



MEMORANDUM

TO: HONORABLE MAYOR &
CITY COUNCIL

FROM: Audree V. Jones-Taylor

SUBJECT: 2013 Summer Hire Program

DATE: April 5, 2013

City Administrator

Date

Approval

/s/ **Scott P. Johnson**

4/5/13

INFORMATION

The purpose of the Information Memo is to provide a status on Oakland Parks and Recreation 2013 Summer Hire Program. Each year, between the months of February and June, Oakland Parks and Recreation (OPR) begins the implementation of the Summer Hiring Program. The objective of the Summer Hire Program is to hire sufficient summer staff to provide programming during the summer months (June, July, August and September). Traditionally, the summer hiring program hires part-time staff at various recreation centers and cultural arts sites for an assortment of positions. The tasks range from, but are not limited to, planning and leading summer camp activities, monitoring and supervising activities for youth, setting up and cleaning up after art projects and specialty areas such as lifeguarding, boating and cultural arts activities.

Overview

For the 2013 Summer Hire Program, OPR staff has requested to hire roughly 337 personnel in the following part-time classifications: Recreation Aide, Recreation Attendant I, Recreation Leader I/II, Recreation Specialist I/II, Lifeguard, Water Safety Instructor, Pool Manager, Facility Security Assistant, Park Attendant and Sports Official. As background, while OPR requested roughly the same number for the 2012 Summer Hire Program, the list of applications received at that time was much smaller. As such, OPR was not able to hire the desired number of part-time staff.

Summer Recruitment Process—*Job Announcements & Applicants*

The job announcements for the **Recreation Leaders, Recreation Specialists, Aquatics and Sports Officials** were announced **January 28, 2013 and closed February 22, 2013**. The number of applications received for Lifeguard, Pool Manager and Water Safety Instructor were very low so the job announcements for those positions were extended to March 8, 2013. The job announcements for the **Recreation Aide and Recreation Attendant I** were opened on **February 25, 2013 and closed March 18, 2013**. These classifications are traditionally geared towards high school and post high school applicants with limited amount of work experience. If applicants do not have access to a computer, there are computer work stations available at any of

the City of Oakland libraries. There are also work stations located at the Human Resources Department located at 150 Frank H. Ogawa Plaza, 2nd Floor and are available during regular business hours (normally 9:00 a.m. to 4:00 p.m.). Written detailed instructions on how to navigate NeoGov are available at all city labs. It should be noted that the above information is included on all hiring announcements.

In the chart below shows the titles being recruited for (Job Title), the number of applications received (Applied), and after initial Human Resources and Oakland Parks & Recreation staff screening, the number of applicants who were referred to OPR for the next stage of the screening process (referred to OPR), and the dates of the next screening requirement are in the “Next Stage” column.

Job Title	Applied	Referred to OPR	Next Stage
Lifeguard, PT	53	TBD	4/6/13
Pool Manager, PT	8	TBD	4/6/13
Recreation Aide, PT	447	337	4/13/13
Recreation Attendant I, PT	410	330	4/8/13
Recreation Leader I, PT	299	173	5/11/13
Recreation Leader II, PT	67	43	5/11/13
Recreation Specialist I, PT	109	60	4/23/13
Recreation Specialist II, PT	97	37	4/23/13
Sports Official, PT	121	116	5/11/13
Water Safety Instructor, PT	4	TBD	4/6/13
	1586		

Summer Recruitment Process—*Application Workshops*

On March 9, 2013, OPR, along with DHRM, co-sponsored a “Get to Work Day” to assist applicants. Workshops were held at various recreation and cultural arts sites. On this day, FM Smith Recreation Center received and assisted 16 applicants, Studio One had 8 applicants, deFremery Recreation Center with 8 applicants, Malonga Cultural Arts Center did not have any applicants on that workshop day but assisted 35 applicants prior to the March 9th date and the 81st Street Library assisted 13 applicants. The workshops aided attendees with technical support, ensured application was complete, set up email accounts and helped applicants navigate through the City’s On-line application module NeoGov. OPR staff members were available at each location to address questions, concerns, and ensure that applications were successfully uploaded.

Outreach

OPR advertised in traditional media (newspapers), on-line media (City’s Website and Craig’s List) and posted job announcements at Oakland High Schools to include; Oakland Technical High School, Oakland High School, Fremont High School, Castlemont High School, Skyline High School, Dewey Continuation School, Freshman Prep, Street Academy, Bunche, LPS

Leadership High School, International High School, Youth Uprising Job Development, Oakland School for the Arts, Envision High School, Superintendents Office, Alameda County Service Providers (OUSD and Private), non-profits organizations, colleges and universities. Each of the job announcements is available in English, Spanish and Chinese. The Spanish and Chinese announcements were distributed in areas to target Spanish and Chinese speaking populations. Leadership 'LPS' at Castlemont, was interested in the workshop on March 9th but short notice made it difficult for the Saturday facility use. LPS at Castlemont is interested in providing the information for students and the 'How to Apply for City of Oakland's Jobs Online' pamphlet will be dropped off for their use. Youth Uprising will receive the same instruction pamphlets at their Castlemont satellite location.

