APPENDIX IV COMMUNITY FORUM DATA



Ventura County Mental Health Services Act (MHSA) Prevention and Early Intervention (PEI) Community Forum May 18, 2009, 5:30 - 8:00 PM, Courtyard by Marriott in Simi Valley East County (Area 4: Thousand Oaks, Westlake Village and Area 5: Moorpark, Simi Valley)

I. Introduction

Ventura County Behavioral Health (VCBH) held three community forums during May 2009 as part of the community planning process for the Prevention and Early Intervention (PEI) component of the MHSA Proposition 63 mandate. This particular forum was the first of the three, and it was held in the eastern part of the county, specifically for residents in Area 4 (Thousand Oaks, Westlake Village, Newbury Park) and Area 5 (Moorpark, Simi Valley).

II. Participant Demographics and Representation

There were 42 registered participants for this community forum, out of which 28 surveys were received for a 67% response rate. Almost all of the surveys were completed in English (27) and one was filled out in Spanish. About four-fifths of the participants were female (79%) and one-fifth were male (21%). The large majority of participants stated they were Caucasian (80%), followed by Latino/Hispanic (16%) with 12% marking Mexican as a subset of this category, and African-American (4%). Almost two-thirds of the participants were between the ages of 26 and 59 (63%) with a little over one-third 60 years or older (37%).

Although the forum was targeted for residents in the eastern part of the county, there were participants from other areas, also. As seen in **Table 1**, Area 5 had the highest representation (58%), followed by Area 4 (19%), Area 3, which is comprised of Camarillo, Oxnard and Port Hueneme (15%), and Area 2, which is comprised of Ojai and Ventura (8%). Participants represented different, and, in some cases, multiple community sectors as displayed in **Table 2**.

Table 1. Area Representation

Geographic Area Represented	(n=28)
Area 1 (Fillmore, Piru, Santa Paula)	0%
Area 2 (Ojai, Ventura)	8%
Area 3 (Camarillo, Oxnard, Port Hueneme)	15%
Area 4 (Thousand Oaks, Westlake Village)	19%
Area 5 (Moorpark, Simi Valley)	58%



Table 2. Populations or Community Sectors Represented

	(n=28)
Individuals and/or families who receive	32%
mental health services	32/0
Health	25%
Underserved/unserved cultural populations	21%
Mental Health service providers	18%
Social Services	18%
Education	16%
Employment	4%
Law Enforcement	4%

III. Participant Satisfaction

Participants were asked how satisfied they were with the community forum. Almost nine out of ten were "very satisfied" or "satisfied" with how the forum was organized, types of information covered, and overall satisfaction. The participants' ratings are displayed in **Figure 1**.

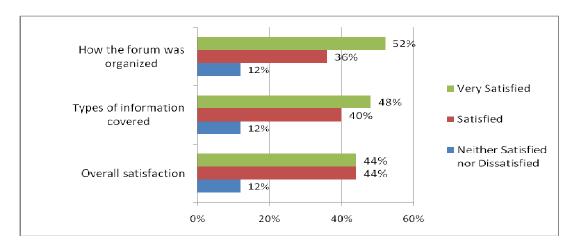


Figure 1. Satisfaction with the Community Forum

IV. Specific Services

Participants were asked to respond to a variety of questions designed to help pinpoint the type of PEI services that would best serve their needs. The queries fell into the following four categories: 1) Where services should be based; 2) What type of PEI services are needed; 3) When services should be offered; and, 4) What is most important in deciding about PEI services.



Almost three-quarters of the forum participants think services should be offered at Schools and through Community-based organizations. In addition, half of the respondents would like to see PEI services at Family resource centers and Doctor's offices/primary care clinics. Approximately one-third to just under 40 percent of respondents believe Faith-based organizations, their Own homes, and Daycare centers/preschools are good locations for services. All responses are displayed in **Table 3**.

Table 3. Where Services Should be Based

Q2. Where would you/your family or other in your community like to go to get prevention and early intervention mental health services?	(n=28)
Schools	71%
Community-based organizations	71%
Family resource centers	54%
Doctor's offices/primary care clinics	50%
Faith-based organizations	39%
My own home	39%
Daycare centers/preschools	32%
Other - includes one answer each for the following: Adult H&W center, Juvenile justice/jails, Local centers, Client-centered	18%
support programs	

When asked about the type of PEI services needed in their community, the most frequently mentioned response was how to identify signs of mental health issues and illnesses, marked by almost three-fourths of respondents. This need was closely followed by learning ways for families to communicate better, understanding and managing children's behavior, managing stress, and helping families/people overcome traumatic events. All of the responses to this question are included below in **Table 4**.



