

## PART I - FACE SHEET

### APPLICATION FOR FEDERAL ASSISTANCE

Modified Standard Form 424 (Rev.02/07 to confirm to the Corporation's eGrants System)

1. TYPE OF SUBMISSION:

Application  Non-Construction

2a. DATE SUBMITTED TO CORPORATION FOR NATIONAL AND COMMUNITY SERVICE (CNCS):

3. DATE RECEIVED BY STATE:

12-JUL-13

STATE APPLICATION IDENTIFIER:

N/A

2b. APPLICATION ID:

13AC148574

4. DATE RECEIVED BY FEDERAL AGENCY:

FEDERAL IDENTIFIER:

12AFHAR0010004

5. APPLICATION INFORMATION

LEGAL NAME: City of Jonesboro

DUNS NUMBER: 073540288

ADDRESS (give street address, city, state, zip code and county):

PO Box 1845  
515 W Washington Avenue  
Jonesboro AR 72403 - 1845  
County: Craighead

NAME AND CONTACT INFORMATION FOR PROJECT DIRECTOR OR OTHER PERSON TO BE CONTACTED ON MATTERS INVOLVING THIS APPLICATION (give area codes):

NAME: Emma Agnew  
TELEPHONE NUMBER: (870) 336-7210  
FAX NUMBER:  
INTERNET E-MAIL ADDRESS: eagnew@jonesboro.org

6. EMPLOYER IDENTIFICATION NUMBER (EIN):

716013749

7. TYPE OF APPLICANT:

7a. Local Government - Municipal

7b.

8. TYPE OF APPLICATION (Check appropriate box).

NEW  NEW/PREVIOUS GRANTEE  
 CONTINUATION  AMENDMENT

If Amendment, enter appropriate letter(s) in box(es):

A. AUGMENTATION B. BUDGET REVISION  
C. NO COST EXTENSION D. OTHER (specify below):

9. NAME OF FEDERAL AGENCY:

**Corporation for National and Community Service**

10a. CATALOG OF FEDERAL DOMESTIC ASSISTANCE NUMBER: 94.006

10b. TITLE: AmeriCorps State

11.a. DESCRIPTIVE TITLE OF APPLICANT'S PROJECT:

North Jonesboro Neighborhood Initiative

12. AREAS AFFECTED BY PROJECT (List Cities, Counties, States, etc):

Jonesboro, AR

11.b. CNCS PROGRAM INITIATIVE (IF ANY):

13. PROPOSED PROJECT: START DATE: 10/01/13 END DATE: 09/30/14

14. CONGRESSIONAL DISTRICT OF: a.Applicant  b.Program

15. ESTIMATED FUNDING: Year #:

a. FEDERAL	\$ 105,581.00
b. APPLICANT	\$ 39,238.00
c. STATE	\$ 0.00
d. LOCAL	\$ 0.00
e. OTHER	\$ 0.00
f. PROGRAM INCOME	\$ 0.00
g. TOTAL	\$ 144,819.00

16. IS APPLICATION SUBJECT TO REVIEW BY STATE EXECUTIVE ORDER 12372 PROCESS?

YES. THIS PREAPPLICATION/APPLICATION WAS MADE AVAILABLE TO THE STATE EXECUTIVE ORDER 12372 PROCESS FOR REVIEW ON:  
DATE: 05-APR-13

NO. PROGRAM IS NOT COVERED BY E.O. 12372

17. IS THE APPLICANT DELINQUENT ON ANY FEDERAL DEBT?

YES if "Yes," attach an explanation.  NO

18. TO THE BEST OF MY KNOWLEDGE AND BELIEF, ALL DATA IN THIS APPLICATION/PREAAPPLICATION ARE TRUE AND CORRECT, THE DOCUMENT HAS BEEN DULY AUTHORIZED BY THE GOVERNING BODY OF THE APPLICANT AND THE APPLICANT WILL COMPLY WITH THE ATTACHED ASSURANCES IF THE ASSISTANCE IS AWARDED.

a. TYPED NAME OF AUTHORIZED REPRESENTATIVE:

Heather Clements

b. TITLE:

Grants Administrator

c. TELEPHONE NUMBER:

(870) 336-7229 1229

d. SIGNATURE OF AUTHORIZED REPRESENTATIVE:

e. DATE SIGNED:

07/12/13

## Narratives

### Executive Summary

#### EXECUTIVE SUMMARY:

The North Jonesboro Neighborhood Initiative includes collaborative community change strategies where engaged residents, local businesses, faith communities, social service providers and funders work together to build vibrant neighborhoods, foster community cohesion, and build a strong infrastructure of services and supports for families. The AmeriCorps members will serve with community volunteers and neighborhood networks to provide services to the residents of North Jonesboro who are presently underserved and need assistance with finding and utilizing available resources. The overall goal of NJNI is to improve the quality of life for all North Jonesboro residents, and more specifically AmeriCorps members will focus on the areas of quality of life, health and wellness, and human services. The project is ongoing, with multiple activities and events being scheduled continuously. Three places will serve as host sites for the AmeriCorps members. City Youth Ministries, a special place that serves Jonesboro's at-risk youth, will host members serving in the Health and Wellness programs. ASU CARE, an on-going program developed by Arkansas State University Social Work Department, will host members assisting residents with special projects ranging from human services to neighborhood engagement. The third site, the Jonesboro Police Department's Quality of Life Unit, will host members helping residents to improve beautification and quality of life. At the end of the member experience with NJNI, it is anticipated that the members will have gained growth and experience by contributing to the increased quality of life for all North Jonesboro residents. The CNCS investment of \$105,581 will be matched with \$39,238.

