

PROJECT CORNERSTONE

**Santa Clara County
Developmental Assets Survey Results**

Spring 2011

**Anne Ehresman, Executive Director
Project Cornerstone**





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What is Project Cornerstone?

- Project Cornerstone is a catalyst for change in Silicon Valley by providing training and technical assistance to community partners.
- Our mission is to build a community where adults support all children to thrive.
- We use a research-based developmental asset model to promote healthy kids and a healthy community.



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PERSONAL BEHAVIOR

Education outreach
and training of adults

PROGRAMS

YMCA and other
youth-serving organizations

Project Cornerstone
school-based programs



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POLICY

Influence policy at the
government and
organizational level



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Developmental Assets are...

...the experiences, values, relationships, opportunities, and competencies that all children and youth need to succeed.

Assets are the essential building blocks of healthy child and youth development. Through research, the Search Institute has identified 40 assets.



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RESILIENCY

THRIVING BEHAVIORS

- Succeeds in school
- Leadership
- Helps Others
- Resists Danger
- Values Diversity
- Delays Gratification
- Good Health
- Overcomes adversity

INTERNAL ASSET CATEGORIES

- Commitment to Learning
- Social Competencies
- Positive Values
- Positive Identity

EXTERNAL ASSET CATEGORIES

- Support
- Boundaries & Expectations
- Empowerment
- Constructive Use of Time

DEVELOPMENTAL ASSETS FRAMEWORK

About the Santa Clara County Developmental Assets Survey



- In the Fall of 2010 Project Cornerstone, in partnership with 26 school districts in Santa Clara County, administered a survey of developmental asset levels.
- The survey represents **38,150** youth voices from Gilroy to Palo Alto:
 - 13,377 students in 4th – 6th grade
 - 8,559 students in 7th – 8th grade
 - 16,214 students in 9th – 12th grade
- Countywide reports are available at:
http://www.projectcornerstone.org/html/assets/2011_survey.htm



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Morgan Hill Unified

The survey represents **1,276** youth voices in Morgan Hill Unified School District:

- 801 students in 4th & 5th grade
- 182 students in 7th grade & 293 students in 9th & 11th grade

Elementary	Middle & High Schools
Gwinn	Britton
Barrett	Murphy
El Toro	Central Continuation
Jackson	Live Oak
Los Paseos	Sobrato
Machado	
Nordstrom	
Walsh	



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The more assets, the better...

Youth with low levels of assets engage in significantly more risk behaviors than youth with higher levels of assets. Search Institute has identified a continuum of healthy development based on asset levels:

