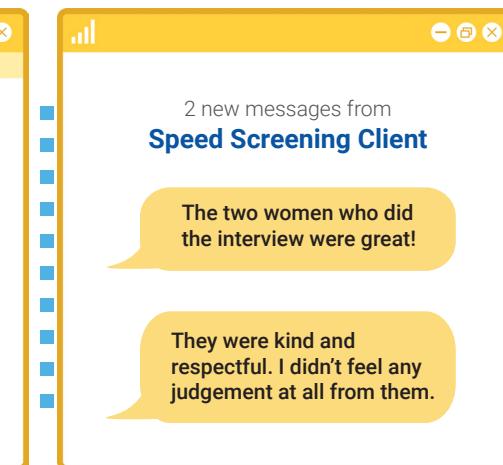
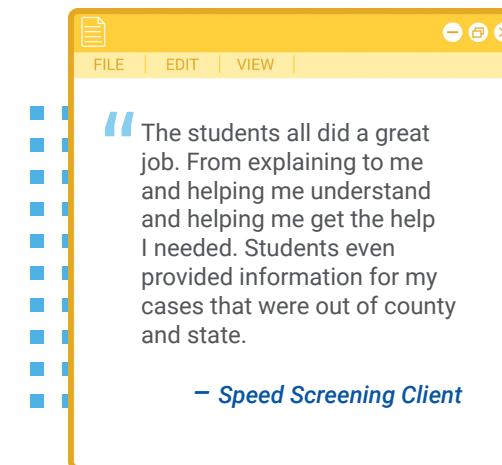
Students taking Peggy Stevenson's JS 140, 141, and 142 courses are trained and supervised by an attorney in client in-court representation where students interview clients and draft legal paperwork for those seeking to dismiss their criminal convictions. The RCP files petitions



Faculty Lead
Peggy Stevenson
Justice Studies

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.

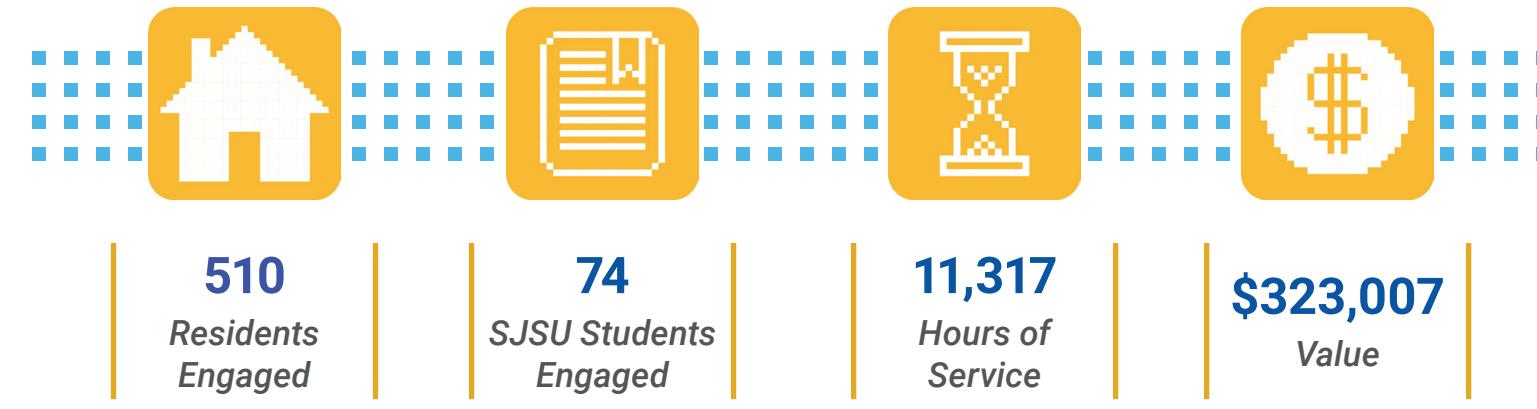


PROJECT IMPACTS

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

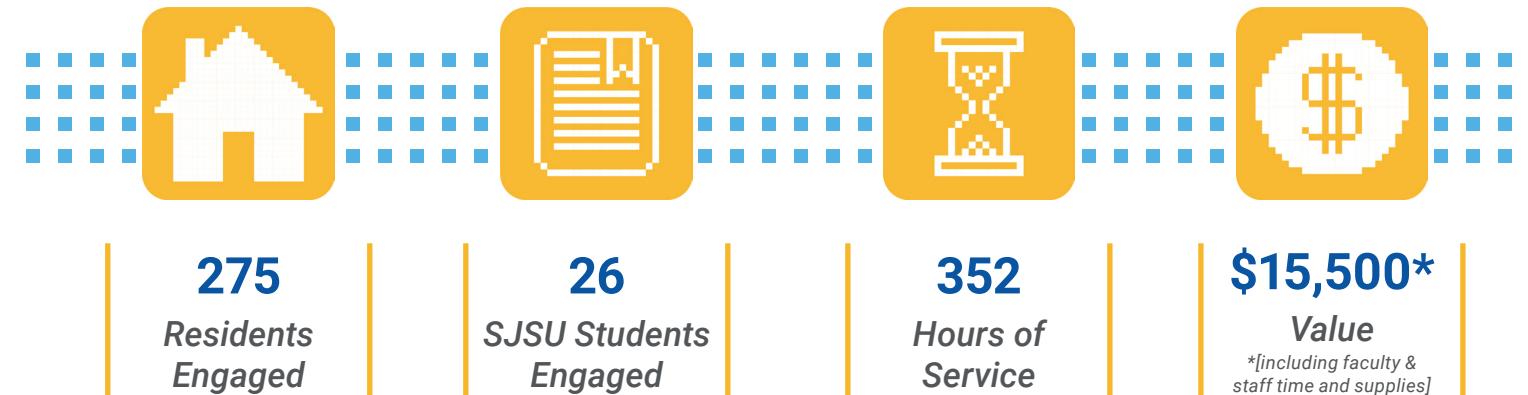


WATERSHED IN A BOX



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



PROJECT IMPACTS

95% of participants now know more ways they can help protect salmon

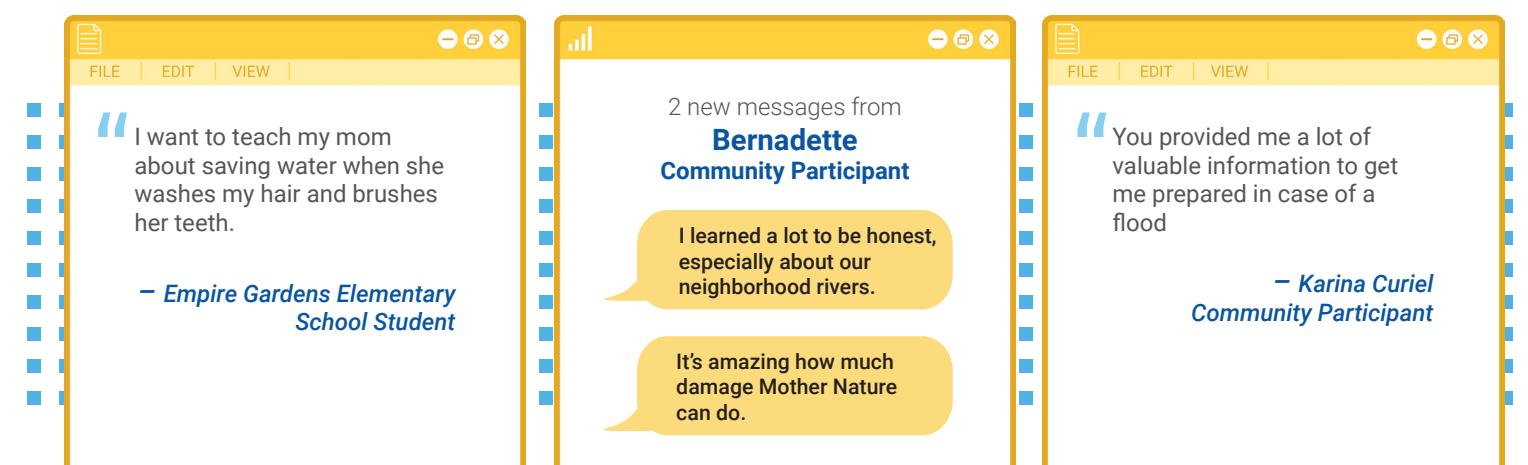
95%

75% of participants were able to draw or write about an animal that lives in the same ecosystem as the salmon

75%

96% said they had a better understanding of how they can protect themselves and their family in case of a flood after watching the Flood Preparedness video

