



La Colonia Strong: Empowering Families Through Resources



LA COLONIA CHICAS
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CALIFORNIA STATE UNIVERSITY, LONG BEACH
SCHOOL OF SOCIAL WORK



- To increase access to community resources, the team developed a comprehensive resource guide based on feedback from residents and local service providers.

- To distribute the resource guide, the team held an open house for La Colonia residents at the Multi-Service Center on March 22, 2025, in collaboration with service providers.

- Residents of La Colonia came to the open house to meet service providers and take guided tours of the Multi-Service Center.

Project Description



Community Assessment



- La Colonia, located in Oxnard's 93030 zip code, is a vibrant, predominantly Hispanic community known for its strong cultural identity, resilience, and family ties.
- Despite these strengths, many residents face barriers to accessing services due to language differences, immigration concerns, and limited outreach.
- Recent data from the U.S. Census Bureau (2020) shows that over 20% of La Colonia residents live below the poverty line, highlighting the urgent need to improve access to trusted, community-based resources.

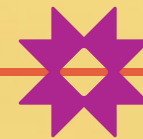
Community Partners



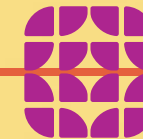
New Dawn,
Housing Authority



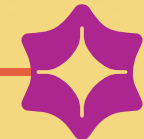
Colonia Library,
Future Leaders of
America



Food Share,
Catalyst Kids



City Impact, Local
Healthcare, &
Family Support



Jaime Arellano
(Resident Services
Coordinador)

Project Development/Implementation





Post-Surveys:

Collected immediately after the event to measure residents' knowledge of available resources, confidence in accessing services, and overall satisfaction.

Informal Feedback:

Residents were encouraged to share comments and suggestions during the open house.

Observation:

Team members observed resident engagement during the event, such as participation in tours and interest in the Resource Guide.

Methods of Evaluation



Summary of Key Findings of Evaluation



Successes:

82% of attendees shared they feel more knowledgeable about community resources, with another 18% agreeing.

82% also said they're now more open to using services for themselves or their families, with 18% agreeing.

91% reported feeling more confident in accessing services, and 9% agreed.

Most residents reported increased awareness of local services after reviewing the Resource Guide and attending the Open House.

Unexpected Challenges:

Some residents expressed ongoing concerns about safety and trust due to recent ICE activity, impacting their willingness to engage fully.