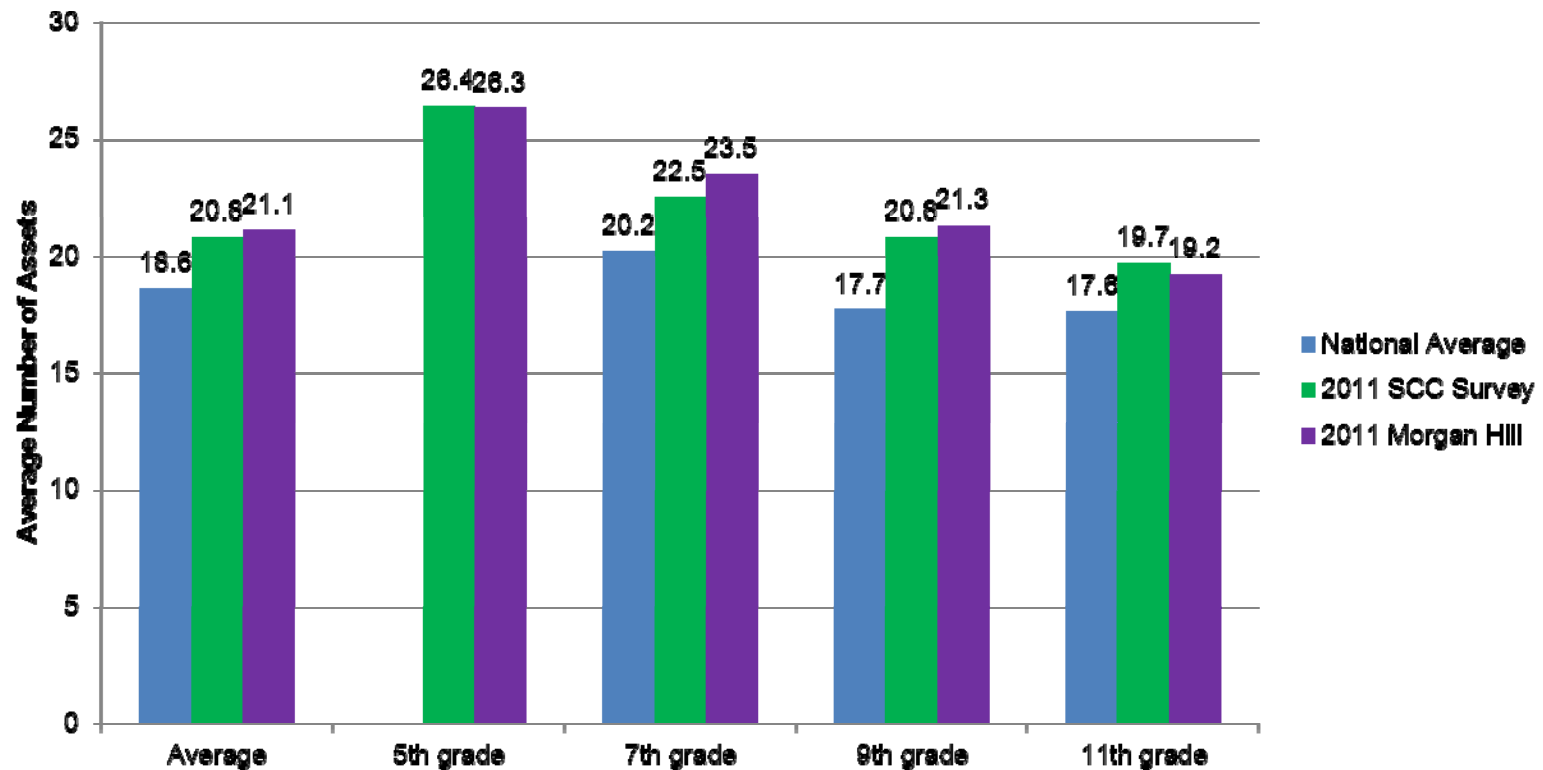
Thriving/optimal	31 - 40 assets
Adequate	21 - 30 assets
Vulnerable	11 - 20 assets
At risk	1 - 10 assets



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Elementary, Middle & High School Students Average Asset Levels

