

# YAMC

April 2014

## ***EAST PALO ALTO'S YOUTH ARTS AND MUSIC CENTER***

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*Gaining momentum since 2010*

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This gathering of documents represents the collective work of many dedicated individuals working in youth-adult partnership alongside artists, educators, and activists around an idea for shared creative space that has become the East Palo Alto Youth Arts and Music Center.



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## Vision, Mission & Goals

The vision mission and goals of the Youth Arts and Music Center evolved from several rounds of research and collective discussion.



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## History

The Youth Arts and Music Center moves one step closer to reality with each collective effort. These accomplishments as well as a timeline (snapshot) feature the major achievements to date.



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## Key Findings

Research over three years provided key findings which led to the current spacial structure and design vision for the Youth Arts and Music Center.



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## Organizational Structure

The structure of the Youth Arts and Music Center is based upon feedback and findings that informed the current roles and responsibilities.



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## YAMC Team and Partners

Meet the team of individuals, organizations, and the Foundation behind our efforts. See the web of partners assembled and find contact information to get involved.

# YAMC

## Notable Items

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Snapshot of major events and activities that have defined the trajectory of the YAMC.

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### Logic Model

The program thinking logic model (working draft).

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Snapshot of the proposed program areas and commensurate space and activity areas proposed.

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### Organizational Chart

YAMC has developed a novel and innovative organizational structure

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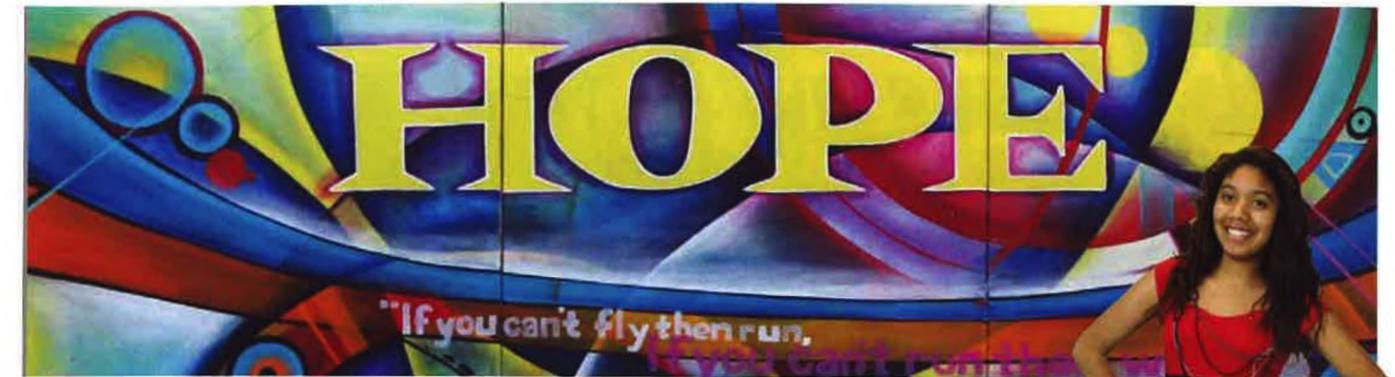
### Site Visits

Seeing great work and visiting each site has informed the Center's design. Check out the list of sites visited by YAMC delegates.

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### Calendar

Keep up with the events and activities of the Youth Arts and Music Center.



Rosamia Morales (right, and below), is a talented young member of the Youth Action Team. Rosamia installed the Hope mural (above) in City Hall in 2013, and the tile mosaic (below) in the lobby of an apartment building in her neighborhood back in 2008.

## Vision

Youth and art at the heart of a healthy, peaceful, and thriving East Palo Alto.



## Mission

To ignite and enliven the mind, body and soul through art and music, build community, promote peace and healing, and support positive youth development.