### Rationale and Approach

#### RATIONALE AND APPROACH

#### NEED:

The North Jonesboro Neighborhood Initiative is a response to the concerns of caring citizens to improve the quality of life for underserved residents living in Jonesboro. With technical assistance from the Winthrop Rockefeller Foundation, a team convened with a mission to promote positive change in the area of the city known as North Jonesboro. This change was deemed necessary because 19.5% of the citizens of Jonesboro live below the poverty line (Established from the 2010 United States Census). This number represents a 2.1% increase from 17.4% in 2000 and shows a significant increase

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in trending. Jonesboro's poverty rate is 1.8% higher than the state of Arkansas (<http://quickfacts.census.gov>). Obesity is a significant issue in our nation and Jonesboro in Craighead County has rates that are extremely high. According to ASPIRE ARKANSAS, a publication of the Arkansas Community Foundation published in May, 2011, the percent of overweight and obese adults in Craighead County is 67.9%. The percent of overweight or obese students in the county is 37.5%.

Local BMI scores for CYM students indicate that 35% of the elementary aged students participating in 2012 are determined obese. The percentage of the females in grades 7-12 determined to be obese is 30%. In a Feeding America Study, "Child Food Insecurity in the US:2006-2008," Arkansas has the highest rate of child hunger in the entire nation. Nearly one in four of Arkansas' children suffer from hunger and food insecurity. There is now a confirmed correlation between food insecurity and overweight and obesity in children. According to the article, 'The Association of Child and Household Insecurity with Childhood Overweight Status,' published in Pediatrics, Vol. 118 No.5, the prevalence of childhood overweight status is increasing. "Some have suggested that childhood overweight is associated with food insecurity, defined as limited or uncertain access to enough nutritious food."

The first response to this crisis by the NJNI was the development of the Fisher Street Community In Action Community Gardens. The gardens were established to provide healthy, organic vegetables to low-income families in North Jonesboro. Studies show that gardeners and their children eat healthier, more nutrient rich diets than do non-gardening families. The outdoor classroom is also a place youth learn valuable skills and the importance of community, stewardship, and environmental responsibility. An added component is the improved diet for all who participate (Bremer et al, 2003, p. 54). AmeriCorps Members will participate in this program through the ASU Care Program site activities. The roles of the members will be described in detail under the ASU CARE Program section.

### VALUE ADDED:

City Youth Ministries has been involved with the NJNI since its inception. One of the CORE VALUES of the Initiative is HEALTHY FAMILIES [for an increased quality of life]. To further the goal of helping children in the neighborhood develop healthier lifestyles, a natural partnership formed between the NJNI and City Youth Ministries. The "Cooking Matters" program will be added to City Youth's efforts through NJNI and AmeriCorps to add the nutrition education and exercise/fitness

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elements for a comprehensive health and wellness program. AmeriCorps members will be trained to implement a designed curriculum of nutrition and cooking classes, a program of Share Our Strength's "Cooking Matters" course. Further, these AmeriCorps Members will teach daily exercise/fitness classes. Six (6) half-time AmeriCorps members will be assigned to this program offering a ratio of 20 kids/youth to each assigned AmeriCorps member. Julie Winberry will serve as the Site Manager. Julie is the Outreach and Development Coordinator and has been with City Youth for approximately two years.

Other roles that the AmeriCorps members will participate in include assisting with the dodge ball tournaments and encouraging the students in all their activities; however, the main function of assigned AmeriCorps members to the City Youth Ministries site is to teach nutrition education via the "Cooking Matters" classes and exercise/fitness classes. Since there are 120 active children involved every day after school, AmeriCorps members will be needed to help students having a difficult time with a certain activity receive one-on-one attention. Socializing and interacting with the children will be invaluable.

A pre/post test design will be utilized in an existing "Cooking Matters" survey that kids/youth will complete before the 6-week class and after the class to appropriately measure knowledge of nutrition, behavior change, and eating habits. By year's end, the goal is that all 120 kids/youth will have taken the "Cooking Matters" class and that 84 of the 120 (70%) children will have increased their knowledge of nutrition and have a positive change in behavior and eating habits. This percentage of 70% is estimated based on existing data from the Arkansas Hunger Relief Alliance. All 120 kids/youth will take the daily exercise/fitness classes. The long-term outcome of the program is healthier individuals and families [for an increased quality of life].