96%



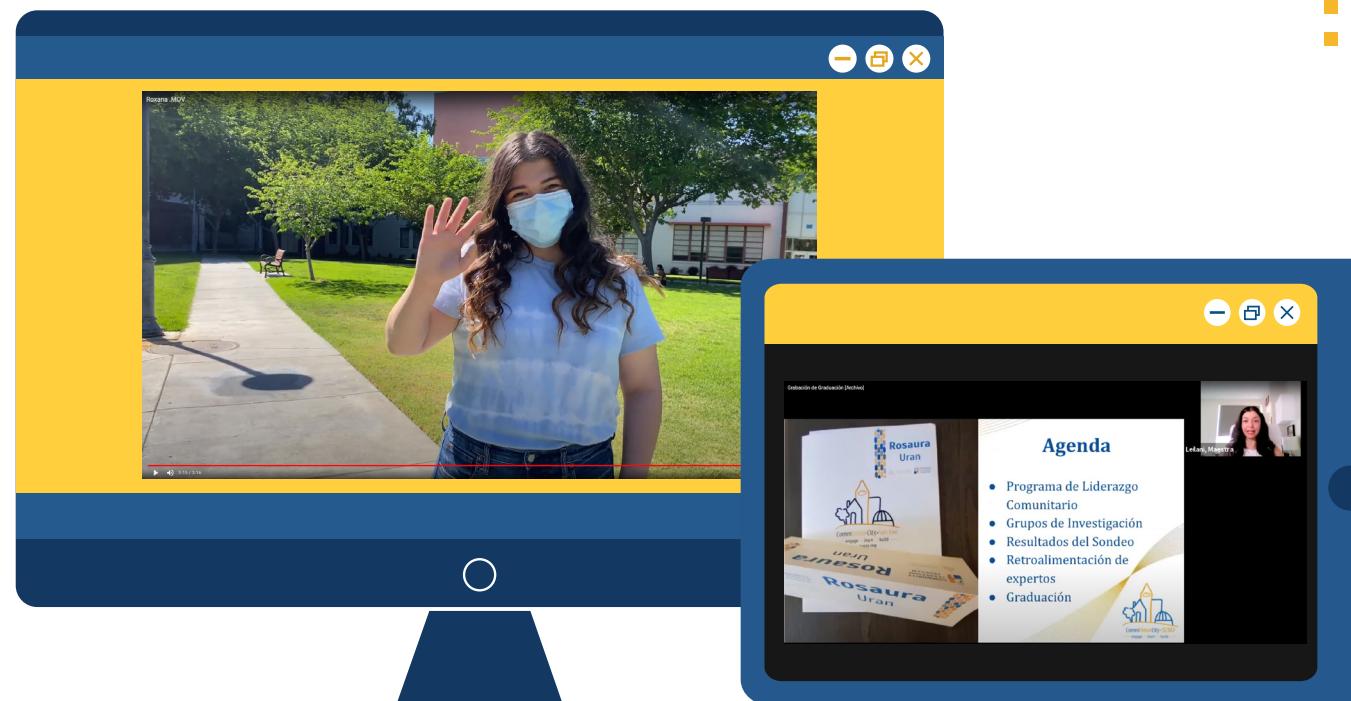
COMMUNITY ACTION IN COMMUNICATION STUDIES



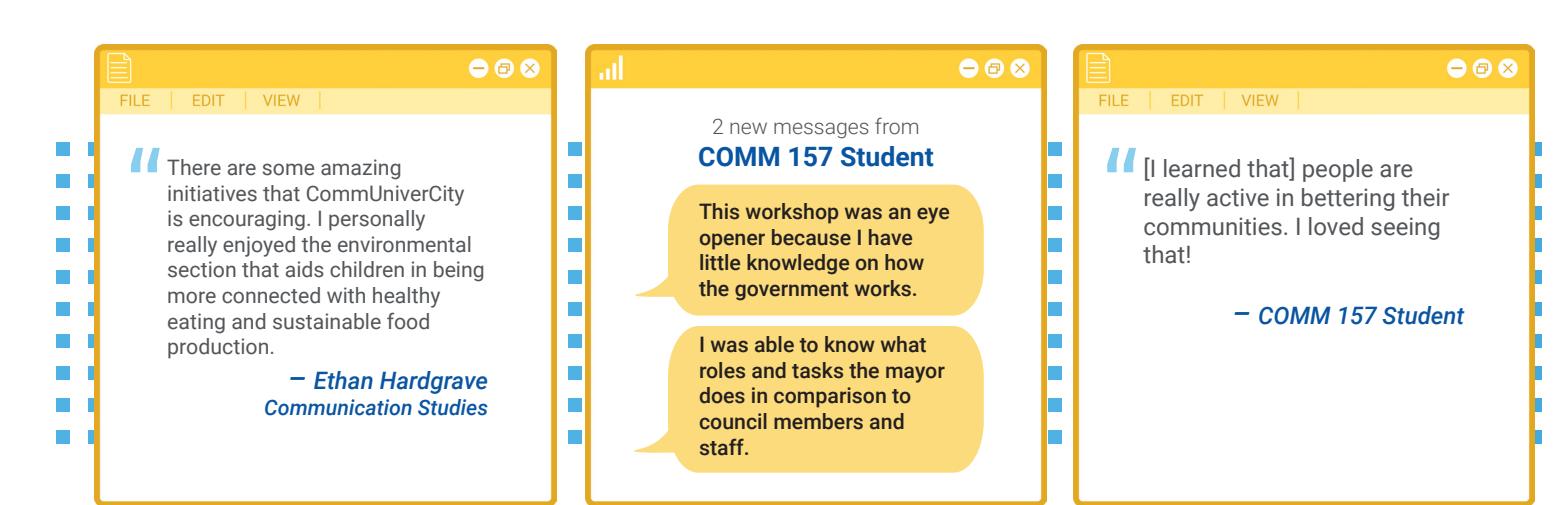
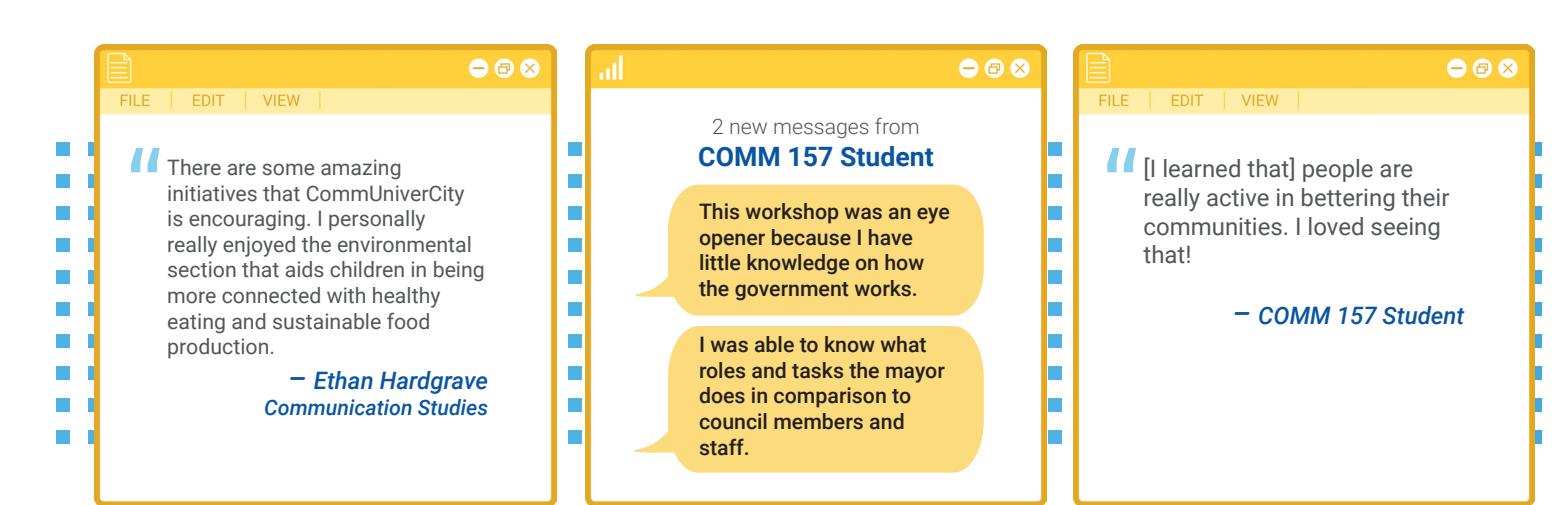
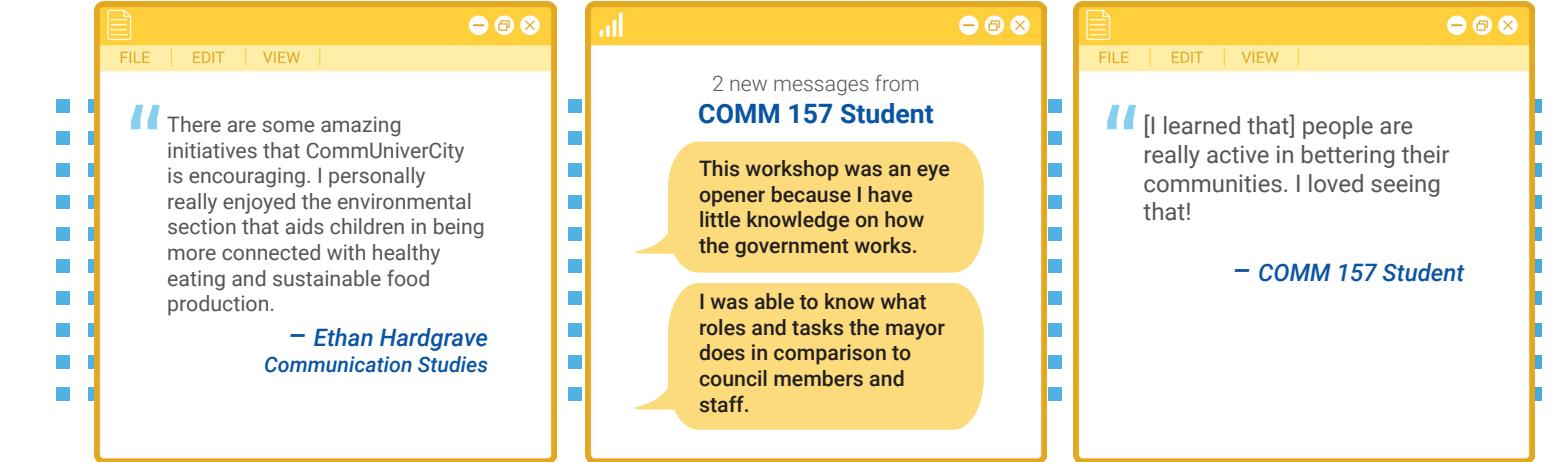
COMM 157SL: Community Action and Service is a transformative course. For eight years, CommUniverCity has partnered with this Communications Studies course to mentor youth and to expand CommUniverCity's ability to support CommUniverCity projects in San Jose that address community needs. For example, students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