On February 13, OPR staff participated at the Oakland Technical High School Job Fair. As a result of the success of the job fair, OPR is providing ongoing technical assistants to students daily during lunch hour to access the online process at Studio One. On Monday, Wednesday and Fridays, the same opportunity is provided at Malonga for the students who attend Envision High School. On February 25, OPR presented the 2013 Summer Hiring Program at Campbell Village - John Stewart Management Housing Complex. On March 1, staff participated and conducted outreach at the Civicorps Academy's College and Job Fair event. (Outreach has occurred or is planned for the sites and organizations listed on page 5). At Cesar Chavez Library on March 5, 7, 12, and 14, beginning at 3:30PM until 5:30PM, OPR staff provided assistance and support to job applicants.

Hire Events (Applicant Interviews)

The interview date for the Recreation Leaders, Recreation Specialists, and Sports Officials took place on **March 16, 2013**. Each of the applicants who came to the event were interviewed for their specific classification with panels of OPR staff.

Aquatics positions (Lifeguard, Water Safety Instructor, Pool Manager) will participate in an in-water interview/evaluations process planned for April 6, 2013.

The Recreation Attendant Is are anticipated to take their written examinations on **April 8 and 9**. The examination is intended to measure a certain level of understanding for the positions such as basic math, setting up recreation equipment and supplies, demonstrating communication skills and assisting staff with recreational activities.

The 2013 Summer Hiring Program will conclude with "Draft Days". Draft Day is when new hires will be selected for specific recreation centers and cultural arts sites. The Recreation Aide applicants will participate in a unique Interactive Assessment Draft Day on April 13, 2013. Recreation Specialist applicants will participant in Draft Days between April 23rd and 27th depending on their specialties. Recreation Leader, Sports Official, and Attendant applicants will participate in Draft Day on May 11, 2013.

Once new part-time candidates are selected (drafted) by recreation centers and cultural arts sites, they will be invited for an all-day orientation session on **June 1, 2013**.

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OPR CLASSIFICATIONS AND HIRING PROCESS MILESTONE DATES 2013

TITLE	MINIMUM QUALIFICATIONS				JOB POSTING		EVENT	
	AGE	EDUCATION	EXPERIENCE	YRS	OPEN	CLOSE	TEST/ SCREENING	DRAFT DAY
Recreation Leader I, Part-Time	18+	HS/GED	Recreation activities	1 yr	1/28/2013	2/22/2013	3/16/2013	SATURDAY - MAY 11, 2013
Recreation Leader II, Part-Time	18+	Some College/Prof	Recreation activities; or 1 yr as Rec Ldr I	2 yrs	1/28/2013	2/22/2013	3/16/2013	
Recreation Specialist I, Part-Time	18+	HS/GED	Professional teaching of recreation/ specialty program (dance, martial arts, etc.)	1 yr	1/28/2013	2/22/2013	3/16/2013	
Recreation Specialist II, Part-Time	18+	Bachelor's	Professional teaching of recreation/ specialty program (dance, martial arts, etc.)	2 yrs	1/28/2013	2/22/2013	3/16/2013	
Sports Official, Part-Time	16+	8th Grade	Officiating or playing (knowledge of rules)	1 yr	1/28/2013	2/22/2013	3/16/2013	
Lifeguard, Part-Time	16+	8th Grade	Certificates required: Lifeguarding, First Aid, CPR	6 mos.	1/28/2013	3/8/2013	4/6/2013	
Pool Manager, Part-Time	18+	HS/GED	Aquatics & Certs: Water Safety Instruction, Lifeguarding, First Aid, and CPR	2 yrs	1/28/2013	3/8/2013	4/6/2013	
Water Safety Instructor, Part-Time	17+	N/A	Aquatics & Certs: Water Safety Instruction, Lifeguarding, First Aid, and CPR	1 yr	1/28/2013	3/8/2013	4/6/2013	
Recreation Aide, Part-Time	16+	8th Grade	Recreation activities		2/25/2013	3/18/2013	4/13/2013	
Recreation Attendant, Part-Time	18+	HS/GED	Customer service		2/25/2013	3/18/2013	4/8 & 4/9/13	

2013 OPR SUMMER HIRING PROGRAM CURRENT/PLANNED OUTREACH EFFORTS

Colleges:

UC Berkeley
San Francisco State
University of San Francisco
Berkeley Community College
Holy Names College
Merritt College
Alameda College
Laney College
Chabot College
CSU, East Bay (Post on Website)