Table 4. What Type of PEI Services Needed

Q3. What kinds of prevention and early intervention services might you/your family or others in your community need at the site(s) you selected in Question 2?	(n=28)
How to identify signs of mental health issues and illnesses	71%
Ways for families to communicate better with each other	68%
How to understand and manage children's behavior	64%
How to manage stress	64%
Ways to help families and people of all ages overcome traumatic events (in their community or in their home)	64%
How to keep children and youth in school and out of trouble	57%
Help for those who think about hurting themselves	57%
Tests/tools to help people figure out why they are feeling or acting the way they do	46%
What to do to improve mood or energy levels (for all ages)	43%
Other - includes one answer each for the following: 0-3 years/dyadic issues, Co-morbidity substance abuse, Bereavement issues, Anxiety in children, Modules/tracks designed for classroom discussion, Community forums like this one	21%

Participants were asked to provide their input on which times of day or evening PEI services should be offered. Almost half of the respondents thought services should be available after 5 PM on weekdays and during the weekend. **Table 5** displays all responses to this question.

Table 5. When PEI Services Should be Offered

Q4. Which of the following service times would be most helpful to you/your family or community?	(n=28)
Services available after 5 PM	46%
Services available on weekends (Saturdays and Sundays)	46%
24-hour services	43%
Services available from 9 AM to 5 PM	29%

Community Forum participants were asked to select up to four choices of what is most important to them, their families, and communities when making a decision about using PEI mental health services. Almost 60 percent indicated that they want clear information on the specific problems with which the PEI service can help, such as depression, trauma, anxiety, etc. This was closely followed by staff who speak languages other than English. Almost half stated that both low/no cost services and staff who are friendly, sensitive and respectful are important. **Table 6** displays all responses including which languages they would like staff to speak.



Table 6. Most Important in Deciding about PEI Services

Q5. Which of the following are most important (choose up to 4) to you/your family or community in making a decision about using PEI mental health services?	(n=28)
Clear information on the specific problems that the service can help people with (such as depressions, trauma, anxiety, stress, substance abuse, family counseling, and others)	57%
Staff who speak other languages such as:	54%
ASL	29%
Spanish	25%
Mixteco	7%
Vietnamese	7%
Cantonese	4%
Tagalog	4%
Mandarin	4%
Other ("Recovery" language - "you are the expert of you")	4%
Low or no cost services	46%
Staff who are friendly, sensitive and/or respectful	46%
Appointments that are easy to get without long wait times	43%
Few or no requirements to meet to get services	39%
Clear information on how to qualify for services	36%
Staff who understand my culture	25%
Clear information on the specific services available	18%
Other - continual training and education of staff and front line contacts towards client engagement	4%

V. Additional Comments

Attendees at the Community Forum were given the opportunity to let VCBH know more about the PEI mental health needs in their community and to add additional comments about PEI services. The comments provided are listed below:

Additional comments

- The results of the outsourcing companies was concise and the work by VC Mental Health Services coordinators has been complete. Please continue this type of outreach to the citizens of our county.
- This service is excellent. Tell me how I can help my community.

Additional comments - services needed

- Ventura H & W Center is important to those consumers needing pedestrian, bus line access.
- Family-friendly services; TBS or wrap type services for families who do not qualify.
- Divide services by age group, thus addressing different age-appropriate issues.
- Services need to be offered by people and organizations [that are] trusted by potential clients. Services need to be free. You need to empower the target communities.



- Qualified staff to identify and treat (in the community) prodromal and early onset of Schizophrenia. Also housing in the community of origin.
- Signs/symptoms of mental health needs identified in early elementary. What should they do when they see "red flags"? Address early instead of waiting until it's full blown.
- Able to address issues of chronic illness and depression, [and the] traumas that they cause.
- Collaborate with Early Start to ensure parents of at-risk infants have strong mental health supports and provide services/screen for post-partum depression.

Additional comments - concerns

- Concerns: 1) Interventions seem to be prescriptive, 2) Realistic plans to coordinate [or] place programs at schools and other community sites.
- The "Coalition" roles and duties to be "hammered out" before the proposal is funded.
- The recommendations, although stated to be evidence-based, seem prescriptive & inflexible. Competencies are another concern (i.e., training requirements for "paraprofessionals" mentioned).
- Deaf social workers should not be discriminated against when applying for a position in this field! A qualified deaf social worker should not be denied a job over a hearing person.