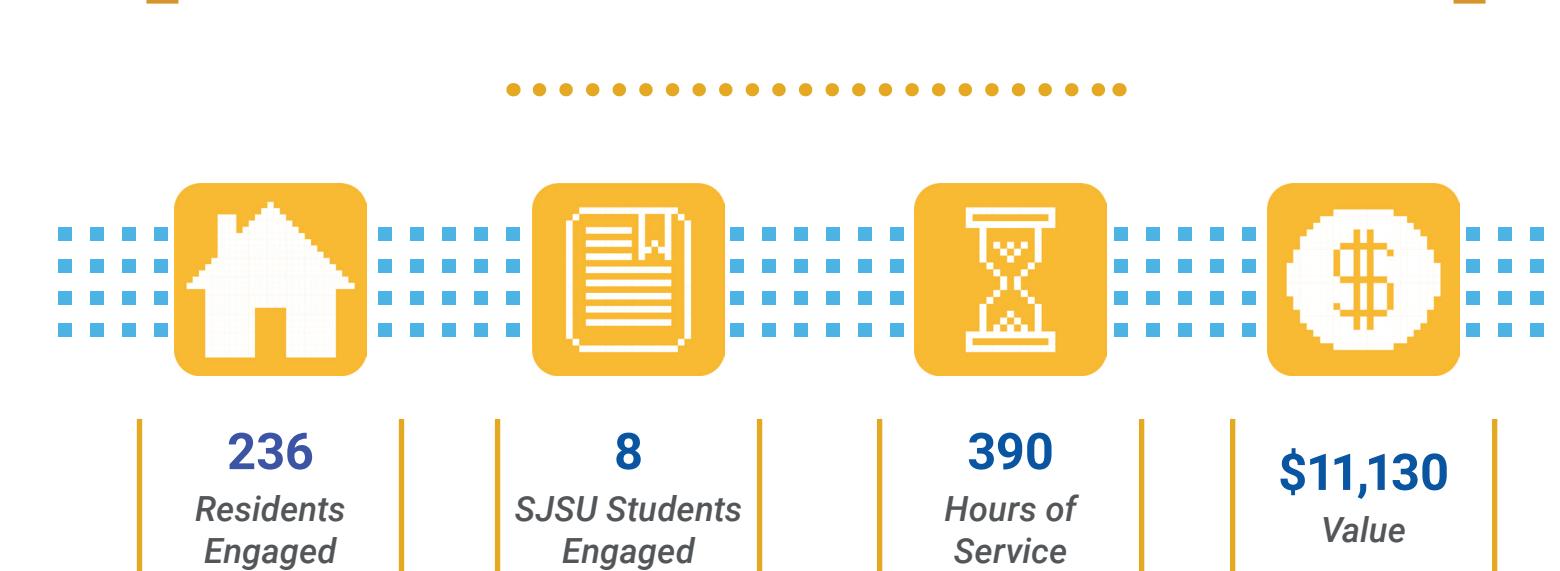


Discussion topics have included educational achievement, immigration, housing inequality, racial inequality, incarceration, gender inequality, wage inequality, food insecurity, and social mobility. Each seminar discussion focuses on local, regional, national, and sometimes international articles containing 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.



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



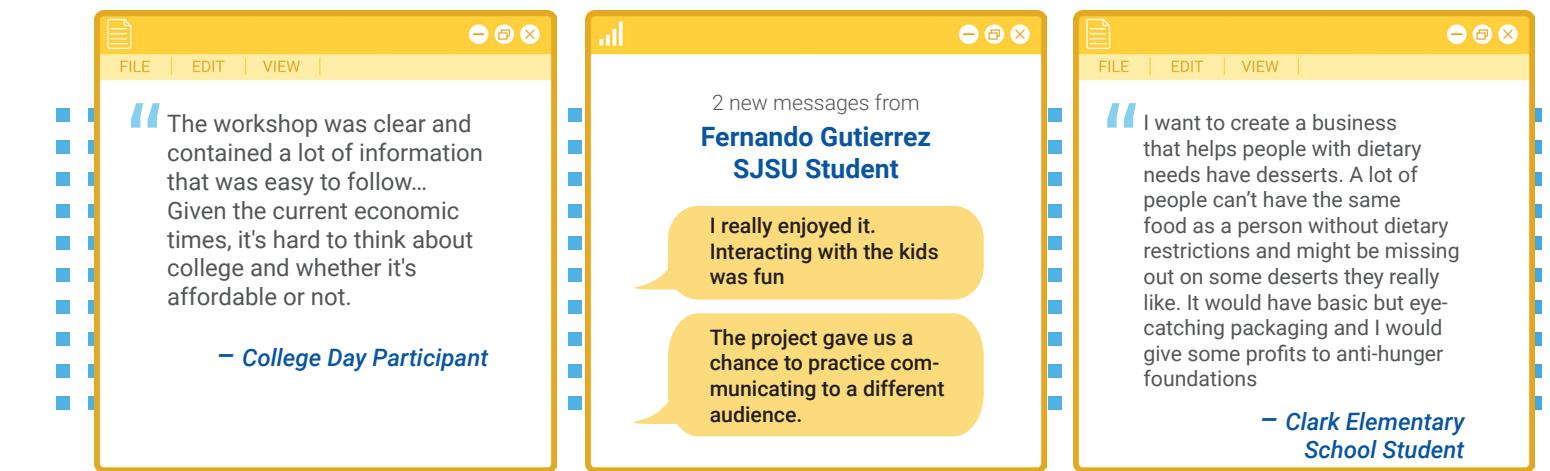
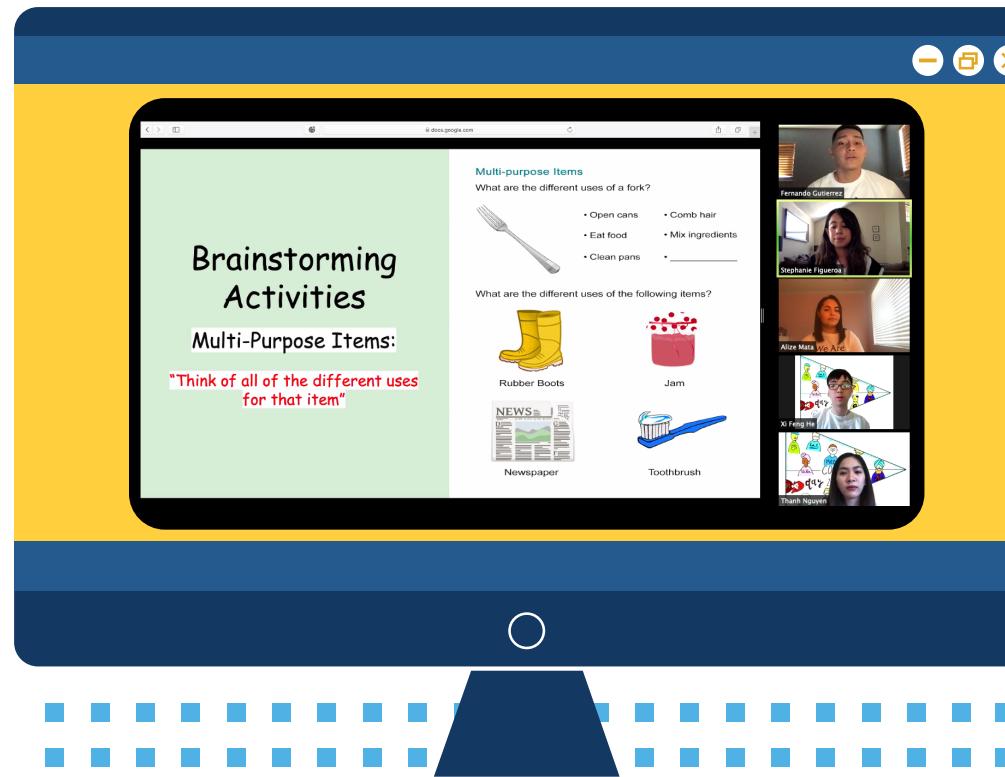
According to Ed Data, 45% of high school graduates in the San Jose Unified School District are not able to meet admissions requirements for the University of California or the California State University systems. College Day promotes college readiness in k-12 students by offering a week of programming 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