## Goals

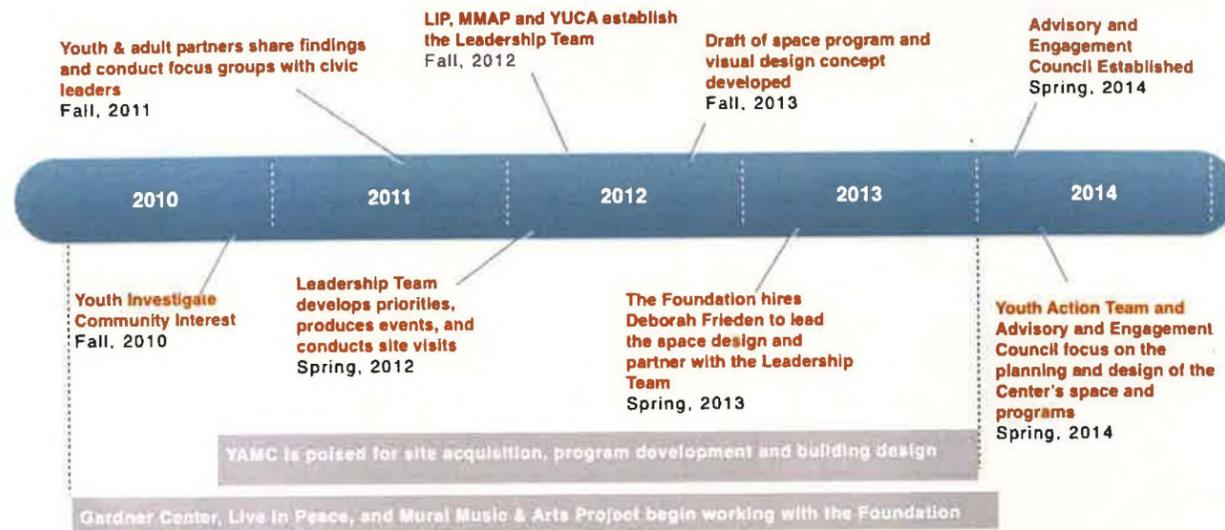
Building a sustainable, thriving Youth Arts and Music Center in EPA. Increasing leadership skills and positive outcomes among EPA youth through Center planning, programs, and leadership opportunities. Ensuring access to high quality, culturally relevant arts and music education. Strengthening EPA's creative sector to promote vibrant community life, economic development, and healing. Improving social cohesion, community pride and citizen engagement.



# YAMC

## YOUTH ARTS & MUSIC CENTER TIMELINE

# YAMC



In 2010, John and Marcia Goldman initiated a needs assessment was undertaken within the community, led by a youth team and community-based organizations. The John and Marcia Goldman Foundation (JMGF) partnered with Stanford University's John Gardner Center for Youth and Their Communities (JGC) to support the youth, train them in conducting community outreach and mentor them through the process.

The needs assessment findings demonstrate a significant need in the community as well as deep support for an arts center. The assessment found that of the 100 youth-serving organizations in East Palo Alto, 11 of them offer some art and music programming and while some art and music is offered at some schools and churches it is extremely limited. Music Mural & Arts Project (MMAP) was found to be the only year-round program focused exclusively on art and music and youth development. The findings suggest that a center would have a lasting impact in EPA. In particular, it would give the community - especially young people - something positive to work toward together.

This community outreach and needs assessment effort resulted in the formation of the Youth Action Team (YAT) which is an on-going youth leadership training and arts engagement group lead by youth and supported by the Foundation and the JGC.

In 2011, the YAT and adult partners met with over 25 political and social leaders, conducted focus groups, and met with advisors to learn more about community support and perceived benefit.

In 2012, the YAT Leadership Team was formed, composed of youth and adult representatives from three community-based organizations, moved the work forward, conducted site visits and assessed effective models, produced events and dialogues highlighting the arts, and further developed priorities for the Center.

In 2013, the YAT participated in urban planning and policy workshops along with planning numerous community based arts events. The YAT Leadership Team focused on developing program objectives for the Center, space program planning, and participated in a charette with professional

architects, landscape designers and a sustainability consultant to develop concepts for the Center.

Currently, the YAT is continuing its engagement with community members of all ages, civic leaders and arts and music educators and professionals. East Palo Alto youth - along with their adult allies - will continue to bring arts and music events and activities to the community that celebrate local talent, build awareness of arts and music opportunities, and provide fun experiences that "make cultural sound."



The investment in youth as partners, and by following the lead of community based organizations in defining the purpose, and design elements for the center has been fruitful.