"Community support systems" is another CORE VALUE of the North Jonesboro Neighborhood Initiative. A collaborative was formed with Arkansas State University's Social Work department via the ASU CARE program in North Jonesboro to provide direct human services to North Jonesboro residents. ASU CARE is perfect for this mission. Dr. Brad Holloway, ASU Social Work professor, is director of the program. His staff includes professors and social work interns in his department. They provide support and counseling to individuals and families who are undergoing social difficulty or crisis. They assess the clients, identify needs, and work as part of a team to address the unmet needs

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in the community.

ASU CARE will be a major AmeriCorps site for the NJNI utilizing Eight (8) half-time AmeriCorps members to add a component to this already very successful program. Dr. Holloway will serve as Site Manager for the AmeriCorps program. Four (4) of the eight AmeriCorps members will primarily serve in the community to recruit and train volunteers to serve in the NJNI, including training and developing North Jonesboro residents as neighborhood network hosts, facilitators, and participants. Increasing neighborhood networks is a primary objective of the NJNI Strategic Plan. The hypothesis is that by increasing citizen engagement, the quality of life is also increased. This networking strategy connects people to each other and to the community. By providing abundant opportunities for people to come together, connect with each other, and determine their own responses to the challenges they determine as significant, the residents will become engaged in the community.

The other four (4) AmeriCorps members at this site location will be charged with delivering direct services to North Jonesboro residents in the areas of preparing food boxes at the Community Services Center, working in the FSCIA Community Gardens, visiting the elderly at the local nursing home, teaching computer classes at the local housing authority office, teaching financial literacy and budgeting, assisting residents with resumes and job applications, and teaching interviewing skills. Although these four (4) AmeriCorps members will be serving at several sites, their home host site will be ASU Care and they will be supervised by Dr. Brad Holloway. An MOU will be established between the City of Jonesboro and ASU CARE. ASU CARE will be responsible for ensuring that these AmeriCorps members serve in these areas and report time accurately.

North Jonesboro residents served by ASU CARE AmeriCorps members will complete "quality of life" surveys that are already designed. These surveys will be completed by all North Jonesboro residents offered services in an effort to measure a change in their perception of the quality of life offered in North Jonesboro. A minimum of 100 residents will be surveyed during the FY 2013-14 program year and the anticipated outcome will be that 50 of the 100 (50%) will indicate an increased quality of life as a direct result of the received service.

The newest component of the NJNI has recently been developed by the City of Jonesboro Police Department. The Quality of Life Unit is located in the Parker Park Community Center in North

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Jonesboro and Lt. Todd Nelson is the administrator. The primary function of the unit is to collaborate with the local housing authority (JURHA), local landlords, and residents to ensure that codes are enforced and that housing is of standard quality and up to code. In addition, they work with JURHA to ensure that federal (HUD) regulations are followed by all residents living in HUD housing, along with landlords maintaining their properties appropriately for an increased quality of life for all North Jonesboro residents. Four (4) AmeriCorps members (2 quarter time and 2 minimum time) will serve at this site and Lt. Nelson will serve as the Site Manager. These AmeriCorps members will be invaluable members of the North Jonesboro community. Because of the nature of the specific projects described below and the seasonal quality of the projects, it is determined that smaller increments of time are needed rather than using half time AmeriCorps members.

The members' primary goal will be to help residents with landscaping, mowing, edging, and trimming trees. They will also paint over graffiti and build wheelchair ramps and hand rails for the elderly and the physically disabled. A standard application will be used to determine if residents qualify for such assistance. Residents will need to meet one (1) of the three (3) criteria to qualify. The three (3) criteria are:

1. The resident meets low to moderate income standards, as defined by HUD;
2. The resident is disabled; or
3. The resident is elderly.

Applications will be processed by the Quality of Life Unit and/or the Grants Rehab Coordinator. Once the applications are processed and a need is determined, AmeriCorps members will be sent out by pairs only to serve in these capacities. The AmeriCorps members will not be allowed to enter any resident homes, not only for the safety of the AmeriCorps member, but also for the resident. Further, since they will be in the community daily serving residents, the AmeriCorps members will have access to the NJ Code Enforcement Officer who travels his 8 hour shift inside a city vehicle and can transport AmeriCorps members as needed.

Bringing physical order to an area is a proven crime deterrent; therefore, the activities to beautify the neighborhood will serve in this capacity. The number of projects accomplished will be recorded on an ongoing basis. The long-term outcome is a clean, neat, neighborhood where residents enjoy an increased quality of life.

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AmeriCorps members are perfect for these programs because of their commitment to serving others. Because they are involved in the community, they will be perfect leaders in recruiting other residents of the community to become involved. AmeriCorps Members are and will continue to be role models for engaged citizens of strong character who do not wait for others to take care of situations. They are active and thriving citizens enjoying reaching out to serve the community. Our youth and adults will benefit from exposure to these fine citizens. The AmeriCorps members will benefit from the exposure to these innovative ways of increasing quality of life for all residents and will develop leadership skills. They will see great physical changes take place and the benefit this brings to the community and its citizens.