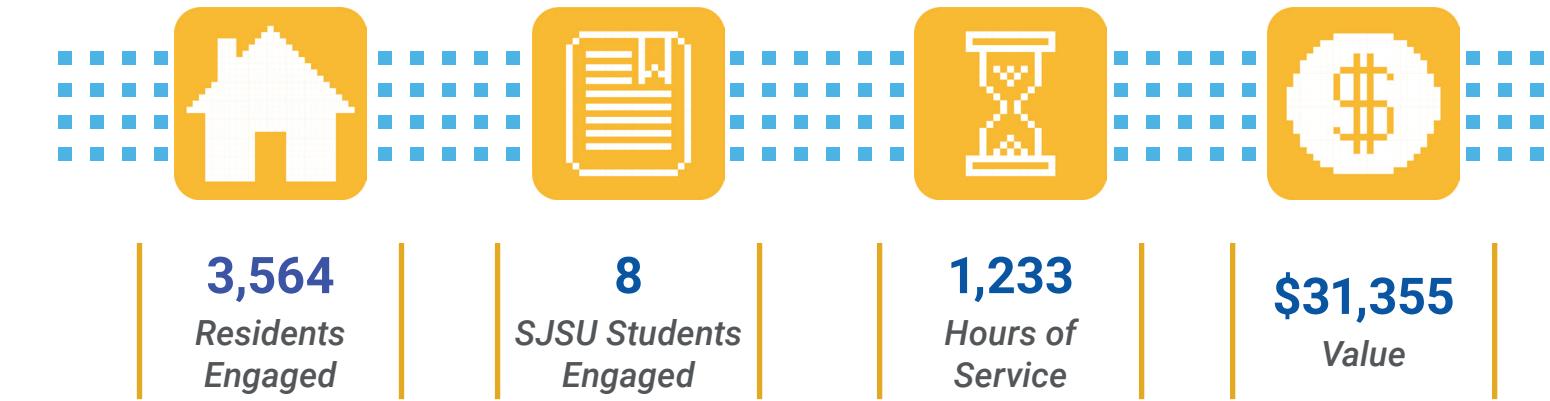


PROJECT IMPACTS

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

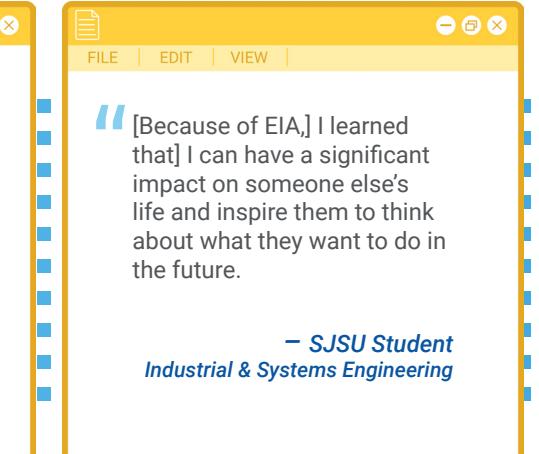
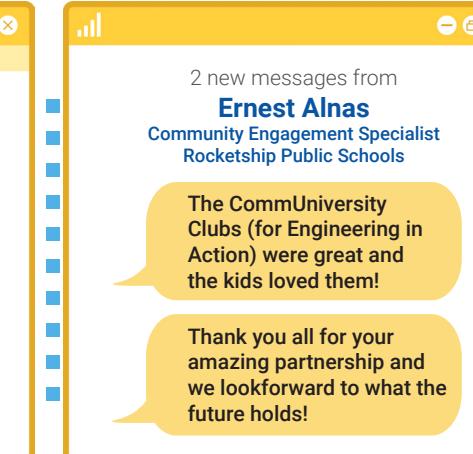
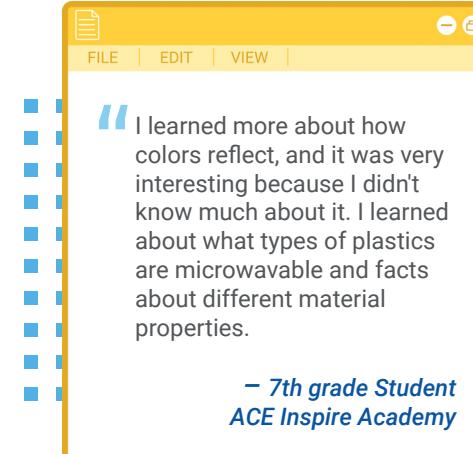
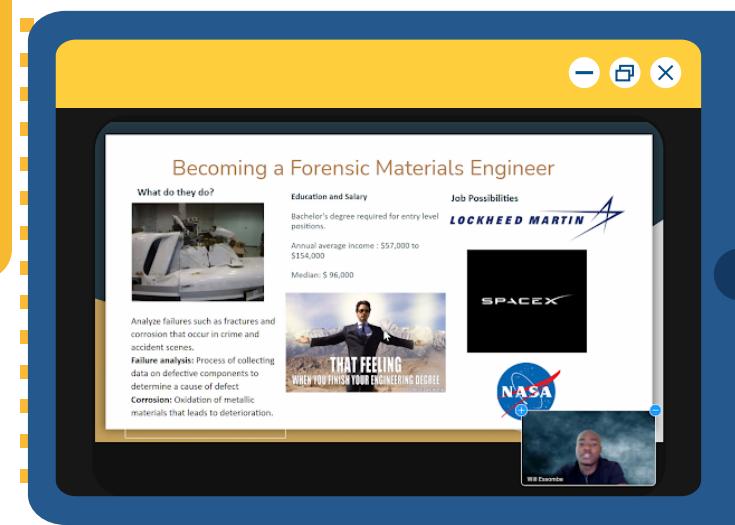
Less than 30% of students of color earn a Bachelor's degree in STEM. Fostering a college-going culture in underserved Central San Jose neighborhoods is a key priority for residents living in CommUniverCity's service area. Engineering in Action aims to bridge this education gap by introducing engineering 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

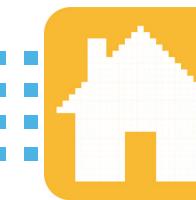


PROJECT IMPACTS

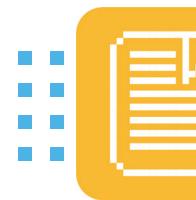
Almost **200 SJSU Engineering students** improved their communication skills by demonstrating important engineering concepts to K-6 students