Average Assets Per Grade Level Compared With National & County Data

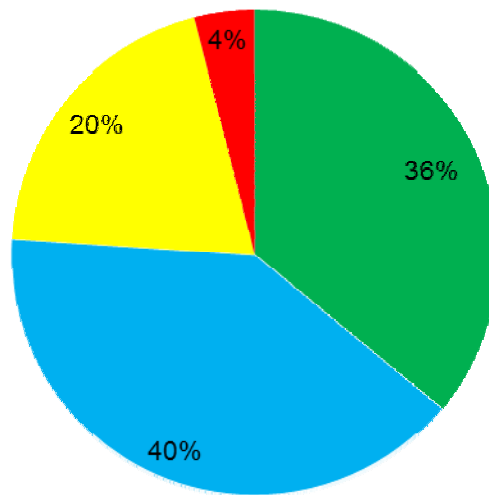




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MHUSD 2011 Asset Levels

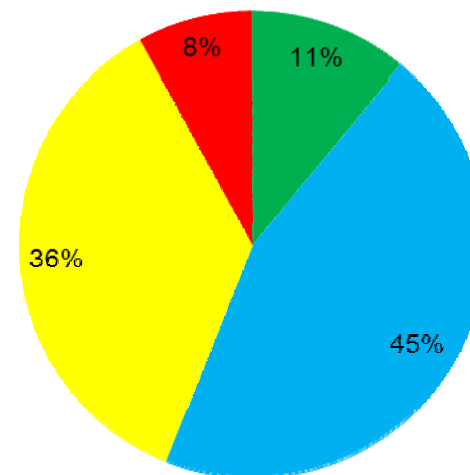
Grades 4-5



36% of youth are thriving

24% of youth are
at risk or vulnerable

Grades 7-11



11% of youth are thriving

44% of youth are
at risk or vulnerable

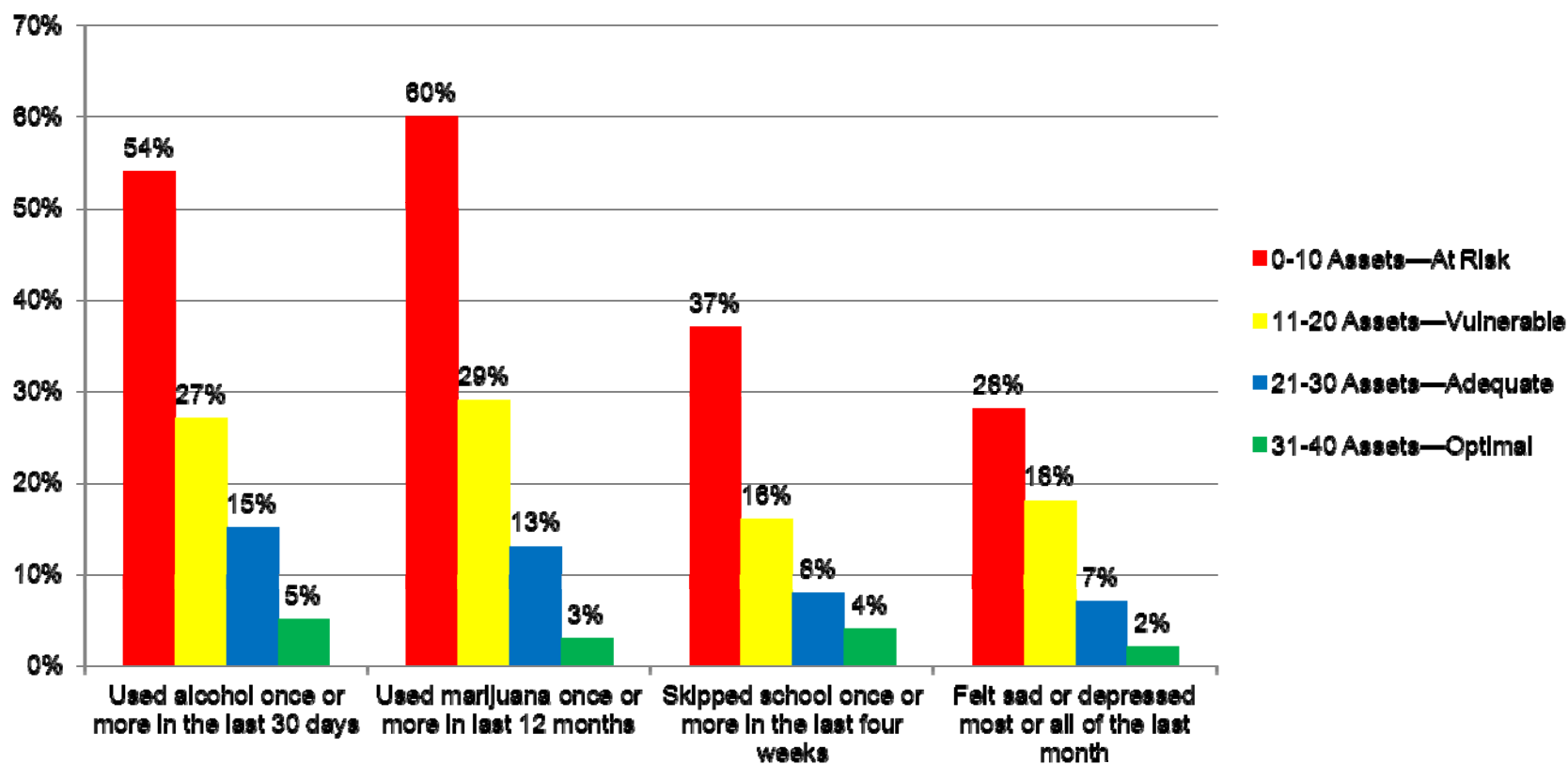
- 31-40 Assets—Optimal
- 21-30 Assets—Adequate
- 11-20 Assets—Vulnerable
- 0-10 Assets—At Risk



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The Power of Assets to Protect