### **EVIDENCE-BASED**

Each of the sites listed will measure the impact of their activities as stated above. The community impact will be the result of the combined efforts and the overall goal is an increased quality of life for all North Jonesboro residents. Each site is using current and relevant evidence-based and outcomes driven programs and processes for the betterment of North Jonesboro.

### **MEMBER EXPERIENCE**

NJNI strives to offer a great member experience by providing interesting and exciting training opportunities as well as opportunities for growth and development. These opportunities will develop our members as AmeriCorps members, individuals, and residents committed to community service. Monthly team meetings are a time for bringing members up to date on CNCS and ASC activities, as well as, what is going on with NJNI. Members offer feedback to site partners and their service experience. Updates on service hours and My Service Log are discussed and open Q & A sessions occur at the end of each meeting. Members will participate in at least one team building exercise during their 2013-2014 term of service. The Program Director will lead regular and reflective activities during the monthly meetings and encourage and guide members in writing stories about their experiences. Materials received from the ASC will be used for this purpose. At the end of the program year, an AmeriCorps member will be named by his/her peers the "AmeriCorps Member of the Year." A celebratory dinner will be hosted by the city for a time of learning and reflection. The "AmeriCorp

## **Narratives**

Member of the Year" will be the keynote speaker and elected officials, community stakeholders, all AmeriCorps members, and others involved will be in the audience to celebrate the success.

### OVERALL PICTURE

The North Jonesboro Neighborhood Initiative defined the need as a significant percentage of the population in the area living below the poverty level that is disengaged from the community and living in blighted neighborhoods. A very high percentage of the population also suffers from obesity and food insecurity. They want an improved quality of life. Building community through organization of neighborhood networks, linking residents with available resources, and bringing residents together to make physical improvements to the neighborhoods will improve quality of life for all North Jonesboro residents. AmeriCorps members are perfectly suited to serve with the target population because of their inherent love of service to others and the community. They are perfect role models for others seeking to learn the importance of service in building community and creating a positive life experience for everyone. The long-term outcome will be engaged citizens working together for an increased quality of life and AmeriCorps members trained in leadership and community building for their next phase in life.

### AMERICORPS MEMBER SELECTION, TRAINING, AND SUPERVISION

Recruitment of members will be initiated by the AmeriCorps Program Director immediately upon notification of grant award. Advertising in the local newspaper, The Jonesboro Sun, and the state-wide paper, The Arkansas Gazette, will publicize the availability statewide. The City of Jonesboro's website, [www.jonesboro.org](http://www.jonesboro.org), will host an appeal for service members to apply. The NJNI has a Facebook page where pictures and activities of AmeriCorps members are currently posted and will be utilized for recruitment. Service positions will be listed on Craig's List. The NJNI Ministers for a Better North Jonesboro is a group of dedicated clergy who meet monthly to ensure their congregants and neighbors are kept informed of NJNI activities. This network will also be utilized for recruitment. ASU CARE, City Youth Ministries, the City of Jonesboro Community Centers, Habitat for Humanity, the Hispanic Community Services Center, and other non-profit organizations in the neighborhood will post flyers on their bulletin boards and hand out literature to assist in recruiting. The Hispanic Services Center also sends out a weekly newsletter, as does the NJNI Community Services Coordinator, in

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which recruitment notices will be placed. ASU sends an email blast to all students. The City of Jonesboro has an on-site television station and the coordinator will arrange for an interview and include current/returning AmeriCorps Members to discuss the experiences with AmeriCorps. Current members who have been exemplary members will be encouraged to return.

For orientation purposes and continued training throughout the members' experience, the members will be exposed to regular training sessions. All members will travel to Little Rock for AmeriCorps 101 training. City Youth Ministries will donate the use of their vans and drivers to transport the 18 members and the Program Director to Little Rock for the full day of training. The local member orientation will consist of the following modules: City of Jonesboro payroll processing (for receiving their living allowance), What is the North Jonesboro Neighborhood Initiative, Who is CNCS, The Arkansas Service Commission, Review all enrollment forms, The Education Award, Grievance Procedures, Prohibited Activities, Service Hours and Projects, Resources for Members (i.e. EITC, AmeriCorps does not count as income, etc.), My Service Log (online activity), and Special Service Days and Projects. Other trainings conducted throughout the year will include Disaster Training by Red Cross, Meeting Facilitation by a Winthrop Rockefeller Foundation consultant, Community Engagement conducted by a Winthrop Rockefeller Foundation consultant, and reporting monthly outcomes conducted by the Program Director.

Day-to-day supervision of AmeriCorps Members will be provided by the site supervisors. However, the Program Director recognizes her role as overall supervisor of each member and each site supervisor. This year, the site supervisors have been strategically selected to ensure the best benefit and experience for our members, NJNI, site partners, the ASC and the CNCS. Site supervisors are: Julie Winberry of City Youth Ministries, Dr. Brad Holloway of ASU CARE, and Lt. Todd Nelson of the Jonesboro Police Department Quality of Life Unit. These site supervisors will receive the same training as the AmeriCorps Members. They will be encouraged to attend the orientation along with their members. Site supervisors are also invited to attend all trainings offered to members. Regular contact will be maintained with supervisors via a weekly email check in; monthly update on member service hours and My Service Log, and telephone calls as necessary. A minimum of 2 site visits will be scheduled to review AmeriCorps signage, discuss prohibited activities, and handle other issues that may have developed over the course of the program.