The East Palo Alto Youth Arts & Music Center (YAMC) will provide youth with a gateway to artistic skill development, and will have the potential to create and sustain a broad web of relationships among parents, neighbors, schools and other community institutions to positively change the ways in which youth envision their futures. The Center will also unify and coordinate the energy of local youth community-based organizations.

YAMC aspires to develop and encourage creativity and talent through art instruction led by local artists, and by providing desirable, accessible, and diverse music and arts programming. Students will take pride in learning about their heritage through artistic expression, and will develop skills that can help with educational advancement and job readiness.

The YAMC is being designed from the community's perspective to offer a culturally relevant program that fosters a sense of pride and knowledge in all aspects of the community's art and culture. YAMC's focus will encourage mutual respect and tolerance between the various cultures and forms of art to facilitate a shared cultural identity constituted by diversity.

### Arts Program

The program for the Center will include diverse arts programming and instruction at various levels providing ladders of skill building and achievement. Arts programs will include:

- Visual Arts-Painting, Mural, Sculpture

- Performing Arts-Vocal & Instrumental Music, Dance, Spoken Word
  - Digital Arts-Photography, Filmmaking, Recording, Graphic arts
- Programs will be provided by the YAMC, and existing local arts organizations in EPA and surrounding areas. This will ensure regular active programming that serves the widest interests of the community while fostering collaboration and efficient use of resources.

### Youth Development & Counseling

The Center will provide meeting and workspaces for youth to develop portfolios and resumes, meet with mentors and counselors regarding education advancement and job advising. The Center will also seek to provide internships and job training through its programs and services.

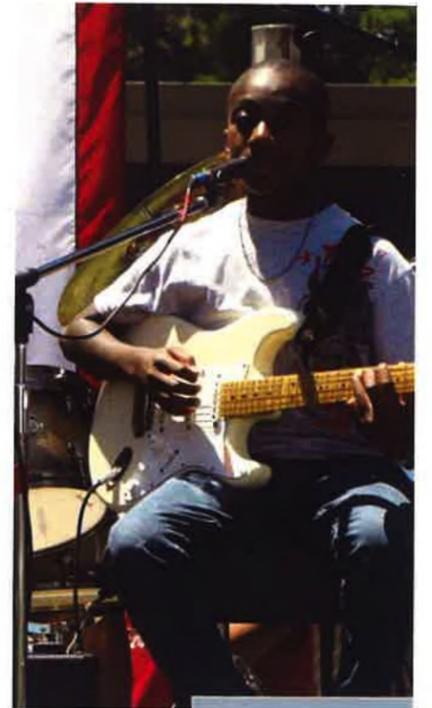
### Community Gathering

The Center will host community events and act as a gathering place for youth and their families.

### A Green Facility

The Center aspires to become the first arts center in EPA, as well as the first truly sustainable construction project in East Palo Alto. Our ambition is to employ an integrated design approach that would exceed LEED and be a true model project. The youth and progressive organizations within EPA are excited about the opportunity to use the facility as a stewardship model for the community.

# YAMC



### Project Design

YAMC hopes to become a source of civic pride through redefined inspiration from engaged youth leadership. The goal is to create a welcoming and comfortable place for youth and their families. The design of the YAMC must reflect its artistic purpose as well as the distinguished role it can serve as an iconic symbol of EPA, and vision for the future of the community. Project

### Status

The project is actively proceeding to acquire a site where locations have: public transit readily available; are considered neutral territory by community youth; and were new City Hall or int he planned new Ravenswood center to create opportunities for civic engagement.

# YAMC

**MISSION:** The East Palo Alto Youth Arts and Music Center aims to ignite and enliven the mind, body and soul through art and music, build community, promote peace and healing, and support positive youth development. (Shaped by Youth Action Team, 2012)

**Challenges:** Barriers to participation include violence, transportation, lack of financial resources, generational trauma, gentrification, fragmentation of community. Schools lack funding for arts and music instruction; programs come and go – inability to sustain and sequence instruction.

**Assets:** Diverse community with a rich, dynamic artistic and cultural history and present; community based arts organizations and artists; city and resident allies; community youth leaders; committed funder.

**Opportunity:** Coordinated and sequential arts and music for children and youth; funding, coordination, physical space and infrastructure to support arts and music access over time; dedicated safe youth space; public space for arts/performance and gathering.