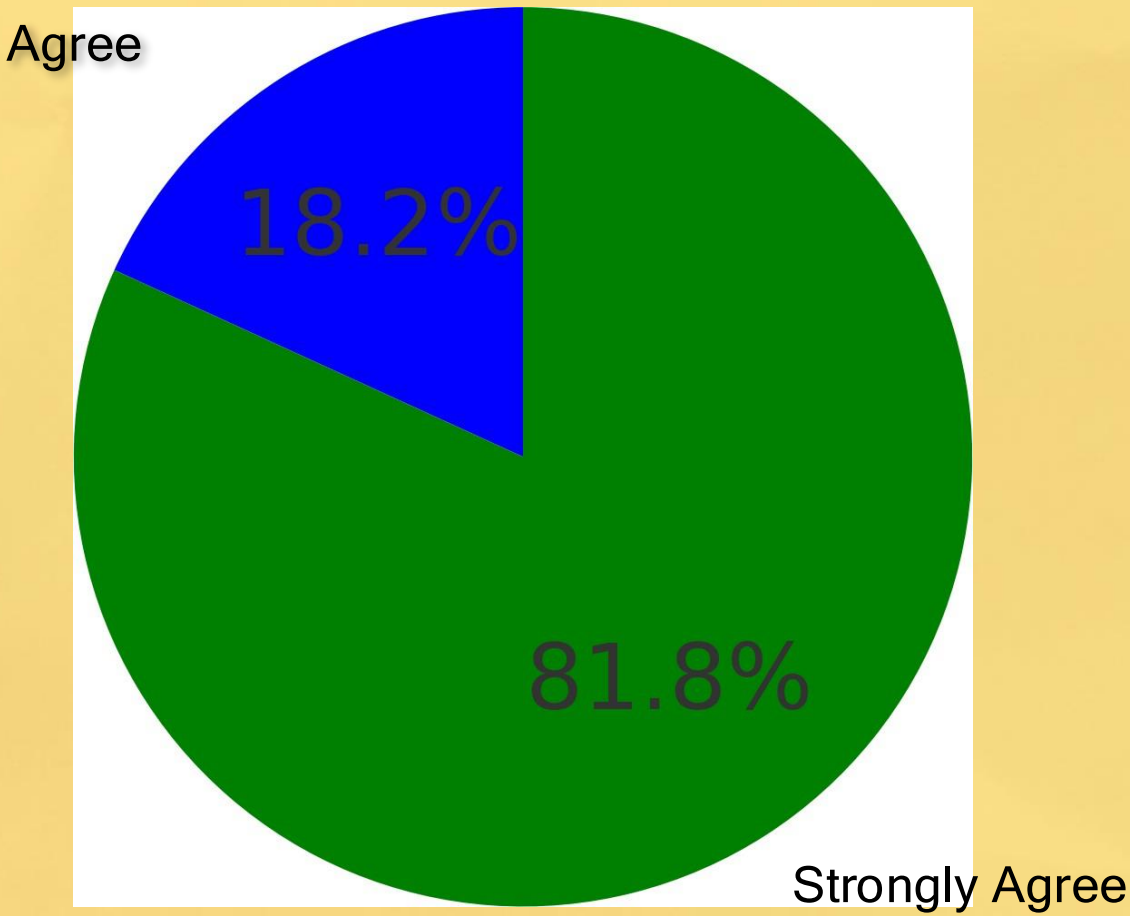
Overall Outcome:

Residents appreciated the bilingual materials and easy-to-follow Resource Guide, making them feel more connected to community resources.