Middle and High School Risk Behaviors by Asset Level

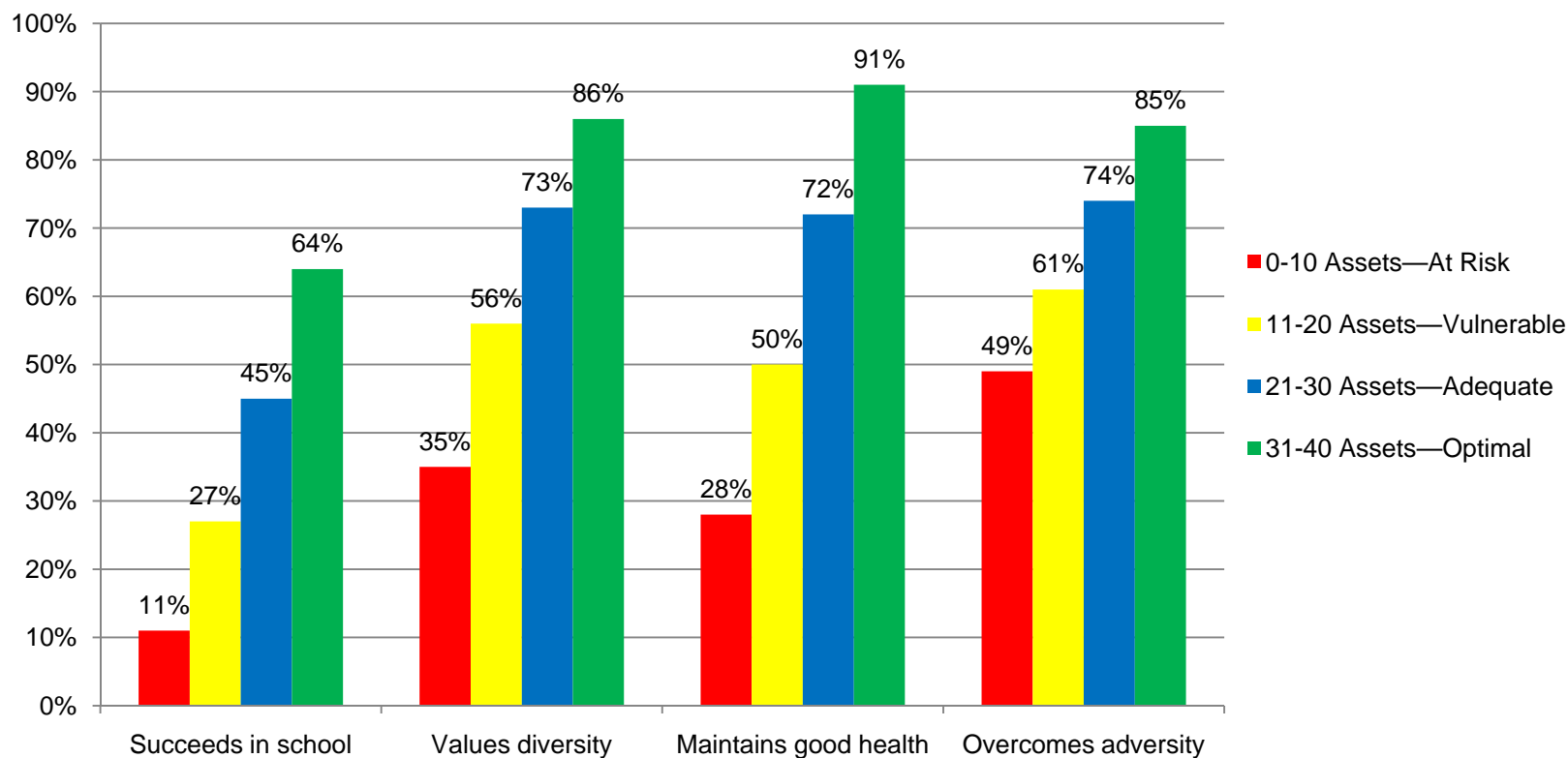




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The Power of Assets to Promote

Middle and High School Thriving Behaviors
by Asset Level





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Our Call to Action

Youth need to feel valued and connected with adults to thrive. Only 28% of middle and high school students feel that adults in their community “make me feel important, listen to what I have to say, and care about people my age.”

Asset	Elementary students	Middle/High School students
Community values youth	32%	28%*
Youth as resources	53%	35%
Other adult relationships	55%	49%
Adult role models	56%	33%