**BIG GOALS:** 1) Develop and sustain a vibrant EPA Youth Arts and Music Center (EPA Center) and 2) Provide all EPA children and youth – including the most disconnected - with access to high quality, sequential, and place-based arts and music experiences, instruction and work opportunities.

## PRINCIPLES

- Provide diverse, high quality arts and music experiences and instruction
- Model the principles and best practices of youth development
- Honor the local environment – natural and built, as well as social and cultural
- Form strategic partnerships to create “ladders of opportunity” for youth as artists, students, professionals and “citizens”
- Embody organizational culture that honors full development – *social, intellectual, emotional, physical and spiritual*
- Use clear metrics of success that reflect value for youth, community and Center outcomes

## METHODS

1. Cross-disciplinary training
2. Cross-cultural training
3. Youth-adult partnership
4. Civic engagement
5. Access to diverse pathways (breadth/depth)
6. Access to safe and supportive “third space”

## ON SITE PROGRAM ACTIVITIES

- Group Classes, Workshops, Projects (all ages)
- Private Instruction (all ages)
- “Diploma Programs” (depth/advance need for ages 12-24)
- Youth Mentors/Staff (ages 16-24)
- Performance/productions (all ages)

## IN COMMUNITY ACTIVITIES (TBD)

- Installations, Performances
- After School Programs (grade range?)
- In School “Residencies”?

## CORE CONTENT AREAS

- **Visual Arts**
  - Drawing and painting
  - Mixed media (collage, print making)
  - Public arts (mural, graffiti arts, community installations)
  - “Diploma” Program (including strong Digital Arts component)
- **Digital Arts**
  - Video production
  - Film/ graphic design
  - Promotion/ marketing
- **Music**
  - (Western) and cultural-instrumental
  - Recording, writing, engineering and production
  - Performance
  - “Diploma” Program
- **Dance**
  - All forms: modern, jazz, ballet, cultural, hip hop
- **Youth Leadership**
  - Skill building, real roles
- (Safe “Third Space” with Lounge, Café, and Resources)

## LONG TERM OUTCOMES

1. **Youth:** *Imagine and create better lives for themselves, their families and their communities*
  - Learn**
    - Arts and music skills and confidence
    - Creative thinking skills
    - Leadership skills
    - Appreciation for diverse viewpoints/forms of expressions
  - Experience**
    - Sense of belonging
    - Sense of competence
    - Support and mentorship
  - Do**
    - Contribute to immediate community as active ‘citizens’
    - Pursue continuing education and career opportunities (arts and non arts)
2. **Organization:** *Sustainable, trusted, high quality community resource for youth and families.*
  - Model YD principles and practices
  - Integral resource to and for the community (hub)
3. **Community:** *Residents/ the City experience positive growth, connectivity and cultural vibrancy.*
  - Citizen engagement
  - Positive connections across racial and neighborhood lines
  - Strengthened creative sector

Draft Program Thinking

**Logic Model (draft) defines the program thinking for this stage in the Youth Arts and Music Center’s development**

Produced by Mary Hofstedt of the John W. Gardner Center at Stanford University in collaboration with the Youth Action Team, this logic model is a key instrument in guiding the YAMC’s growth.



Live in Peace’s H2O captivating the crowd

# YAMC

## Key Findings

To date, the work has resulted in findings from community based research and dialogues to support the development of a Youth Arts and Music Center in East Palo Alto.

### Benefits

Positive outlets for creative expression, self-discovery and healing for youth

A shared creative space within East Palo Alto

Opportunities for intergenerational learning, relationships and mentorship

Support for youth to give voice to their experience, and to develop their interests and talents

Several key themes from the community-based research include:

The importance of locating the center in a neutral, central spot in East Palo Alto.

