

Record Attendance at 2007 Asset Champions Breakfast

Project Cornerstone is proud to report the success of our Fourth Annual Asset Champions Breakfast! More than 850 attendees gathered on March 1, 2007 at the Fairmont Hotel San José to celebrate the asset-building movement and honor individuals and organizations making a difference in the lives of Santa Clara County youth. The program included a welcome from Dr. Colleen Wilcox, Santa Clara County Superintendent of Schools, followed by a musical performance by Mariachi Los Gavilanes of Hoover Middle School. Masters of ceremony were Bret Harte Middle School student Shannon Haley and San José Police Chief Rob Davis. We are especially honored that San José Mayor Chuck Reed delivered the keynote address. This year's diverse award winners are:

- **Positive Peer Influence:** Adan Lupercio
- **Adult Role Model:** Lisa Jacobs
- **Positive Cultural Identity:** Ana Frias
- **Community Values Children and Youth:** Los Gatos-Saratoga Recreation
- **Caring School Climate, Elementary School:** Country Lane Elementary School
- **Caring School Climate, Middle School:** Quimby Oak Middle School
- **Caring School Climate, High School:** Gunderson High School

[Click here](#) to watch the testimonial videos for each winner.

The annual Asset Champions Breakfast is Project Cornerstone's largest event, held not only to raise awareness of asset building and its champions but also to motivate and inspire the many groups and individuals who already provide positive, meaningful support to young people every day. We give special thanks to the many volunteers who worked tirelessly to make this event a success.

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Building Asset #8: Youth as Resources



Youth are more likely to grow up healthy when they are given useful roles at home and in the community. Unfortunately, in a 2004 survey of youth in Santa Clara County, only 26 percent of middle and high school students and 55 percent of elementary school students felt that their decision-making skills, talents, and knowledge were valued by adults.

Creating useful roles for young people helps them develop a greater sense of personal control, a positive outlook on their future, greater social and personal responsibility, and more involvement in community activities. Building this asset requires valuing young people's capabilities, interests, and opinions, and setting aside the old idea that adults know best and that children and youth are too young to know or contribute in a meaningful way.

Simple ways to build this asset include asking young people for their opinion on a decision you're trying to make; incorporating their ideas for accomplishing necessary tasks; and letting them be responsible for some activities on their own.

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City of Campbell and Project Cornerstone Hold City-Wide Kickoff

Continuing our efforts to raise awareness of the importance of building developmental assets, Project Cornerstone, the City of Campbell and two Campbell school districts held a joint kickoff event for local business, government, non-profit, and faith-based leaders on March 21, 2007.

Project Cornerstone Executive Director Mary Patterson delivered an overview of the developmental assets model and reviewed local survey results. Students from local schools shared stories illustrating the

challenges they face growing up in Campbell. Parents and community leaders then worked in small groups to brainstorm ideas for ways to help youth feel more connected to their schools and their community. Possibilities included holding more teen-friendly events, organizing transportation so more young people can participate in sports and after-school activities, and hosting youth summits and commissions to promote leadership in the community. Project Cornerstone congratulates the City of Campbell, the Campbell Union School District and the Campbell Union High School District for their commitment to building assets for all children and youth in their city.

Public Policy Team is Strong and Committed

The Campbell event described above is just one example of the public policy work that Project Cornerstone supports in its role as a catalyst for change in Santa Clara County. Our Public Policy Team, chaired by Neil Rufino of the City of San José Parks, Recreation & Neighborhood Services Department, is comprised of local government representatives including police and juvenile probation departments, public libraries, parks and recreation departments, and the offices of city managers and elected officials.

Working from a comprehensive action plan designed to ensure that cities, the county, and other stakeholder groups embrace developmental assets, the Public Policy Team meets quarterly to report on their milestones and identify future opportunities. A few of the Public Policy Team's recent accomplishments include the following:

- The Milpitas Parks & Recreation Services Department created an "Asset a Month" calendar that guides programming for all City of Milpitas youth programs, and includes a "Cornerstone Corner" column in their newsletter that helps link the asset of the month to their available programs.
- FIRST 5 Santa Clara County incorporated the early childhood developmental assets into their county-wide communication strategies.
- Over 400 child welfare social workers in the County's Department of Family & Children's Services have received introductory training in developmental assets.
- The City of San José Department of Parks,

Recreation and Neighborhood Services includes comprehensive training on the developmental assets framework for staff in their after-school programs.

Project Cornerstone is grateful to Neil Rufino and all the members of the Public Policy Team for their commitment to incorporating asset-building activities throughout their organizations.

Project Cornerstone School Partnerships News

As of March 31, 2007, the accomplishments of our School Partnerships program include the following:

- Nearly 1200 trained parent volunteers are in the classroom every month as part of Project Cornerstone's *ABC* and *Los Dichos* parent engagement programs. These volunteers read asset-building stories and lead activities with over 36,000 students each month.
- More than 1100 adults have participated in our "Taking Asset Building Personally" or "Asset Building 101" courses to date during the 2006-07 school year.
- More than 300 students in the San José State University College of Education have participated in classes that focus specifically on how schools build assets in three primary areas: relationships, environment, and programs and practices.

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