

EXECUTIVE SUMMARY

PROGRAM BACKGROUND¹

In November 2020, Dallas County voters approved a \$3.7 billion bond program for investing in new and renovated facilities across the Dallas Independent School District (ISD). Using a portion of this funding, the Dallas ISD's Racial Equity Office (REO) developed Student and Family Resource Centers (Resource Centers) in four communities that the Dallas ISD and other governmental institutions have historically and systematically oppressed (e.g., segregation and redlining). This included Lincoln, Roosevelt, Spruce, and Pinkston feeder patterns.

PROGRAM DESCRIPTION

The mission of the Resource Centers is to help students thrive academically, socially, and emotionally by supporting them and their families through strategic partnerships. To determine the unique needs of families in each feeder pattern, the REO conducted interviews, focus groups, surveys, and convened advisory committees. Based on feedback from these activities, each Resource Center is designed to provide a variety of services and programs to improve student outcomes, such as:

- access to healthy food
- job training
- safe streets and public spaces
- access to mental health and wellness²

These services and programs are provided by partnering with organizations that can meet the needs of students and families in each community. The first location was Resource Center South (Lincoln feeder pattern), which began operation in February 2024. Resource Center West (Pinkston feeder pattern) will open in January 2025, while the remaining Resource Centers for the Roosevelt and Spruce feeder patterns will open in Fall 2025.

Budget

The Resource Center program had a total budget of \$171,085 in 2023-24.³

PROGRAM GOALS

The Resource Center program aimed to achieve the following outcome goals for the 2023-24 school year⁴:

1. By June 2024, 200 families will receive one or more services.
2. By June 2024, 200 students will receive one or more services.
3. By June 2024, 10% of families with African American (AA) or Emergent Bilingual (EB) students in the Lincoln feeder pattern will receive services.⁵
4. By June 2024, 10% of AA or EB students in the Lincoln feeder pattern will receive services.⁵
5. 10% of AA and EB students' legal guardians in the Lincoln feeder will shop twice at the grocery store between January and June 2024.⁵
6. Families and students who access programming in the Resource Center will report an 85% satisfaction rate with their experience

PURPOSE AND METHODOLOGY

The purpose of this evaluation was to examine (a) program implementation and (b) stakeholders' perception about Resource Centers. The evaluation report also includes actionable recommendations based on reported data.

EVALUATION QUESTIONS/OUTCOMES

How was the Resource Center program implemented in 2023-24?

Program Implementation

- In 2023-24, Dallas ISD partnered with Education Resource Services (ERS) to aid in the development of the resource centers. ERS facilitated tasks such as developing the criteria for partners and building the registration portal and dashboard.
- Beginning in Fall 2023, Resource Center program managers began meeting bi-weekly with ERS staff members to prepare for the opening of the Lincoln Resource Center in February 2024.

¹ This section was adapted from the Executive Summary of the "Equity in Bond Planning" by the Dallas ISD Racial Equity Office.

² Information provided by program management, 10/25/23.

³ Funds came from the district's general operating fund.

⁴ Information obtained from documentation provided by program management, 10/27/23.

⁵ In 2023-24, Resource Center program staff members identified 2,130 AA or EB students enrolled in the Lincoln Feeder pattern.

- Topics discussed at meetings included: partnership criteria metrics, budget and staffing, progress updates on the registration portal and Satisfaction Survey, and preparations for the Resource Center South opening.
- In February 2024, Resource Center South began operation by holding a grand opening event where families could register to begin receiving services.
- In 2023-24, services were provided by six partners: Brother Bill's, North Texas Food Bank, CCD counseling, Common Threads, Children's health, and internal district departments (e.g., Reading, STEM, and Early Learning departments).
- Services provided by partners at Resource Center South included:
 - a grocery store and nutrition and cooking classes,
 - Children's Health Insurance Program enrollment,
 - parenting workshops,
 - counseling services,
 - student activities,
 - sports and recreation activities, and
 - ESL classes and computer classes.
- Parents/guardians registered themselves and their students to receive services via the online portal. Upon leaving the facility, both students and parents/guardians were encouraged to complete a Satisfaction Survey via paper, QR code, or by using computers housed at the center. Attendees provided feedback based on all services they received during their visit.

Early Challenges

- When Resource Center South opened, program staff members faced several early challenges regarding (a) security, (b) registration, (c) tracking attendance, (d) collecting feedback, and (e) marketing.⁶
- Regarding security, program staff members did not initially have access to surveillance cameras, and they needed additional staff at the front door for security.
 - To address this, program staff members received access to surveillance cameras, and additional security staff were hired.
- Regarding registration, the biggest challenge that program staff members faced was parents/guardians not knowing their student's ID number or date of birth. As a result, staff members had to manually find student ID numbers and register them, which was labor intensive and required additional time. Some parents/guardians also required extra support using the online registration portal.