The importance of integrating and collaborating with existing arts and music organizations and programming already in the community

The importance of celebrating local culture and history through the arts

The need for accessible, sequential and high quality

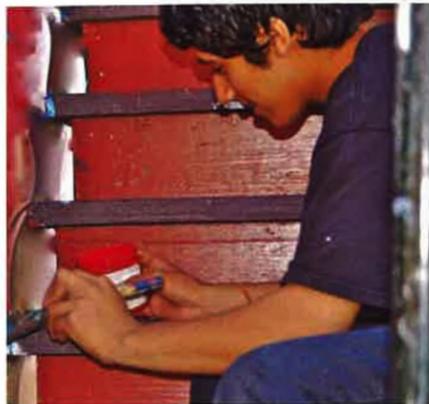
arts and music instruction in dance (all kinds), instrumental music, music production, and visual arts

The desire for events and performances for and by the community

The importance of studios, community space, and indoor/outdoor performance space

The importance of a youth development focus

The need for mentoring by professionals and emerging professionals in the arts



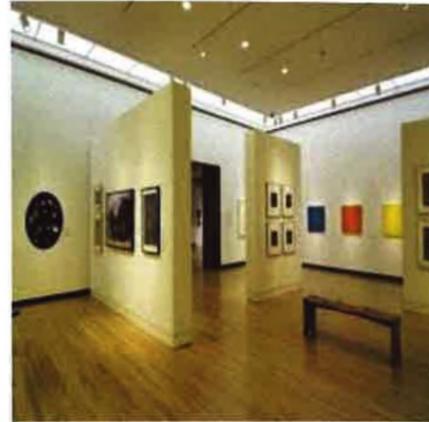
### Visual Art Program

Drawing & Painting  
Mixed media (collage, printmaking)  
Public Art (community installations)  
Advanced Courses (Diploma Program)



### Activity Areas Needed

Visual Art Studios  
Exterior Studio (Work Space)  
Gallery (Exhibition Area)  
Display Areas (Exterior, Interior)



### Exhibits

The feature area to exhibit artwork produced by the visual arts department is the Gallery which will be designed to feature various styles of artwork and rotate. The exterior of the building will also be designed to exhibit large format installations like mural art.

### Display Areas

Displaying the artwork and creativity of the Center's visual artist is an important factor being considered in design. Currently the vision includes designs that enable art displays to be installed in the Community Room, as well as the Main Performance theater and the Black Box theater. These displays like all exhibits will rotate and continue to feature the artistry and talent of the Center's youth and community artists.



### Digital Media

Digital Art  
Video Production  
Film/Graphic Design  
Promotional/Marketing



### Activity Areas Needed

Digital Arts Studio  
Production Lab  
Classrooms  
Gallery (Exhibition Area)  
Display Areas (Interior)

The space model is being developed by YAMC's talented, and incomparably experienced project consultant, Deborah Frieden.  
<http://www.deborahfrieden.com/>



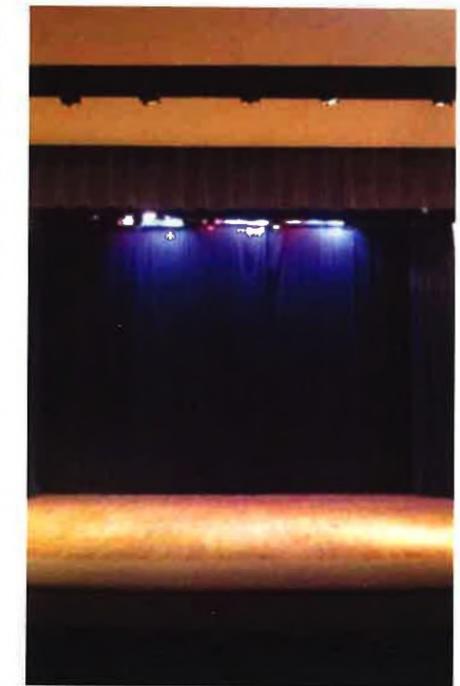
### Music Program

Instrumental (Western & Cultural)  
Recording, Engineering, Production  
Performance  
Advanced Courses (Diploma Program)



### Activity Areas Needed

Recording Studios  
Band & Individual Practice Space  
Performance Theater (Exterior/Interior)  
Classrooms



### Performance Space

The desire for the Center is to develop indoor and outdoor performance space to support the various activities and experiences the performing arts program creates.