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### OUTCOME: PERFORMANCE MEASURES

The target performance measure is an improved quality of life for the underserved in North Jonesboro. Healthy Futures and Quality of Life are the two primary focus areas. This program will opt into the Healthy Futures National Performance Measure because of the high percentage of overweight youth in the area served by this program. The intent is to intervene at an early age and make a difference in their lives to prevent lifelong illnesses such as heart disease, diabetes, and other cardiovascular diseases related to obesity. By teaching nutrition and proper food preparation along with regular physical exercise, the children and teens will benefit with healthy lifestyles while preventing obesity and malnutrition. Existing and validated surveys will be used to measure nutrition knowledge and behavior of eating habits. These surveys will be completed by the participants before and after the "Cooking Matters" class implemented by the City Youth Ministries AmeriCorps members. A goal of 120 children/youth will participate in the "Cooking Matters" classes and 84 of the 120 (70%) will demonstrate an increased knowledge of nutrition and positive changes in behavior/eating habits. All 120 children/youth will participate in the physical exercise/fitness classes also offered by the AmeriCorps members. A log of all participants attending fitness and nutrition classes for one year will be maintained. These targets were determined by the data provided by City Youth Ministries and the Arkansas Hunger Relief Alliance. Quality of life will also be measured. Every citizen that participates in a services of the NJNI will complete a quality of life perception survey to measure the change of quality of life as a result of the services provided.

### PROGRAM IMPACT:

The North Jonesboro Neighborhood has had a tremendous impact on the community in the last 12 months. With assistance of the AmeriCorps Service members, the NJNI has been able to reach more citizens, recruit more volunteers, mentor at-risk youth, teach healthy nutrition and fitness to north Jonesboro residents, work alongside Habitat for Humanity volunteers to build homes for recipients, and beautify north Jonesboro. For example, NJNI has been able to recruit a total of 5 volunteers for its Cooking Matters class (a partnership with the Arkansas Hunger Relief Alliance) as a result of the assistance of an AmeriCorps member. Further, 1 AmeriCorps member now collaborates with BanCorps South to teach Financial Literacy to the residents. Eleven (11) volunteers from this

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endeavor have now agreed to work together to put together a 5-K walk/run fundraiser in October for NJNI. ASU CARE AmeriCorps members regularly visit a nursing home in north Jonesboro, provide after-school tutoring, mentoring, assist with community outreach events, serve food to those in need, and provide referral support to citizens that need additional support than that which is offered at ASU CARE. These members are becoming a part of the community and are making an impact on the main obstacles for those living in north Jonesboro - poverty, obesity, hunger, lack of services, crime, and disorder. With the assistance of these members and with their leadership in the community, NJNI is a success. Eventually, changes that are being measured now would have happened, but these changes are happening now because of AmeriCorp member leadership. Changes include an increase to services in the community, re-engaged citizens, community networking, financial literacy, healthy cooking, proper exercise and fitness, and one on one service for at-risk youth and children. The impact is tremendous.

### VOLUNTEER GENERATION

Forming new networks of residents to initiate changes they want to see take place in their neighborhoods is a primary objective of the North Jonesboro Neighborhood Initiative. By facilitating neighborhood meetings for residents and encouraging them to talk about programs and projects they would like to initiate, the AmeriCorps members will impact the community by recruiting and building volunteer networks. Being role models of engaged citizens, AmeriCorps members will stay with the networks and manage volunteers while they pursue their ideas and dreams for the community. To increase resident participation in improving the beauty of the neighborhoods, AmeriCorps members will recruit local volunteers to participate in beautification projects. Special events and projects will be planned where volunteers will come together to work on the projects and AmeriCorps members will manage these projects. Volunteers will be recruited through collaboration with area organizations. The Ministers for a Better North Jonesboro will give members the opportunity to speak at church meetings about upcoming projects. City Youth Ministries will give members the opportunity to meet parents of the children as they are dropped off or picked up. Members will engage parents and enlist their services to volunteer. ASU-CARE offers similar opportunities to meet residents who live in the neighborhood. By managing and planning the projects, AmeriCorps members can ensure that activities are not planned that do not adhere to the prohibited activities list.

### Organizational Capability

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### ORGANIZATIONAL CAPABILITY

The City of Jonesboro is the 5th largest city in population and the 2nd largest in land mass in Arkansas. Lead by Mayor Harold Perrin, the city is experiencing steady growth of 2.5% annually. The city currently manages \$22 million in federal, state, and private grant funding. For the North Jonesboro Neighborhood Initiative, the city has secured a 2 year grant for \$100,000 from the Winthrop Rockefeller Foundation. It has also allocated \$37,500 from the CDBG FY 2013 Action Plan. The Hunger Relief Alliance granted \$1,600 to the city for NJNI. In-kind resources are secured from City Youth Ministries, Arkansas State University, and community stakeholders invested in the community.