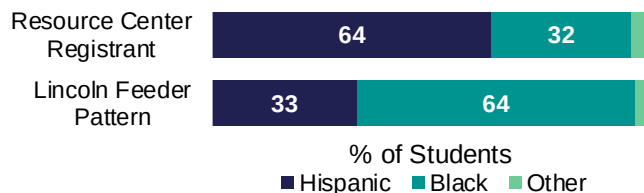
- To aid with these challenges, program staff members updated the online portal in April 2024 to improve the registration process.
- Regarding attendance, students, parents, and guardians did not always attend events after registration. Because attendance was also recorded on paper, program staff members had to manually link guardian attendees with their students in the online portal, which was time intensive and difficult to track.
 - To address this, the registration portal was updated in April 2024 to allow attendees to check-in when they arrived at the center.
- Program staff members also encountered difficulties with getting attendees to complete the Satisfaction Survey, which limited the amount of feedback they collected from students and parents/guardians.
 - In March 2024, the survey was streamlined so that attendees could provide feedback about all services they received at once, rather than taking the survey multiple times. In addition, a paper version of the survey was made available in April 2024, which increased the response rate.
- Lastly, program staff members faced challenges with marketing Resource Center South to Dallas ISD students who resided in the Lincoln feeder pattern but did not attend a feeder school. For example, families in the Lincoln feeder pattern whose students attended Transformation or Magnet schools were not necessarily aware about the services offered at the resource center, which impacted the attendance goals for the Lincoln feeder pattern.
 - To share information about the services offered at Resource Center South, program staff members sent approximately 500 postcards in Summer 2024 to these Dallas ISD students and started exploring other advertising options to more effectively reach students in the Lincoln feeder pattern.

Resource Center Registrants

- As shown in Figure 1, Resource Center registrants were more likely to be Hispanic (64%), which was higher than the Lincoln feeder pattern overall (33%).
- Registrants were also more likely to be Emergent Bilingual students (55%), which was higher than the Lincoln feeder pattern overall (26%).

⁶ Information obtained from bi-weekly meetings with program managers.

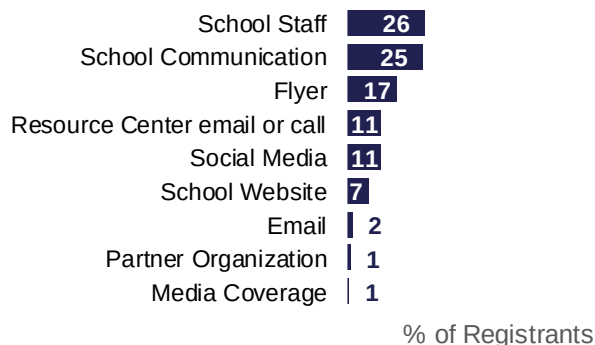
Figure 1: Resource Center Registrants Compared to Lincoln Feeder Pattern by Race



Attendance

- By June 2024, 349 families received one or more services, which met the goal of 200 families.
- By June 2024, 236 students received one or more services, which met the goal of 200 students.
- By June 2024, seven percent of families with AA or EB students in the Lincoln feeder pattern received services, which did not meet the goal of 10 percent.
- By June 2024, five percent of AA or EB students in the Lincoln feeder pattern received services, which did not meet the goal of 10 percent of students.
- By June 2024, three percent of families with AA or EB students in the Lincoln feeder pattern attended the grocery store at least twice, which did not meet the goal of 10 percent.
- When asked how they heard about the Resource Center South (Figure 2), families most often reported hearing about the program from school staff (26%), school communications (25%), and flyers (17%).

Figure 2: Rate of Families Who Heard About the Resource Centers from Each Outreach Method



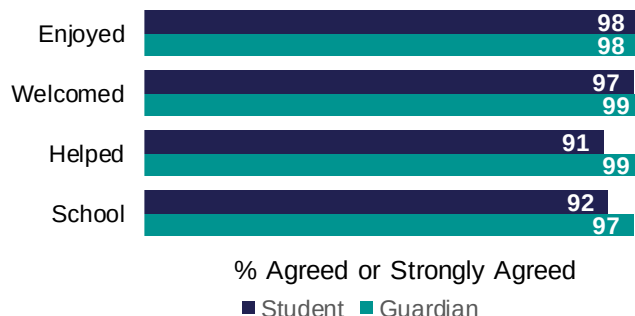
What were the perceptions of students and parents/guardians who visited the Lincoln Resource Center in 2023-24?