### Dance Program

Dance Classes (Many forms of dance to include: Modern, Jazz, ballet, Cultural, Hip Hop)  
Performance



### Activity Areas Needed

Dance Studio  
Performance Theater (Exterior/Interior)  
Rehearsal Space  
Locker/Changing Area



Project Consultant  
Deborah Frieden



### Youth Development

Skill building and mentoring  
Education and career development  
Resume and portfolio development



### Activity Areas Needed

Classrooms  
Youth Center  
Conference and work areas



### Performance Space

The desire for the Center is to develop indoor and outdoor performance space to support the various activities and experiences the performing arts program creates.



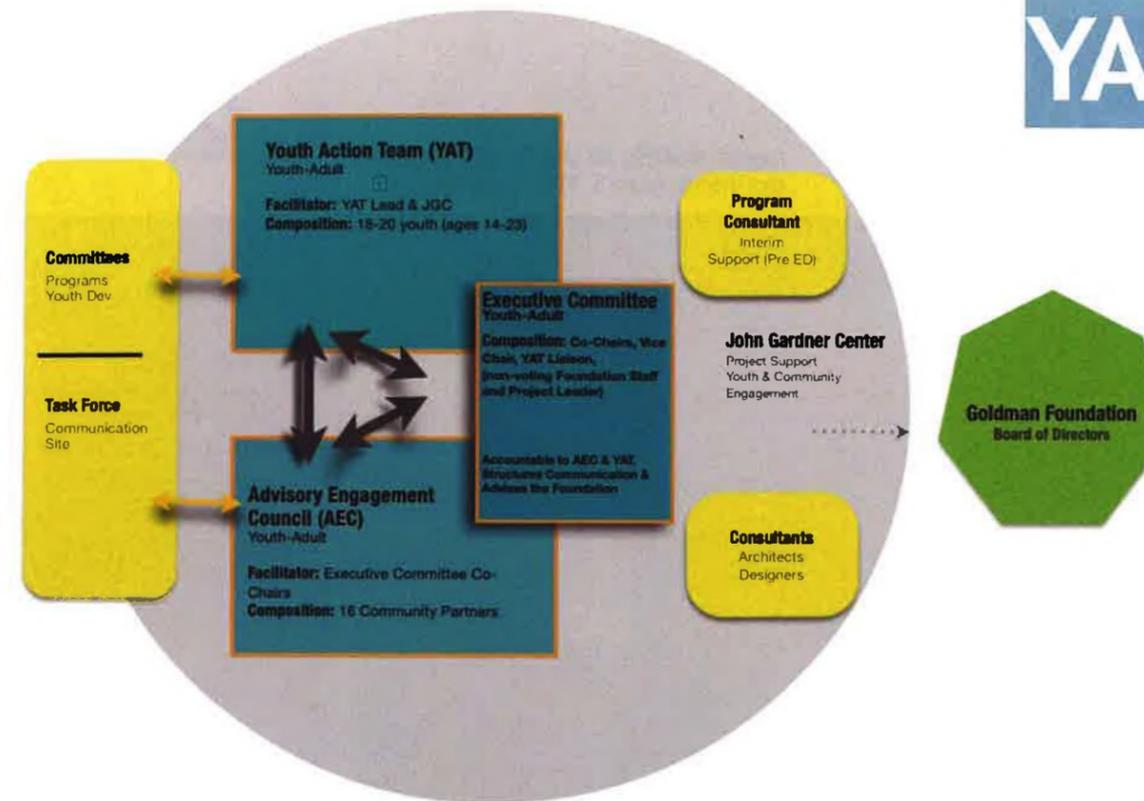
### Leadership

Community building



### Activity Areas Needed

Community Room  
Cafe and Exterior Gathering spaces



### Organizational Structure

The 2014-2015 organizational structure supports priority setting and decision making of the Foundation in site acquisition, space design, and program development for the East Palo Alto Youth Arts and Music Center.

The Youth Action Team is comprised of 20 youth, (14-23 years old), serving a 10 month term.

The Advisory and Engagement Council has 17 members, each committed for a one-year term.

The Executive Committee is comprised of 4 voting members, the elected officers from the Advisory and Engagement Council and the Youth Action Team Liaison. Each

member is committed for a one-year term.

Task Forces and Program Committees are comprised of community members and content experts and will be convened as needed.

Support for the youth-adult partnership and community engagement effort will continue through the Gardner Center, at Stanford University.