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



604
Residents
Engaged



189
SJSU Students
Engaged



2,200
Hours of
Service



\$62,788
Value

SEGWAY

SOCIAL-EMOTIONAL GROWTH FOR AREA YOUTH

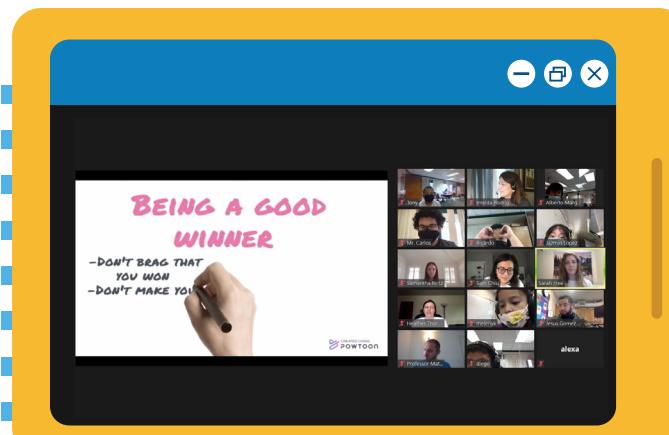
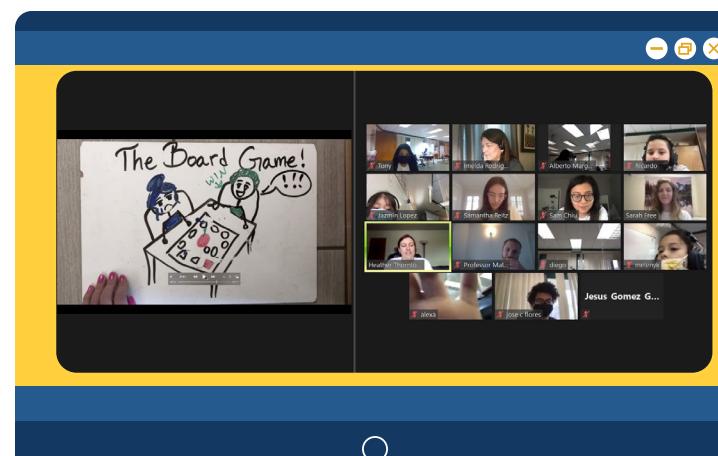
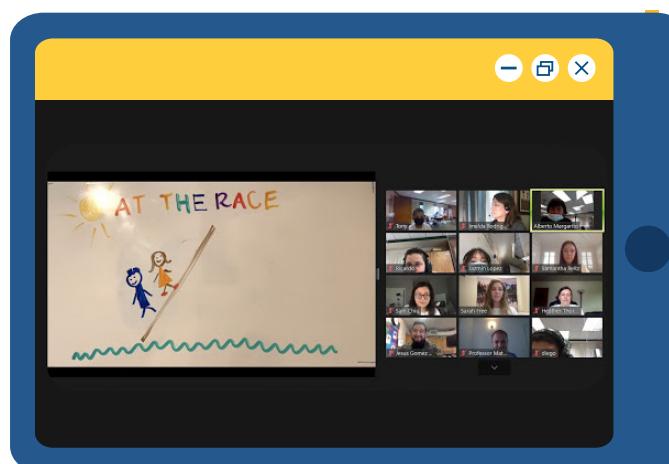
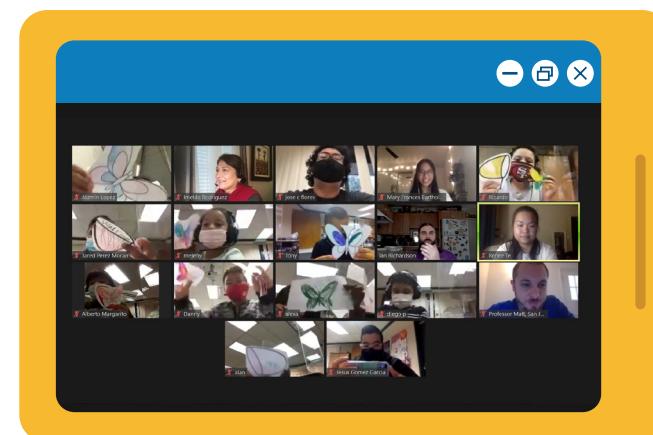
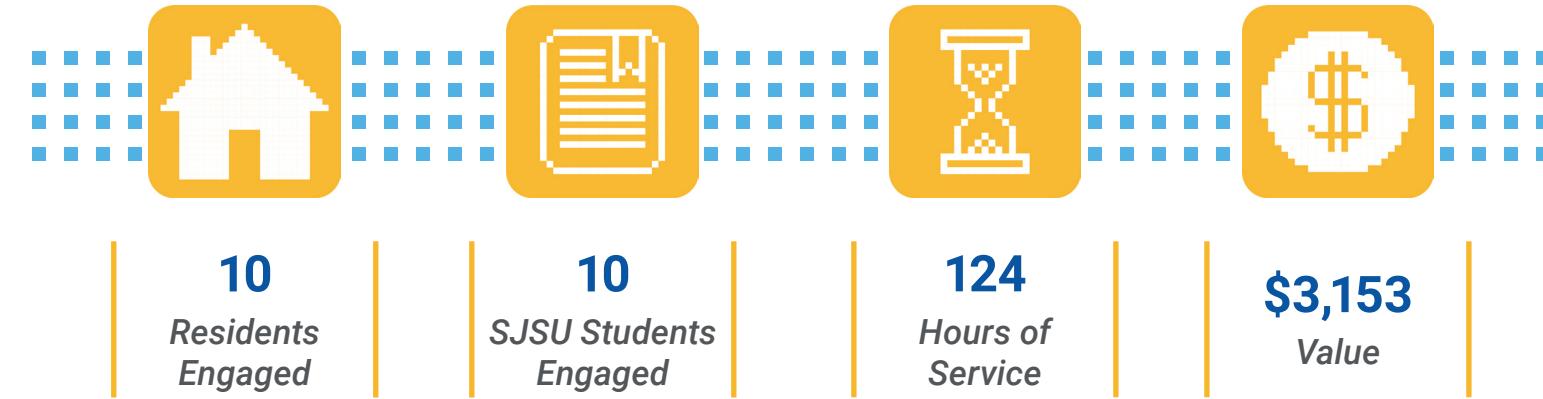


According to Ed Source, California received an "F" grade for its ratio of students to counselors, psychologists, social workers and nurses on school campuses. SEGWAY is a project that was created to help McKinley Elementary School students deal with challenging social situations. SEGWAY's main purpose 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



Faculty Lead
Matthew Capriotti
Psychology



PROJECT IMPACTS

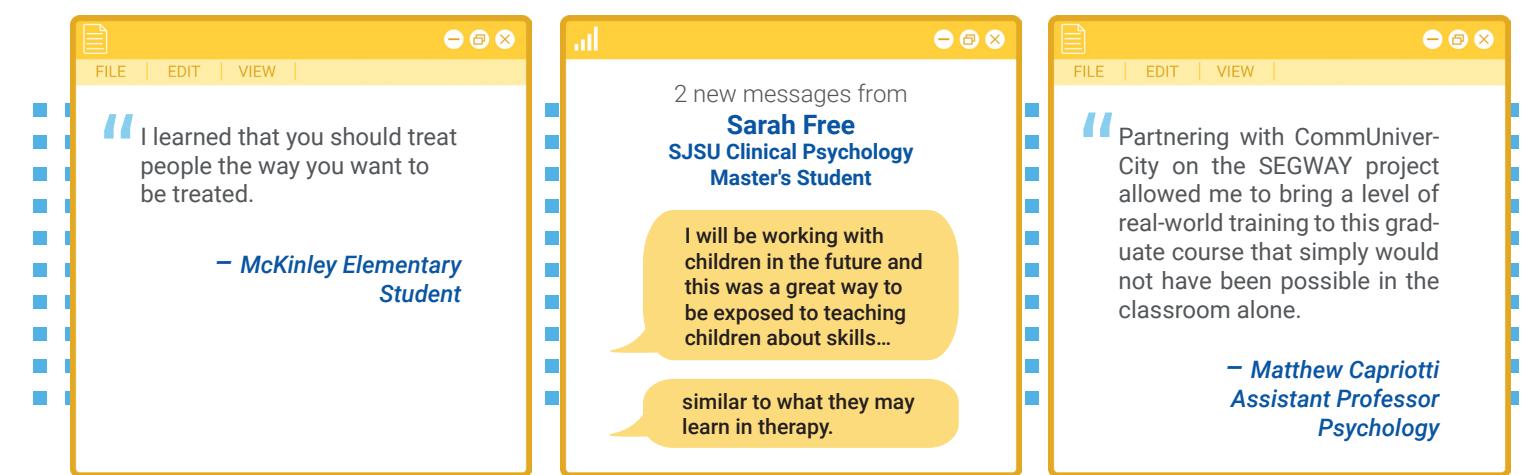
Elementary school student participants engaged in hands-on activities where they learned how to model positive behavior