Advertisements in Publications

El Mundo
Sing Tao Daily
Bay Area News Group

Websites:

City of Oakland
Craigslist

Schools:

School to Career Department
Adult Schools
Aspire Charter HS
Wilson Riles, Jr. Charter HS
McClymonds HS
Excel At McClymonds
McClymonds Community Of Small Schools
Bunche Academy Fulton Brinkley
Business & Information Technology High School
Castlemont Community Of Small Schools
Coliseum College Prep Academy
College Prep & Architecture Academy Daniel Hurst
Community Day Hs Samson Pasarow
Dewey Academy Hattie Tate
East Oakland School Of The Arts
Far West
Fremont Federation
Leadership Preparatory High School
Life Academy
Mandela High School
Media College Prep
Met West
Oakland High Schools

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Oakland International High School
Oakland Technical High School
Robeson School Of Visual & Performing Arts
Rudsdale Continuation
Skyline High School
Sojourner Truth Independent Study
Street Academy
YES (Youth Empowerment School)
Bishop O'Dowd High School
St. Elizabeth

CBO's:

Beyond Emancipation
EDD
Alameda County of Social Services Welfare Office
Saint's Rest Missionary Baptist Church
Acts Full Gospel COGIC
Santa Clara California Parks and Recreation Conference
Victory Outreach
Scottish Rite Center Summer Fair
Oakland Private Industry Council, Inc.
Sports 4 Kids
Youth Uprising
EOYDC
The Marriott Foundation
Alameda County Library
Alameda County Youth Development, Inc.
Urban VOICE
Leadership Excellence
Emery Unified
Jubilee West
Girls Inc.
City and County of San Francisco
First AME Church
Youth Employment Partnership
Youth Radio
John Stewart Management Company (Campbell Village)
Alameda County Service Providers
New Hope Church
Dream Catcher
Catholic Diocese of Oakland

TV:

KQED
KTOP
KRON 4
NBC Bay Area
Bay City News (Datebook) Local Press

Bilingual Outreach:

Flyers in Spanish Distributed to:

- Clinica de La Raza (Fruitvale Station)
- Unity Council
- Spanish Speaking Citizens Foundation
- Native American Health Center
- Clinica de La Raza (Optometry)
- Centro Legal de la Raza
- Garfield Elementary School
- Boys & Girls Clubs of Oakland (High Street Clubhouse)

Flyers in Chinese Distributed to:

Electronic invites (welcome letter, translated flyers) sent to community contacts at...

- Asian Advisory on Crime Committee
- Asian Youth services Commission
- Asian Pacific Environmental Network
- Asian Law Caucus
- Korean Community Center of the East Bay
- CHAA
- Youth Movement Records
- Asian Health Services
- Reproductive Justice
- East Bay Asian Local Development Agency
- Street Level Health Network
- Salvation Army
- East Bay Asian Youth Center
- National Council on Crime and Delinquency
- Chinatown Youth Center Initiative
- Chinatown Youth Center Initiative's Youth Advisory Council
- Asian Community Mental Health Services
- API Legal Outreach
- Cambodian Community Center
- Oakland Unified School District
- Leadership Excellence
- Asian Youth Promoting Advocacy and Leadership
- Oakland Asian Cultural Center
- Oakland Chinatown Chamber of Commerce
- Laotian Family Services
- Alameda County Board of Supervisor
- Chinatown Neighborhood Crime Prevention Council
- City of Oakland's -Oakland Citizens Academy/Cantonese Speaking Citizens Academy Alumni Association
- Truth Gospel Chinese
- Chinese Day Care Center
- DP's (Chinese) Market
- Washtime Coin Laundry
- Franklin Elementary School - Principal MacDonald
- School Site Council @Franklin
- East Bay Asian Youth Center

- Head Start @ Franklin
- Asian Community Mental Health Services (8th Street) EBOLC
- Lakeside Chinese Church
- Harbor House
- Unocal 76
- Sweetheart
- Oakland City Trading
- World Books
- Wah Hing
- Hong Kee
- Great Wall Co.
- Asian in Oakland Government
- Lincoln Square

East 14th Street Businesses:

- Win Long supermarket
- Cam Huong to go
- Rainbow Restaurant
- Saigon Printing shop
- Jades Salon
- Quickly Café
- New Hong Kong Video Store
- Hang Send Dispensary
- Thanh Thuy Sandwich Shop
- Pho Hao Lao Restaurant
- Coin Laundromat
- Richie's Restaurant
- Chinese Market (on 10th Ave)

Other:

- Mayor Quan's weekly newsletter
- OPR has distributed the flyers and posters to all Oakland recreation centers
- Tables at all the remaining basketball games will have flyers