### Decision making is informed by input and advice from the AEC

JMGF's decision-making process is informed by input and advice from the AEC and it will provide funding, resource management, and advisors or consultants as it assesses each stage of the process.

This structure engages diverse community members and local arts leaders, with a resolve to promote youth voice and feature youth driven decisions and youth-adult partnerships. The structure also promotes strengthened partnerships among current arts and music providers serving East Palo Alto youth and families.

Clear roles and responsibilities clarify both the commitment and benefits for every level of participation and ensure clear communication between the groups.



## Roles

### Youth Action Team

Facilitators: Young adults (with adult ally support)  
 Members: 15-20  
 Meets: Weekly, on Tuesday from 6:30 to 8:00 PM (some weekends)  
 Commitment: 10 months September through June (optional multi-year commitment).

Purpose: Youth Development, Engagement and Leadership  
 Leadership: Develop youth leadership and bring youth leadership to the

Meets: Monthly on the 3rd Tuesday of the month from 5:00 to 6:30 PM  
 Commitment: One year term (optional renewal)  
 Purpose: Advance the mission, vision

### Youth Voice is at the core of every decision

and goals of the Arts and Music Center by advising the Foundation



creation of an Arts and Music Center, and realization of the goals.

Youth Voice: Ensure that youth voices, interests and leadership remain core to the planning and development of the Youth Arts and Music Center.

Civic Engagement: Engage in youth action research strategies and inspire community members through art activities and performances.

Deliverables:  
 Conduct community outreach efforts related to program and space design  
 Produce events and create public art campaigns

Provide recommendations to Youth Arts and Music Center site, planning, design and program

### Advisory and Engagement Council

Facilitators: Officers from the Executive Committee  
 Members: 15-17

and engaging stakeholders.

Composition: People who are invested in the mission and vision and committed to its fulfillment

East Palo Alto community representation - defined as living or working in the community as primary employment - must be at least 80%

3 members of the Youth Action Team  
 Community leaders with diverse expertise, ethnic composition and age range. Consensus builders, networkers and people who are trusted in the community and have integrity

Role: Advise the Foundation in site selection, program development and space design

Represent the Youth Arts and Music Center in the community as an ambassador for the project

Listen to and discuss recommendations of planning and program experts

Advise the Foundation on new Youth Arts and Music Center staff

Serve on at least one program committee or task force

### Executive Committee of the Advisory and Engagement Council

Facilitators: Chair or Co-Chairs  
 Members: Co-Chairs, Vice-Chair, Youth Action Team Liaison, and (non voting members) Foundation Staff, Gardner Center Staff and the Project Leader

Meets: weekly Tuesday from 5:00 to 6:30 PM

Commitment: One year term (renewal possible)

Purpose: Provide leadership to the AEC, model professional and cultural norms of the project, and serve as advocates and lead ambassadors for the project.

Demonstrated "stake" and expertise related to the project

Role: Structure process and communication for the Executive Committee, Advisory and Engagement Council, and the Youth Action Team.

Report decisions to the Foundation - vet, make recommendations, and communicate with the Foundation about key decisions with direction from the Advisory and Engagement Council and the Youth Action Team.

Recommend and provide outreach to potential AEC members and task force and committee leads.



### Partners

Shared vision for a vibrant East Palo Alto filled with the sounds of creativity draws this group together.

# Stakeholders

Individual and organizational partners continue this vital work with the youth and with the broader community and civic officials. Lead partners include representatives from the Mural Music & Arts Project, Live in Peace, John W. Gardner Center for Youth and Their Communities at Stanford University, 49ers Academy, and the East Palo Alto Library. Community advisors include City Councilor Lisa Yarborough-Gautier, and directors from One East Palo Alto, Bayshore Christian Ministries, College Track, Youth United for Community Action and Nuestra Casa.

A wide range of arts organizations in the surrounding communities have indicated an interest in supporting or programming with the Center, including the Midpeninsula Community Media Center, Palo Alto Art Center,

Community School of Music & Art in Mountain View, and Theatre Works. The Executive Directors of East Bay Center for Performing Arts and Youth Uprising have offered ongoing consultation on the project.