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

71%

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

100%



BUILD

NEIGHBORHOOD INFRASTRUCTURE



COMMUNITY PLANNING:

REIMAGINING THE CIVIC COMMONS & ALUM ROCK



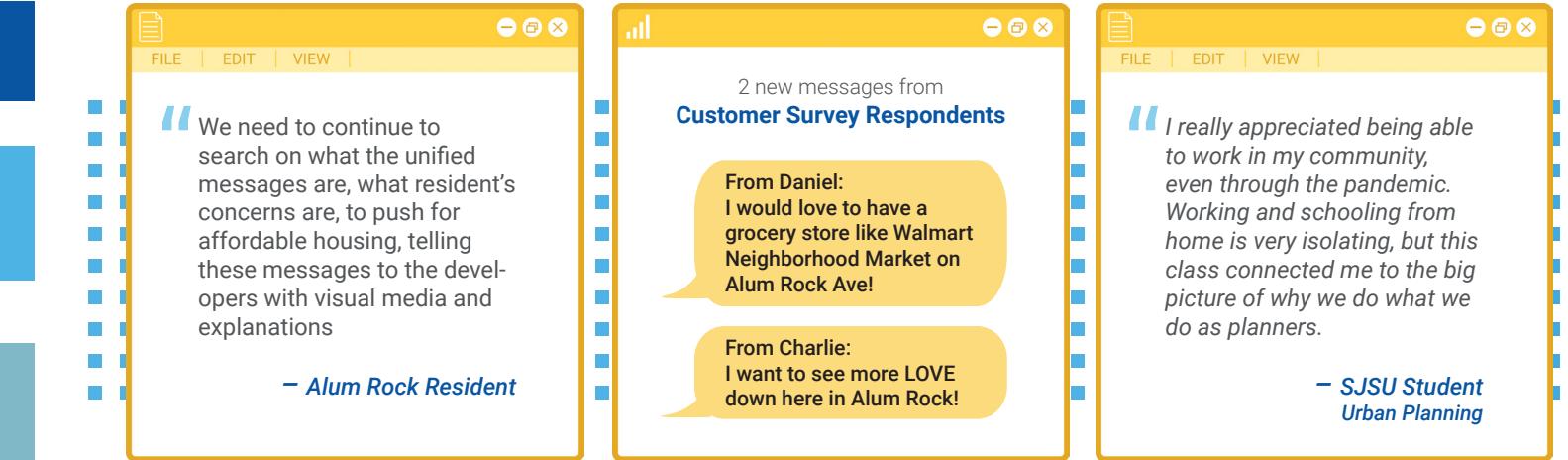
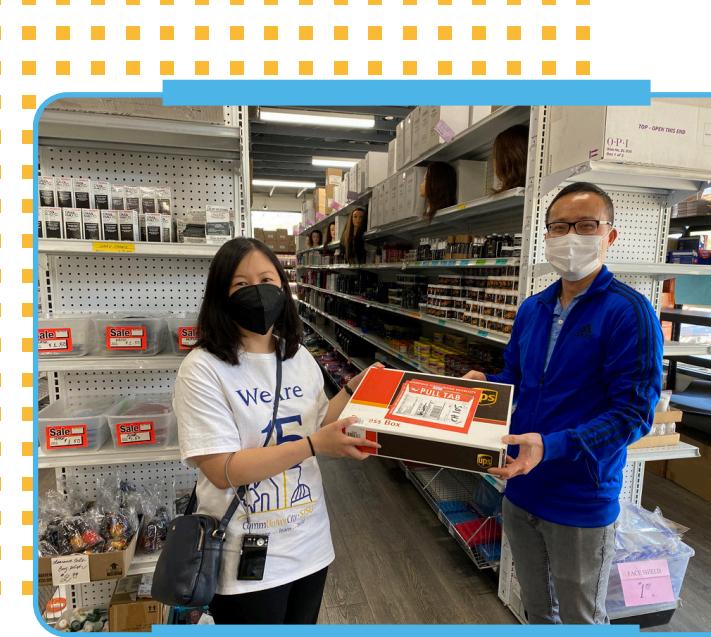
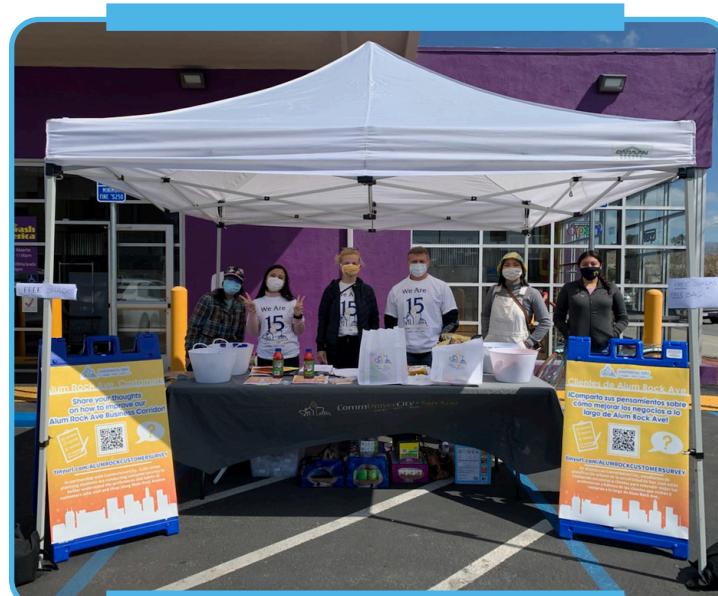
Faculty Leads
Richard Kos, Jason Su
Urban & Regional Planning

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.



PROJECT IMPACTS

273 Guadalupe River Park users were interviewed about their impressions of the park, improvements they'd like to see, and transportation methods used

100% of students stated the project positively influenced their understanding of community issues, assets and priorities

100%

84% of residents indicated the students helped them learn new things about their community or further illuminated important issues

84%

100% of students stated that Reimagining the Civic Commons increased their commitment to staying involved in their community

100%

573 Residents Engaged

31 SJSU Students Engaged

7,712 Hours of Service

\$220,100 Value

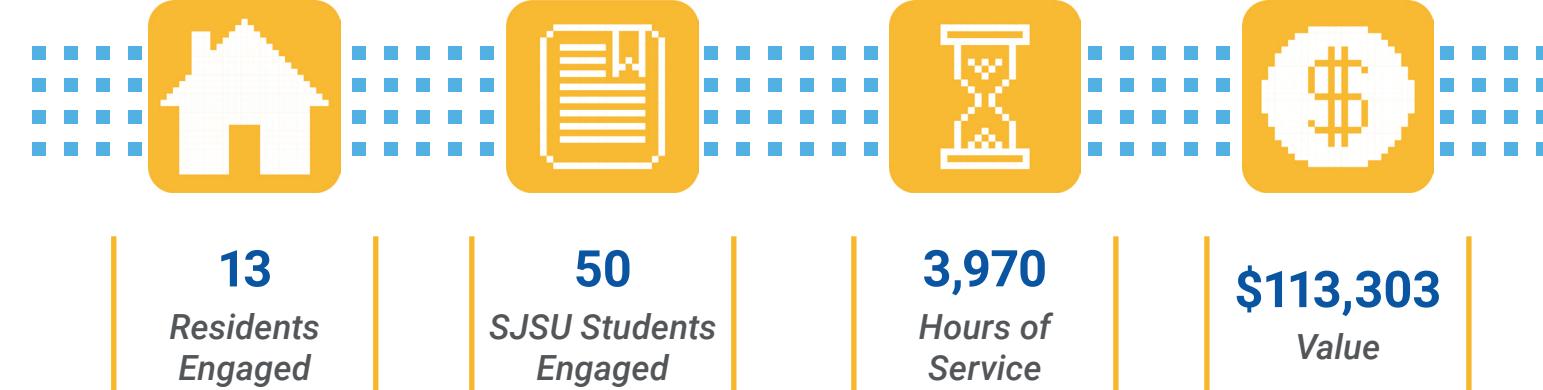
MARKETING SMARTS & ADVERTISING CAMPAIGNS