Ventura County Mental Health Services Act (MHSA) Prevention and Early Intervention (PEI) Community Forum May 20, 2009, 5:30 - 8:00 PM, Limoneira Pavilion in Santa Paula Santa Clara Valley (Area 1: Fillmore, Piru, Santa Paula)

I. Introduction

Ventura County Behavioral Health (VCBH) held three community forums during May 2009 as part of the community planning process for the Prevention and Early Intervention (PEI) component of the MHSA Proposition 63 mandate. This particular forum was the third of the three, and it was held in the Santa Clara Valley, specifically for residents in Area 1 (Fillmore, Piru, Santa Paula).

II. Participant Demographics and Representation

There were 35 registered participants for this community forum, out of which 16 surveys were received for a 46% response rate. Almost all of the surveys were completed in English (15), and one was completed in Spanish. Half of the participants were female (50%) and half were male (50%). The majority of participants stated they were Latino/Hispanic (63%), with 8% identifying Mexican as a subset of that category. Additional ethnicities represented at the Community Forum were Caucasian (39%) and American Indian (8%). Almost half of the participants were between the ages of 26 and 59 (47%), two-fifths were 60 years or older (40%), and 13% were transition-age youth between the ages of 16 and 25.

All but one participant came from Area 1. The one individual coming from/representing an Area outside of the Santa Clara Valley indicated that s/he was from Area 2 (which is comprised of Ojai and Ventura).

Participants at the Santa Clara Valley Community Forum represented different, and, in some cases, multiple community sectors as displayed in **Table 1**.

Table 1. Populations or Community Sectors Represented

	(n=16)
Education	38%
Underserved/unserved cultural populations	31%
Social Services	31%
Individuals and/or families who receive	25%
mental health services	25/6
MH service providers	19%
Community Family Resource Center	13%
Media	13%
Health	6%
Employment	6%
Law enforcement	6%



III. Participant Satisfaction

Participants were asked how satisfied they were with the community forum. All of the Community Forum attendees were "very satisfied" or "satisfied" with how the forum was organized. Almost all of the participants were "very satisfied" or "satisfied" with the types of information covered and with the forum overall. Participants' ratings on individual items are displayed below in **Figure 1**.

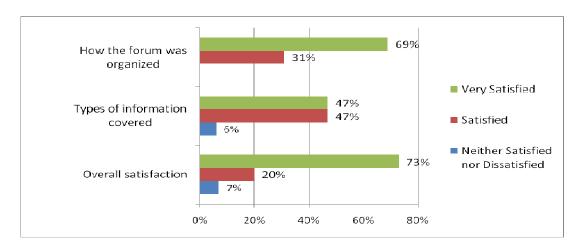


Figure 1. Satisfaction with the Community Forum

IV. Specific Services

Participants were asked to respond to a variety of questions designed to help pinpoint the type of PEI services that would best serve their needs. The queries fell into the following four categories: 1) Where services should be based; 2) What type of PEI services are needed; 3) When services should be offered; and, 4) What is most important in deciding about PEI services.

Just under two-thirds of the forum participants think services should be offered at schools, and over half think they should be offered at family resource centers. In addition, half of the respondents would like to see PEI services offered at community-based organizations. More than forty percent of the respondents believe doctor's offices/primary clinics and their own homes are good locations for services. Of note are the "other" mentions where seven participants (44%) specifically stated that One Step A La Vez Center in Fillmore is where PEI services should be offered. All responses are displayed in **Table 2**.



Table 2. Where Services Should be Based

Q2. Where would you/your family or other in your community like to go to get prevention and early intervention mental health services?	(n=16)
Schools	63%
Family resource centers	56%
Community-based organizations	50%
Doctor's offices/primary care clinics	44%
My own home	44%
Faith-based organizations	31%
Daycare centers/preschools	25%
Other (includes seven mentions for One Step A La Vez Center in Fillmore, and one mention for One Stops)	50%

When asked about the type of PEI services needed in their community, the most frequently mentioned mention responses were how to understand/manage children's behavior, managing stress, and ways to help people overcome traumatic events, each marked by over two-thirds of respondents. These needs were closely followed by how to identify mental health issues and illnesses, ways for families to learn how to communicate better with each other, and how to keep children and youth in school and out of trouble. All of the responses to this question are included below in **Table 3**.