### ORGANIZATIONAL BACKGROUND AND STAFFING

The City of Jonesboro has a FY 2013 budget of \$63,594,953 and 498 current full time employees. The City of Jonesboro strives toward excellence in community service, quality of life, economic development, and citizen engagement. The percentage of the AmeriCorps budget as compared to the entire City of Jonesboro budget is less than 1% (n=.001673). The AmeriCorps program fits into the overall goals of the city in every area of focus. The staff has a strong history of managing projects of this kind through its Grants and Community Development Department. The primary contact is Heather Clements, Grants and Community Development Department Administrator, (870)336.7229- hclements@jonesboro.org. The secondary contact is Emma Agnew, NJNI Community Services Coordinator, (870)336.7210 - eagnew@jonesboro.org. Staff member, Brenda Hall, Finance Manager, (870) 336.7104 - bhall@jonesboro.org.

Heather Clements currently manages the \$22 million in federal, state and private grant funding, including CDBG, DOJ, COPS, AHTD, AEDC, EDA, DRA and many more agencies. Ms. Clements has a Bachelors Degree in Psychology and a Masters Degree in Public Administration from the University of Memphis. She has worked for the City of Jonesboro for the past four years and oversees and directs all aspects of the North Jonesboro Neighborhood Initiative and the AmeriCorps Program, including the approval of all expenditures, reimbursement requests, and reporting. She spends more than 5% of her time on AmeriCorps activities; however, the Grants Department is only using this percentage as in-kind match. Ms. Agnew has a Bachelors of Science in Management and Marketing from Union

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University. Before coming to work as the CDBG Coordinator for the City of Jonesboro, she served as program manager of Beacons and Bridges, a non-profit in Jonesboro. She became the NJNI Community Services Coordinator in 2012. Ms. Agnew coordinates all activities of the North Jonesboro Neighborhood Initiative and the AmeriCorps Program. Brenda Hall manages the grants department financials including expenditures, reimbursement requests, reconciliations of accounts, and financial reporting. She posts detailed entries to accounting records and handles routine transactions. She ensures monies from grantors are accurately recorded, and updates and reconciles spreadsheets to general ledger. She spends more than 5% of her time on AmeriCorps' finances; however, the Grants Department is only using this percentage as in-kind match. Lt. Todd Nelson is the administrator over all of the Quality of Life Unit for Jonesboro Police Department. This unit consists of 4 code enforcement officers and 1 crime free housing officer. This unit's primary focus is to restore order, beauty, communication, and trust in high poverty areas of Jonesboro, starting with North Jonesboro. The unit is located in North Jonesboro at Parker Park Community Center. Lt. Nelson will spend more than 5% of his time on the AmeriCorps projects; however, the Grants Department is only using this 5% as in-kind match.

### SUSTAINABILITY

This program has been initiated with the technical assistance of the Winthrop Rockefeller Foundation and they continue their support through grant funding and technical support. The City of Jonesboro has made a commitment to support its growth. Other stakeholders include Arkansas State University, City Youth Ministries, and Habitat for Humanity. This Initiative is centered increasing the quality of life for all residents in the North Jonesboro Community, along with using this model for the entire City of Jonesboro. It is anticipated that by 2013 year end, the NJNI will be ready to move forward as a separate entity as a non-profit 501 (c) (3), or as some form of established governance. At that time, residents will be engaged and community volunteers will be the driving force.

### COMLIANCE AND ACCOUNTABILITY

\$106,400 was awarded to the City of Jonesboro for 2012-2013. Sixteen half-time slots were awarded. A few of these half-time slots have since been converted to quarter time and minimum time slots to accommodate the needs of the sites more appropriately. Three (3) of the converted slots are 450 hour

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slots to go to City Youth Ministries, and three (3) of the converted slots are 300 hour slots, two (2) to City Youth Ministries and one (1) to Habitat for Humanity. Therefore, all slots have been filled; however, one (1) half-time AmeriCorps Member left. The number of members who have left without an education award is one.

Each member and site supervisor will be thoroughly trained on 'Prohibited Activities' during the orientation. The Program Director will also provide a refresher on prohibited activities throughout the year (i.e. true/false, multiple choice activities) during team meetings and during visits with site partners. Unannounced site visits will be made periodically to check for non-compliance issues by the Program Director. When dealing with non-compliance issues, members will be terminated from the AmeriCorps Program and their living allowance immediately stopped. If a site supervisor is found to be non-compliant with prohibited activities, AmeriCorps members will be removed from that site. Working with the ASC, we will make every attempt to rectify the situation before taking this drastic step.

### ENROLLMENT AND RETENTION

Enrollment: At the time of this proposal (June 10, 2013), 100% of awarded slots have been filled with only one AmeriCorps Member leaving prematurely. The lessons in recruiting learned this past year, in addition to the fact that more time will be available through advance notice of the award, will improve recruiting efforts significantly. In-depth interviews with the candidate's will be performed and their interest in serving their community measured before selection.