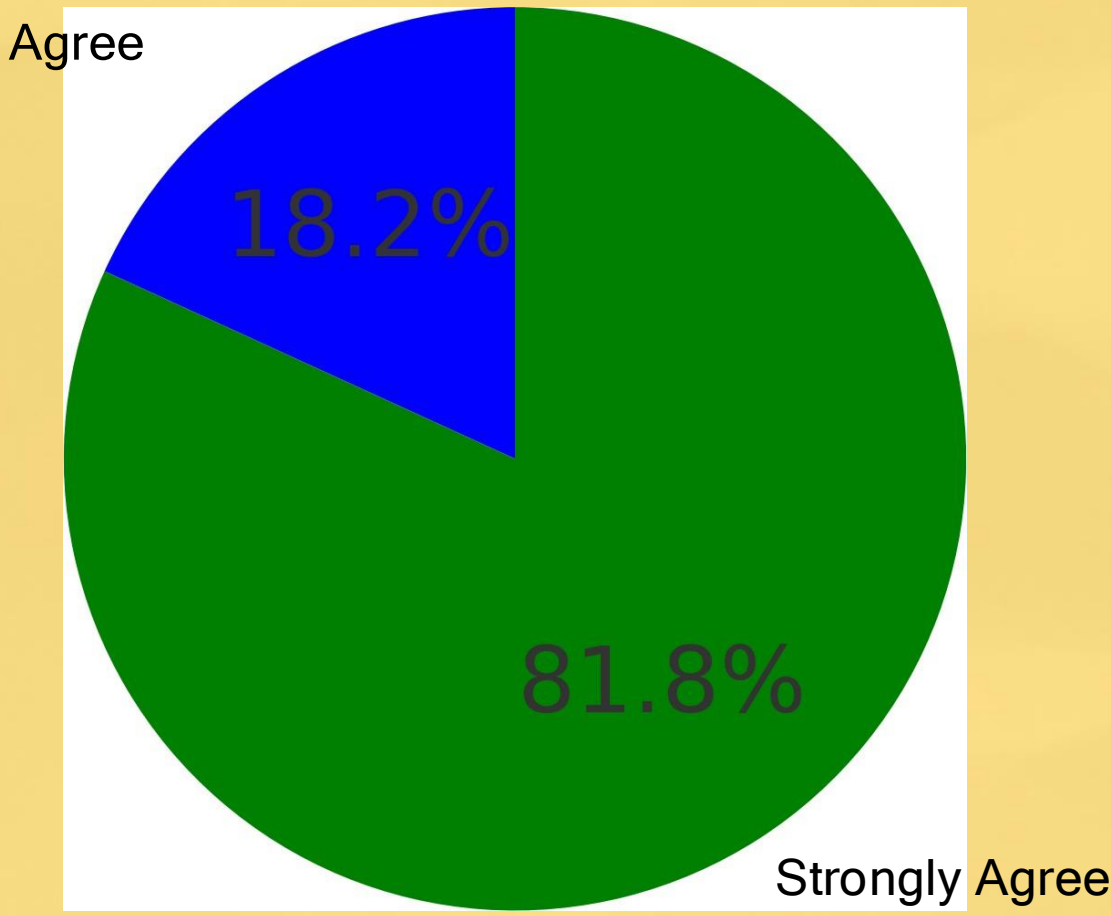
Results of Evaluation



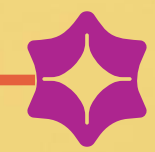
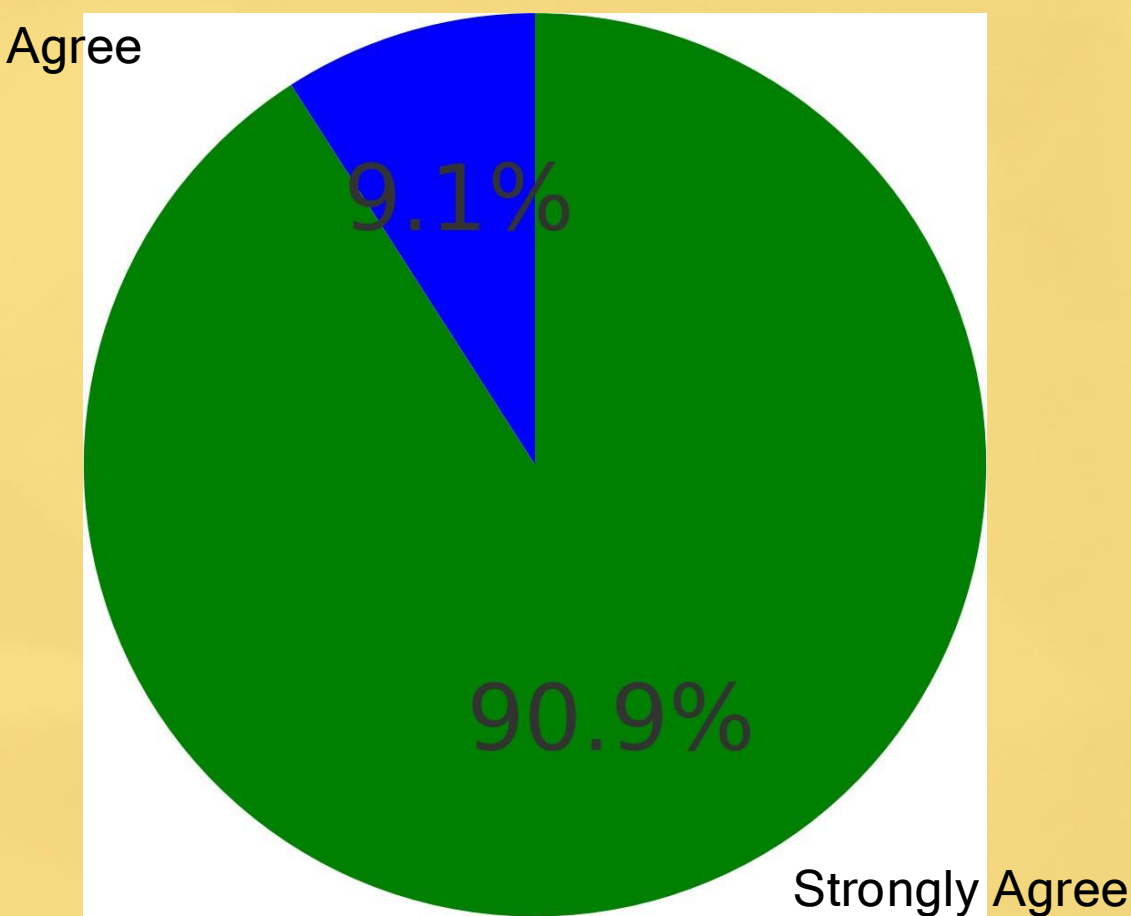
As a result of attending this open house, I am more *knowledgeable* of the community resources available in La Colonia.