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



Faculty Lead
John Delacruz
Journalism and
Mass Communications



PROJECT IMPACTS

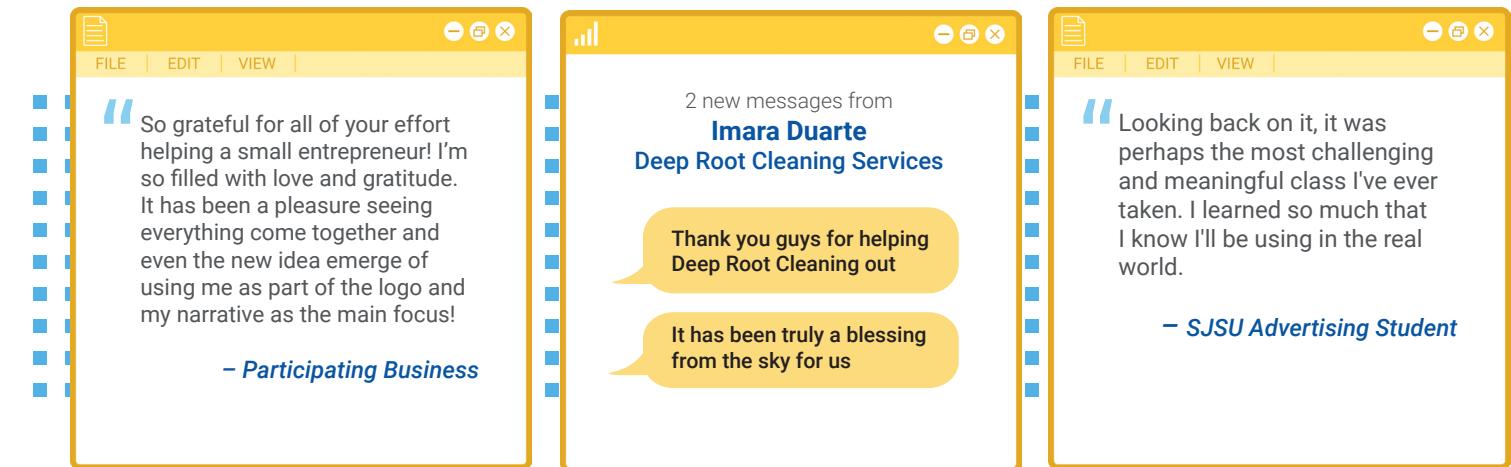
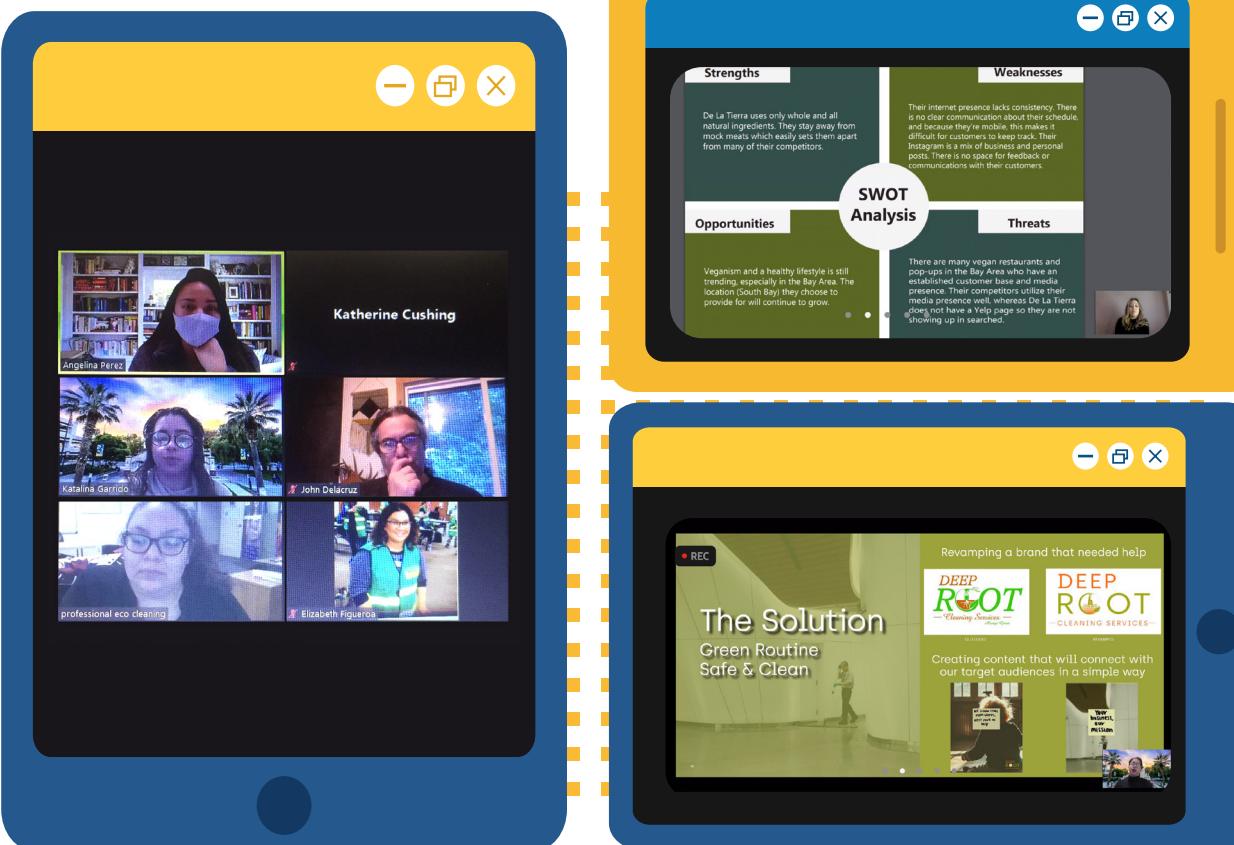
7 participating small business received comprehensive integrated marketing campaign strategy books, complete with advertising budgets, original graphics and "big idea" concepts

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%

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

100%

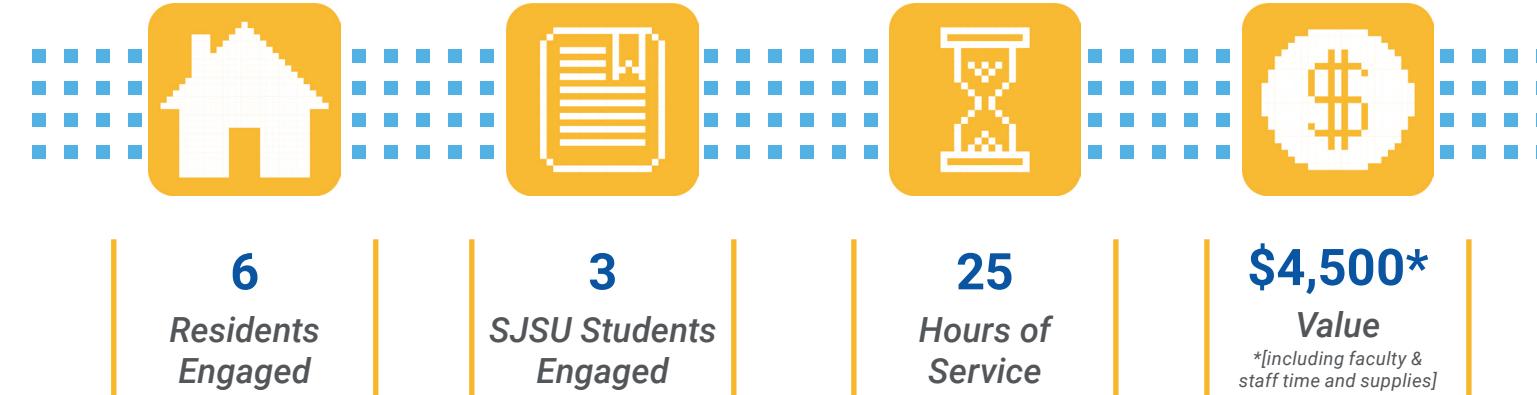


NORTHERN CALIFORNIA ENVIRONMENTAL JUSTICE NETWORK



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.