Retention: The one member who left without an education award did so to pursue entrepreneurial endeavors.

One important lesson learned during this current year was to "follow my instinct." Candidates who come on board because they need a 'job' do not make good AmeriCorps Members. While the potential AmeriCorps member may say they understand this is not a job and agree to the living allowance, the lesson learned has been that they tend to be lacking in the service area.

### OPERATING SITES AND MEMBER SERVICE SITES

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Three operating sites will be utilized -- City Youth Ministries, ASU-Care, and Quality of Life Unit. These three (3) sites were selected because their mission supports the mission of the North Jonesboro Neighborhood Initiative. All three sites are very stable entities. City Youth Ministries is a local non-profit serving at-risk youth. They have a proven record of providing innovative programs for underserved youth in Jonesboro. Their daily attendance of 120 children confirms they are operating a stable, unique program. ASU-CARE is supported by Arkansas State University. The social work department is a highly esteemed program in the state of Arkansas. ASU is very invested in the community, and contributes facilities and leadership to many non-profit programs. The Quality of Life Unit is supported through the City of Jonesboro Police Department. The Lieutenant operating the program has years of experience leading community programs. This new, innovative approach to improving the lives of the disadvantaged in the area is a credit to the entire community.

### Cost Effectiveness and Budget Adequacy

#### COST EFFECTIVENESS:

This program has requested less than \$13,300 allowed per MSY. The living allowance for each half-time member is \$6,000. The City of Jonesboro will make cash contributions of \$5,768 to pay part of the FICA and Workers Comp. The City will also donate transportation for the Program Director to attend ASC quarterly meetings in Little Rock. City Youth Ministries will donate the use of vans and drivers to provide transportation to Little Rock for members' orientation. Leaders in the community will donate their time and expertise to provide orientations and regular trainings for members. Liberty Bank of Jonesboro will donate the use of their conference room with refreshments for CNCS trainings in Jonesboro. Our program's activities and outcomes will be made possible from funds allocated through the City of Jonesboro's budget, the AmeriCorps budget, the Winthrop Rockefeller Foundation grant, the FY 2013 CDBG Action Plan, and the Arkansas Hunger Relief Alliance.

### Evaluation Summary or Plan

#### EVALUATION PLAN

The 12 member NJNI Advisory Board will serve as an internal evaluation team for the AmeriCorps Program. Data collection will be the responsibility of the NJNI Community Services Coordinator. The NJNI Community Services Coordinator will be responsible for the written evaluation at year end. Data is currently being collected and maintained in a database. Data sets include number of meetings, number of participants, funds raised, in-kind support raised, number of networks established, and

## Narratives

number of residents reached. The Program Director is also conducting monthly community meetings with the residents and implementing a 10-question survey to capture "citizen perception of quality of life" at each meeting. Over time, there should be a measureable increase in this score from residents and non-residents. This second year will prove to be instrumental in data analysis once a year of data is collected. Further, outcomes will be established so the effect of "residents reached" and "number of participants" can be measured. For example, the first NJNI Community Fair had 500 residents in attendance. At the next community health and services fair, data will be collected to follow up with last year's attendees on the services they were connected to last year and how that has impacted their quality of life, if at all. This data will be collected in all aspects of the NJNI, such as, the nutrition, cooking, and fitness classes. Data analysis will be compiled in an annual report for the NJNI and distributed to all funders, stake holders, networks, and residents.

### OUTCOME AND IMPACT QUESTIONS FOR EVALUATION

1. Were low-income residents connected with needed services through the ASU-CARE program?
2. Did the Healthy Futures program improve the overall health and wellness of the target population? How many students lowered their BMI scores? How many students participated in the Cooking Matters for Kids program?
5. How many new networks were developed and volunteers recruited? Goal is 5.
6. Did the AmeriCorps members perceive a valuable experience?

### OUTCOME MEASUREMENT

Question 1. Number of residents linked with services Method: Logs kept at ASU-Care

Question 2. Number of participants in Healthy Futures Program?

Method: Logs kept at City Youth Ministries

Question 3. Number of home beautification projects? Method: Logs kept by Quality of Life Unit

Question 4. Positive feedback Method: Member surveys

Question 7. Number of volunteers participating Method: Data base of volunteers

### Amendment Justification

N/A

## Narratives

### Clarification Summary

N/A

### Continuation Changes

N/A

## Performance Measures

### Grant Characteristics

- AmeriCorps Member Population - Communities of Color
- AmeriCorps Member Population - Low -income Individuals
- AmeriCorps Member Population - Native Americans
- AmeriCorps Member Population - New Americans
- AmeriCorps Member Population - Older Americans
- AmeriCorps Member Population - People with Disabilities
- AmeriCorps Member Population - Rural Residents
- AmeriCorps Member Population - Veterans, Active Military, or their Families
- AmeriCorps Member Population - economically disadvantaged young adults/opportunity youth
- AmeriCorps Member Population - None of the above
- Geographic Focus - Rural
- Geographic Focus - Urban
- Encore Program
- Community Based Organizations
- Faith Based Organizations
- Governor/Mayor Initiative
- SIG/Priority School