The Resource Center Satisfaction Survey included five items that assessed students' and parents'/guardians' overall satisfaction with services they received when visiting Resource Center South. A total of 283 individuals completed at least part of the Satisfaction Survey (112 parents/guardians and 171 students).⁷

Student and Parent/Guardian Satisfaction

- Overall, almost all students and parents/guardians reported high levels of satisfaction with Resource Center South (Figure 3).
- Ninety-eight percent of student and parent/guardian respondents agreed or strongly agreed that they enjoyed their experience at the Resource Center, which met the goal of 85%.
- Between 91 percent and 99 percent of student and parent/guardian respondents agreed that (a) they felt welcome when they arrived at the Resource Center, (b) activities provided by the Resource Center helped them with what they needed, and (c) services provided will help the student do better in school (e.g., improve grades, attendance, or behavior).

Figure 3: 2023-24 Student and Parent/Guardian Agreement Rates on Resource Center Satisfaction Survey Items



Note: Enjoyed = "Overall, I enjoyed my experience at the Resource Center." Welcomed = "I felt welcomed at the Resource Center when I arrived." Helped = "The activities at the Resource Center helped me/my family with what I needed today." School = "The activities at the Resource Center will help me/my child do better in school."

Source: Resource Center Satisfaction data, 07/15/24.

Net Promoter Score

- Most student respondents reported they believed their friends would like the Resource Center (Average score: 9.1 out of 10 stars; Net Promoter Score⁸: 71; n = 167).

⁷ Responses were collected from 1/26/24 to 07/15/24. Because not all registered attendees completed the Satisfaction Survey, results should be interpreted with caution.

⁸ A net promoter score measures how likely people will recommend company, product, or service to others. The score can range from -100 to 100. Higher scores indicate that respondents were more likely to recommend the company, product, or service to others.

- Most parents/guardian respondents also reported that they would recommend the Resource Center to another family (Average score: 9.6 of 10 stars; Net promoter score: 88; $n = 91$).

Open-ended Responses

- Seventy-one parents/guardians (63% of respondents) provided a reason for the Net Promoter Score (0 to 10 stars) they gave the Resource Center.
- Forty-one percent reported that their Net Promoter Score was based on the high quality of services they received, and 31 percent rated the customer service that they received as positive.
 - *I liked the services that [were] provided, and [they] treated us very well. [Parent/Guardian]*
 - *I believe that the service was excellent. Employees were very kind. [Parent/Guardian]*
- In addition, 21 percent reported that their score was based on their overall positive experiences, and 10 percent reported that they felt their families were supported.
 - *In general, everything is excellent. [Parent/Guardian]*
 - *I really felt welcomed, and this will help my family out a lot with me being a single mother and the only one working. [Parent/Guardian]*
- Lastly, 62 parents/guardians (55% of respondents) provided feedback about what other services they would like to see offered at the Resource Center.
 - Parents/guardians most often reported that they did not have any suggestions for additional services or were satisfied with the current services (48%), followed by more job trainings (16%) and continuing to offer classes in English (11%).

RECOMMENDATIONS

Use the early challenges that program staff members successfully overcame at Resource Center South to improve the launch of future locations. In Spring 2024, the program staff members at Resource Center South faced

several challenges regarding (a) security, (b) registering families, (c) tracking attendance, (d) collecting feedback, and (e) marketing. To address these challenges, program staff members improved security, launched a more user-friendly registration portal, improved the check-in process, increased responses on Satisfaction Survey, and started contacting students who resided in the Lincoln feeder pattern but did not attend a feeder school. The lessons learned from these experiences should be used to improve the launch of future resource centers in January 2025 and Fall 2025.

Continue efforts to promote resource centers to AA and EB students and families in targeted feeder patterns. In Spring 2024, families most often heard about services offered at Resource Center South from school staff, school communication, and flyers. While Resource Center South did not meet its goal regarding the rate of AA and EB students and families at Lincoln who received services, it did meet the goal of serving at least 200 families and at least 200 students in Spring 2024. This indicated that students and families outside the Lincoln feeder pattern were also utilizing the services at Resource Center South. Improving outreach efforts for families of AA and EB students in each feeder pattern will allow future resource centers to more effectively meet the needs of these priority groups.

Continue efforts to increase the response rate on the Resource Center Satisfaction Survey. While not all attendees completed the satisfaction survey, the results indicated that almost all respondents (a) reported high levels of satisfaction with the services offered at the Resource Center South and (b) would recommend the resource center to others. Increasing the response rate will allow program staff members to evaluate the services offered at current and future resource centers more effectively.

Continue efforts to identify services that meet the needs of students and families in each feeder pattern. While over half of survey respondents did not have suggestions for additional services, some identified job training and English classes as important services that meet their needs. As additional resources centers open in January 2025 and Fall 2025, program staff should continue gathering community feedback to allocate resources effectively for future services.

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