Strategic Community Impact



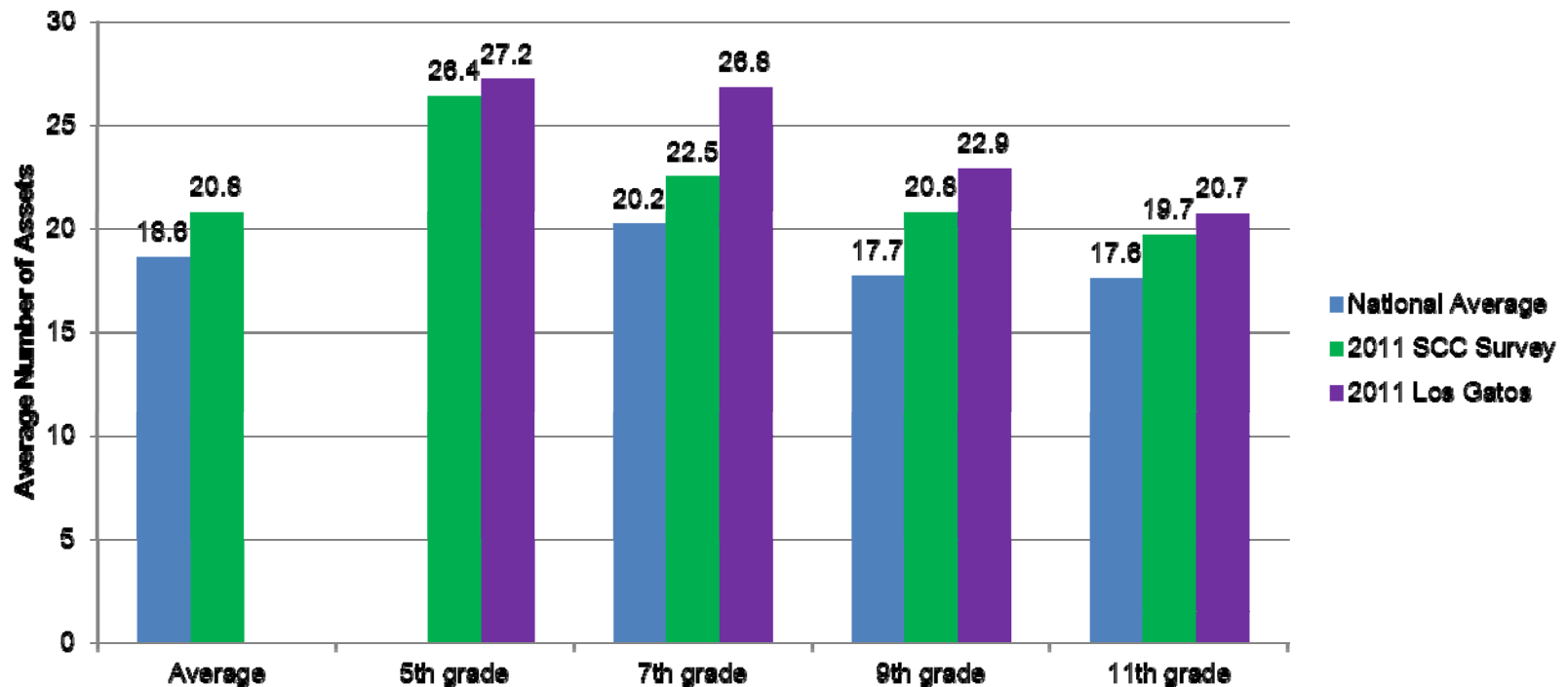
Los Gatos 2006 – 2011

- School district adopted the developmental asset framework and did a baseline survey in 2006;
- Character education taskforce convened – district included community leaders;
- Project Cornerstone programs implemented in elementary & middle schools;
- Recreation department and Town Youth Commission integrate asset framework into programs & plans;
- Parent education/community “read-ins”;
- Community campaign by Mayor in 2009 reaches 17,000 adults.



Los Gatos Elementary, Middle & High School Average Asset Levels

**Average Assets Per Grade Level
Compared With County & National Data**

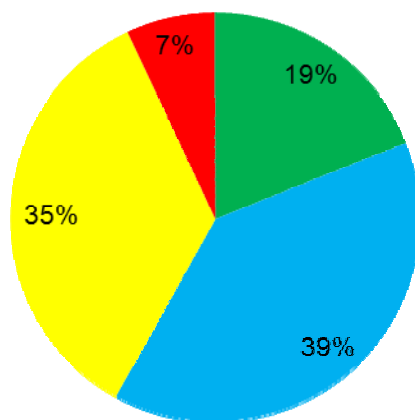




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Fisher Middle School Asset Levels