Importantly, youth are core to the leadership structure. A Youth Action Team (YAT) works closely with adult allies for outreach and to produce events, as well as the planning and design of the Center's space and program.

youth driven vision, goals and energy

## Site Visits

Site visits conducted 2010 - 2014 by the Youth Arts and Music Center. San Diego visits were made by a youth from EPA studying down there.



**Youth Uprising**  
Oakland, CA  
<http://youthuprising.org>

**Community School of Music and Art (CSMA)**  
Mountain View, CA  
<http://www.arts4all.org>

**Warehouse 21 Teen Arts Center**  
Santa Fe, NM  
[www.warehouse21.org](http://www.warehouse21.org)

**Destiny Arts**  
Emeryville, CA  
<http://www.destinyarts.org/>

**East Bay Center for the Performing Arts**  
Richmond, CA  
<http://www.eastbaycenter.org/>

April - June

2014

## Calendar

4/22

### Youth Action Team Meeting



7:00 - 9:00 PM  
Weekly meeting of the Youth Action Team (YAT) at Live in Peace.

### Advisory and Engagement Committee Inaugural Event

5:00 - 7:00 PM Dinner Meeting for Advisory and Engagement Committee Members at Orrick's Menlo Park offices (1,000 Marsh Road).

### Youth Action Team Meeting Schedule

YAT meets Tuesday, 7:00 - 9:00 PM at Live in Peace. Upcoming dates:

April 29th

May 6th, 13th, 20th, and 27th

June 3rd, 10th, 17th and 24th

Contact: Isaiah Phillips 650-521-7620



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### Block the Bells

A Youth Ideated, Planned, and implemented, Community-Building and Arts-Oriented Block Party featuring Music and Art with a special performance by Rafa! Taking place at Live in Peace - 300 Block of Bell Street (between Lincoln and Dumbarton) - 2:00 PM to 6:30 PM

### Advisory and Engagement Committee Meeting Schedule

AEC meets the third Tuesday of the month, 5:00 - 7:00 PM at various locations. Upcoming dates:

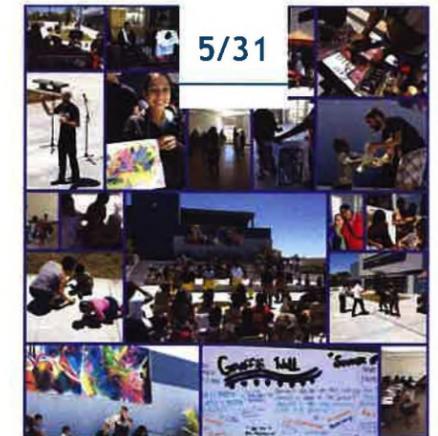
April 22nd (location: Orrick)

May 20th, (location: TBA)

June 17th, (location: TBA)

Contact: John Colleton 415-871-83331

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### Arts & Music Fest

1:00 - 4:00 PM Come celebrate the YAMC's third annual festival to celebrate the arts and culture of our community. Workshops, activities, live musical and dance performances. Taking place at the



# East Palo Alto Youth Arts and Music Center

## Advisory and Engagement Council

Rolando Zeledon, Executive Director, Bayshore Christian Ministries

Andres Connell, Executive Director Nuestra Casa

Annie Loya, Executive Director, YUCA

Alicia Fitzhugh, Music Teacher

Annie Folger, Executive Director, Midpeninsula Community Media Center

Jeff Feinman, Vice President of Clubhouses and High School Programs, BGCP

Muisi Kongo, Dancer

Julie Brown

Vanessa Baragan, Artista

Justin Phipps, Director of Arts and Music, Live in Peace

Olatunde Sobomehin, Founder, Eface

## Youth Action Team

Yvonne Hammel

Marina Tuifua

## Executive Committee, Advisory and Engagement Council

Isaiah Phillip\*, Lead Coordinator, Youth Action Team

Sonya Clark Herrera\*, Executive Director, Mural Music & Arts Project

Heather Starnes\*, Executive Director, Live in Peace

John Colleton\*, Media Director, 49ers Academy

Mary Hofstedt, Project Support and Facilitation, Youth & Community Engagement

Tara Wilson, Program Officer, John & Marcia Goldman Foundation

Deborah Frieden, Project Consultant

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