As a result of attending this open house, I have more *skills* on accessing community services.

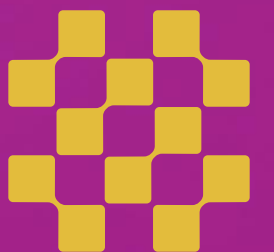
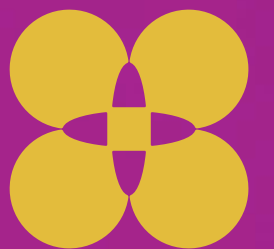
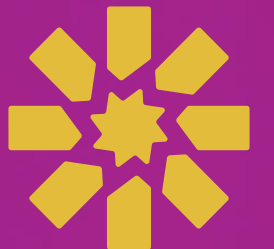


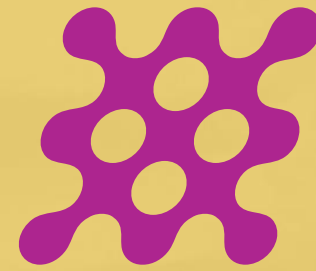
As a result of attending this open house, I am *more open* to accessing community services if needed by me or my family.



Future Recommendations & Implications

- *Micro:* Host more resource open houses at the Multi-Service Center for La Colonia families to meet service providers.
- *Mezzo:* Local schools and service providers need to collaborate on updating and distributing the Resource Guide annually.
- *Macro:* Service Providers need to seek funding to expand culturally responsive outreach efforts in La Colonia.
- *Sustainability:* Jaime Arellano and the Multi-Service Center can work with service providers to update and distribute the Resource Guide annually.





“We thank Jaime Arellano (Resident Services Coordinator), and the Multi-Service Center for their incredible support and partnership. We are grateful to the residents of La Colonia for trusting and inspiring us. Special thanks to McDonald's for donating coffee, juice, and milk, and to Otto Nemenz International for generously printing our brochures. Finally, thank you to our team – Angelica, Sagrario, and Diana – for your commitment and teamwork throughout this project.”

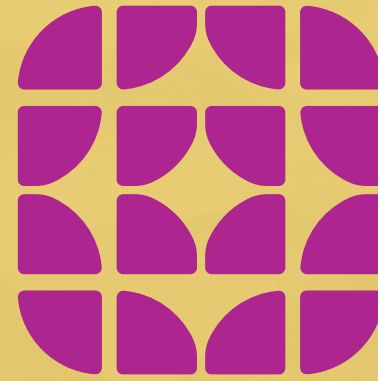
- Sagrario, Diana, & Angelica



Project Team Members

Angelica Ortiz,
Diana Mendez, &
Sagrario Gutierrez





References

City of Oxnard. (2024). La Colonia neighborhood information.<https://www.oxnard.org>

La Colonia Chicas Project Team. (2025). Community resource awareness surveys and outreach data (Unpublished raw data).

U.S. Census Bureau. (2020). QuickFacts: Oxnard City, California.