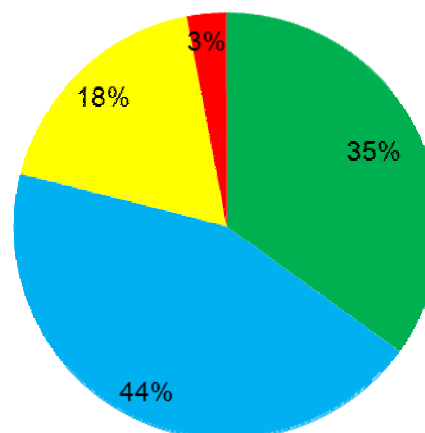
**2006 Survey –
7th & 8th Grade**



**19% of youth are
optimal/thriving**

**42% of youth are
at risk/vulnerable**

**2011 Survey –
7th & 8th Grade**



**35% of youth are
optimal/thriving**

**21% of youth are
at risk/vulnerable**

- 31-40 Assets—Optimal
- 21-30 Assets—Adequate
- 11-20 Assets—Vulnerable
- 0-10 Assets—At Risk

Fisher Middle School Risk Behavior Comparison



Risk Behavior	2006	2011	% Change
Used alcohol once or more in last 30 days	15%	6%	- 9%
Sniffed or inhaled substances to get high once or more in last 12 months	12%	5%	- 7%
Rode with a driver who has been drinking in last 12 months	22%	16%	- 6%
Hit someone once or more in the last 12 months	24%	13%	- 11%
Felt sad or depressed most or all of the time in last month	10%	6%	- 4%
Has attempted suicide one or more times	9%	4%	- 5%
24 out of 24 risk behaviors decreased			

Fisher Middle School Thriving Behavior Comparison



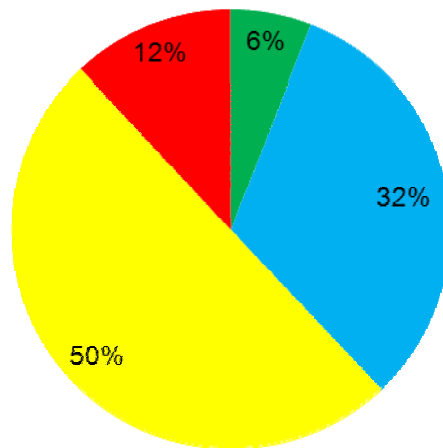
Thriving Behavior	2006	2011	% Change
Helps Others	80%	75%	-5%
Overcomes Adversity	74%	75%	+1%
Succeeds in School	48%	66%	+18%
Maintains Good Health	68%	76%	+ 8%
Values Diversity	61%	59%	-2%
Delays Gratification	53%	69%	+16%
Resists Danger	22%	29%	+7%
5 out of 7 thriving behaviors increased			



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Los Gatos High Asset Levels

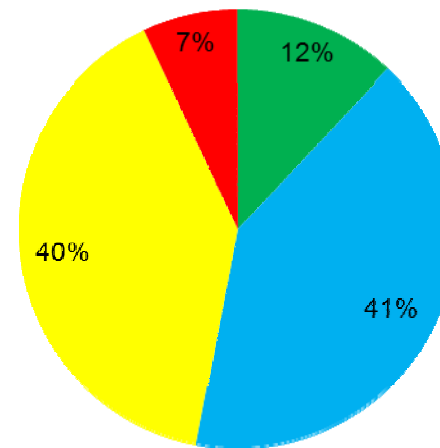
2007 Survey - LGHS



6% of youth are
optimal/thriving

62% of youth are
at risk/vulnerable

2011 Survey - LGHS



12% of youth are
optimal/thriving

47% of youth are
at risk/vulnerable

- 31-40 Assets—Optimal
- 21-30 Assets—Adequate
- 11-20 Assets—Vulnerable
- 0-10 Assets—At Risk



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Our Call to Action

Youth need to feel valued and connected with adults to thrive:
45% of Los Gatos middle school students feel that adults in their community
“make me feel important, listen to what I have to say, and care about people
my age.”

Asset	Elementary Students	Middle School Students	High School Students
Community values youth	43%	45%	25%
Youth as resources	56%	53%	39%
Other adult relationships	57%	60%	53%
Adult role models	51%	48%	33%



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Asset Building Results in ...

...the accumulation of thousands of interactions in which children and youth are valued, respected, and known.





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Make Asset Building a Way of Life

- ✓ Let youth know they're important—smile and call them by name.
- ✓ Walk your talk—model the behavior you expect from young people.
- ✓ Invite the opinions of youth and give them leadership roles. View them as resources!



“Each child belongs to all of us and they will bring us a tomorrow in direct relation to the responsibility we have shown to them.”

- Maya Angelou

www.projectcornerstone.org

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