### Focus Areas

- Capacity Building  
*Selected for National Measure*

### Focus Areas

- Education  
*Selected for National Measure*

### Focus Areas

- Healthy Futures  
*Selected for National Measure*

### Focus Areas

- Environmental Stewardship  
*Selected for National Measure*

### Focus Areas

- Veterans and Military Families  
*Selected for National Measure*

### Focus Areas

- Economic Opportunity  
*Selected for National Measure*

### Focus Areas

- Other  
*Selected for National Measure*

### Focus Areas

- Disaster Services  
*Selected for National Measure*

Grand Total of all MSYs entered for all Focus Areas 7.53

## Performance Measures

### Service Categories

Obesity Prevention and Nutrition Education

Primary

Secondary

None of the Above/Other

Primary

Secondary

### Quality of Life

**Focus Area:** Other

**Service Category:** None of the Above/Other

**Measure Category:** Not Applicable

### Strategy to Achieve Results

**Briefly describe how you will achieve this result (Max 4,000 chars.)**

Citizens will receive direct services in the areas of financial literacy, computer classes, resume writing, interview skills, budgeting, job application completion, and will be engaged through neighborhood networks.

### Results

**Result: Output**

A minimum of 100 north Jonesboro residents will be engaged or receive a direct service by AmeriCorps members via the NJNI during the program year.

Indicator: Number of north Jonesboro residents engaged/receiving services

Target: North Jonesboro residents

Target Value: 100

Instruments: Contact/Information cards will be completed for every citizen engaged and/or provided a service

PM Statement: A minimum of 100 north Jonesboro residents will be engaged or receive direct services.

Prev. Yrs. Data:

**Result: Intermediate Outcome**

Fifty (50) of the one hundred (100) [so 50%] of the residents that are engaged or receive services will report an increased quality of life.

Indicator: Quality of Life

Target: North Jonesboro residents being actively engaged or receiving direct services from AmeriCorps members

Target Value: 50

Instruments: Surveys measuring the perception of the quality of life will be completed after every engagement/delivery of service

PM Statement: Fifty (50) of the one hundred (100) engaged residents or residents receiving direct services will report an increased quality of life via a survey that will be completed directly following the engagement or delivery of service.

Prev. Yrs. Data:

## National Performance Measures

### Focus Area: Healthy Futures

**Performance Measure Title:** Measure H6: Number of children and youth receiving nutrition education with the purpose of reducing childhood obesity.

**Service Category:**

### Strategy to Achieve Results

Briefly describe how you will achieve this result (Max 4,000 chars.)

The North Jonesboro Neighborhood Initiative will provide nutrition education to students ages 6 - 17 at City Youth Ministries, an after school and summer program for at-risk children. The 6-week courses of 15 students each will be held quarterly. A total of 60 students will attend. The curriculum to be used is COOKING MATTERS FOR KIDS, a program of "Share Our Strength's Cooking Matters," sponsored by ConAgra Foods and Walmart. Section Titles of the course include: Week One: You're the Chef, Week Two: Colorful Fruits and Vegetables, Week Three: Whole Grain Goodness, Week Four: Smart Snackers, Week Five: Super Shoppers, Week Six: Kitchen Heroes. In this class students will learn how to cook from a real chef and enjoy tasty food they can prepare themselves. Points of interest include: "Be open to trying new things", "Be respectful," "Be safe," and "Practice cooking and making healthy choices at home." The lessons learned in the nutrition classes will be reinforced through activities offered during regular daily activities. AmeriCorps members will "practice" with the students to develop their interest in healthy eating. This series of classes will be an added component of the existing physical fitness classes. Combined, the results will be healthier children with lowered BMI scores prepared to make intelligent decisions for a life-long healthy lifestyle.

### Result: Intermediate Outcome

Result.

12/60 children/youth will have lowered BMI scores at the end of their afterschool nutrition education class.

Indicator: Lowered BMI scores

Target :At risk youth and/or children

Target Value: 12

Instruments: Pre/Post Questionnaires  
BMI Measurements

PM Statement: 12 of 60 children/youth that participate in the afterschool nutrition education classes at City Youth Ministries will have lowered BMI scores; pre/post questionnaires and BMI measurements will be used to determine results.

### Result: Output

Result.

60 children will participate in after school nutrition education classes at City Youth Ministries.

Indicator: H6: Youth receiving nutrition education.

Target :At risk youth and children.

Target Value: 60

Instruments: Attendance log in sheets

## National Performance Measures

Result.

PM Statement: 60 at risk children and youth will participate in after school nutrition education classes at City Youth Ministries and attendance log in sheets will be used to measure.

## Required Documents

**Document Name**

**Status**

Evaluation

Not Applicable

Labor Union Concurrence

Not Applicable