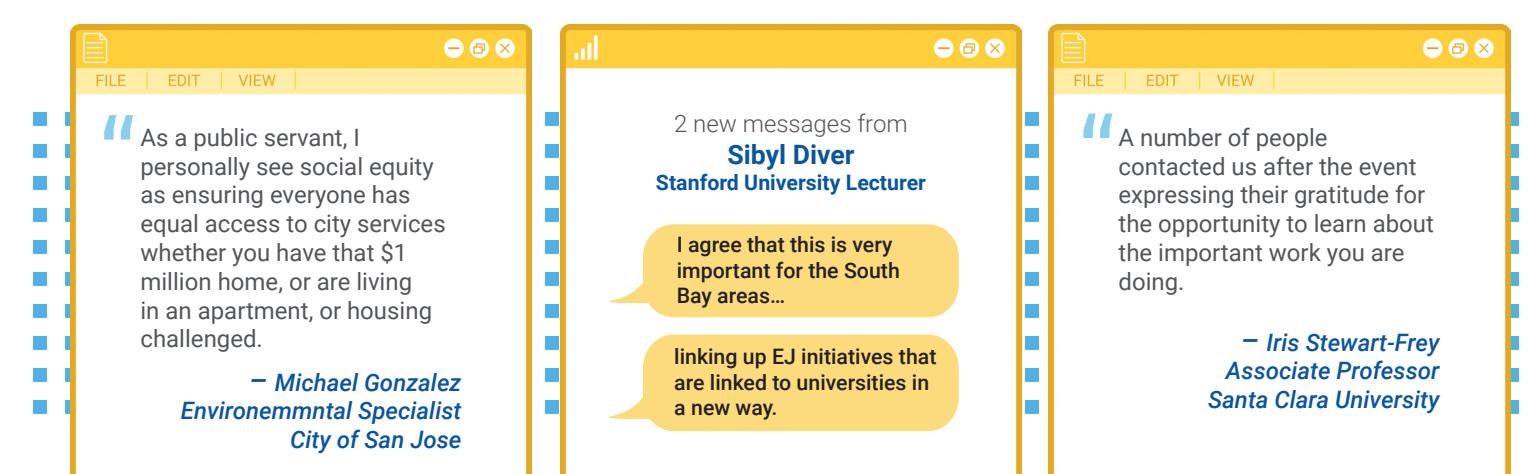
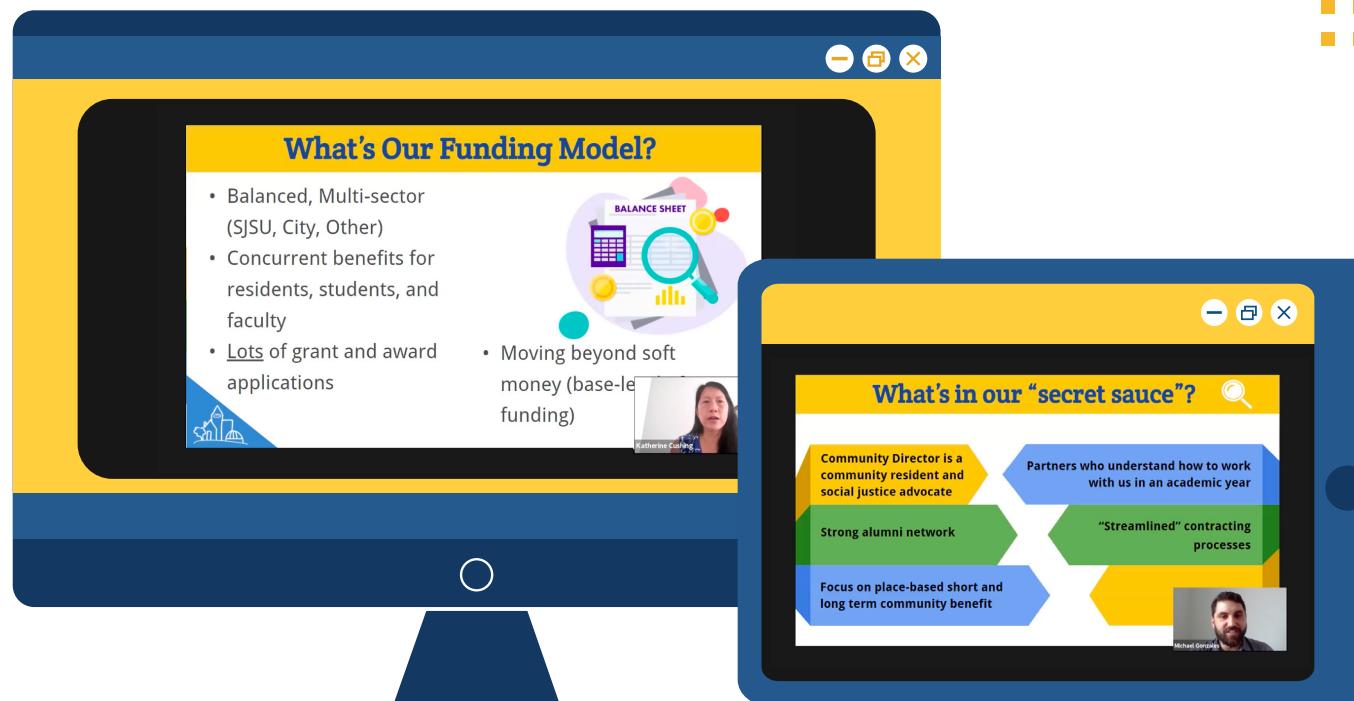


PROJECT IMPACTS

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



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.

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.



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

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).

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

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
 Olinger Food Program
 Olinger 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
 Olinger 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

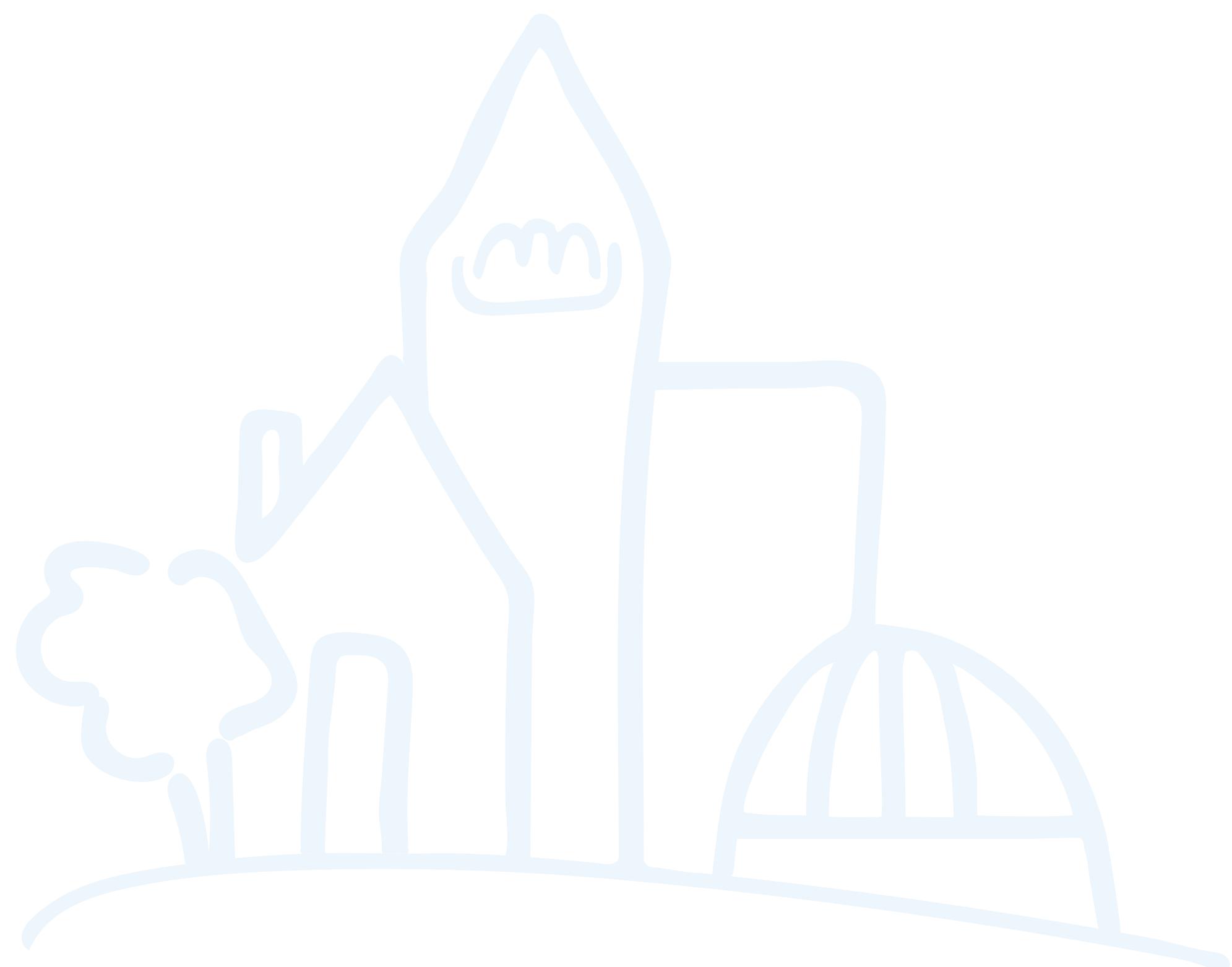
PARTNERSHIPS



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:

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