Table 3. What Type of PEI Services Needed

Q3. What kinds of prevention and early intervention services might you/your family or others in your community need at the site(s) you selected in Question 2?	(n=16)
How to understand and manage children's behavior	69%
How to manage stress	69%
Ways to help families and people of all ages overcome traumatic events (in their community or in their home)	69%
How to identify signs of mental health issues and illnesses	63%
Ways for families to communicate better with each other	56%
How to keep children and youth in school and out of trouble	56%
What to do to improve mood or energy levels (for all ages)	50%
Tests/tools to help people figure out why they are feeling or acting the way they do	44%
Help for those who think about hurting themselves	44%
Other - includes one answer for each of the following: Knowing what is normal development for children and what they will not "grow out of," and Education that shows there is "hope for your child."	13%



Participants were asked to provide their input on which times of day or evening PEI services should be offered. Almost 70 percent of the respondents thought services should be available on weekends. Over 60 percent expressed that it would be helpful to have services available after 5 PM on weekdays, and half indicated a desire for 24-hour services. **Table 4** displays all responses to this question.

Table 4. When PEI Services Should be Offered

Q4. Which of the following service times would be most helpful to you/your family or community?	(n=16)
Services available on weekends (Saturdays and Sundays)	69%
Services available after 5 PM	63%
24-hour services	50%
Services available from 9 AM to 5 PM	19%

Community Forum participants were asked to select up to four choices of what is most important to them, their families, and communities when making a decision about using PEI mental health services. More than 80 percent of respondents indicated that they want low or no cost services. Additionally, almost two-thirds stated that staff who speak other languages is important. Half of the respondents think there should be few or no requirements to get services, and that there should be clear information on how to qualify for services. **Table 5** displays all responses to this question including which languages they would like staff to speak.

Table 5. Most Important in Deciding about PEI Services

Q5. Which of the following are most important (choose up to 4) to	
you/your family or community in making a decision about using	(n=16)
PEI mental health services?	
Low or no cost services	81%
Staff who speak other languages such as:	63%
ASL	13%
Spanish	63%
Mixteco	19%
Vietnamese	19%
Cantonese	6%
Tagalog	6%
Mandarin	13%
Few or no requirements to meet to get services	50%
Clear information on how to qualify for services	50%
Clear information on the specific problems that the service can	
help people with (such as depressions, trauma, anxiety, stress,	44%
substance abuse, family counseling, and others)	
Appointments that are easy to get without long wait times	38%
Staff who are friendly, sensitive and/or respectful	38%
Clear information on the specific services available	31%
Staff who understand my culture	25%
Other - (Policy writers that understand poverty, and Staff who know their own culture if different from me)	13%



V. Additional Comments

Attendees at the Community Forum were also given the opportunity to let VCBH know more about PEI related mental health needs in their community and to add additional comments about PEI services. The specific comments provided are listed below:

Additional comments

- Train 10 Latinos in Mental Health, then establish a communication tree by which those 10 each train an additional 10, then you will have 100, and then 1,000 and so forth.
- Inclusivity between the poor and all other stakeholders!

Additional comments - services/education needed

- Increased education on mental health services for elderly citizens.
- The substance abuse community has been underserved in all of these issues, especially the children of addicts. There needs to be outreach in this area.
- Education for youth regarding the reasons people enter gangs. Why our society's focus on material wealth leads to depression, etc.
- Education as a norm -- not as something additional.



Ventura County Mental Health Services Act (MHSA) Prevention and Early Intervention (PEI) Community Forum May 19, 2009, 4:00 - 6:30 PM, Courtyard by Marriott in Oxnard West County (Area 2: Ojai, Ventura and Area 3: Camarillo, Oxnard, Port Hueneme)

I. Introduction

Ventura County Behavioral Health (VCBH) held three community forums during May 2009 as part of the community-based planning process for the Prevention and Early Intervention (PEI) component of the MHSA Proposition 63 mandate. This particular forum was the second of three, and it was held in the western part of the county, specifically for residents in Area 2 (Ojai, Ventura) and Area 3 (Camarillo, Oxnard, Port Hueneme).

II. Participant Demographics and Representation

There were 63 registered participants for this community forum, out of which 40 surveys were received for a 63% response rate. All of the surveys were completed in English. Two-thirds of the participants were female (66%) and one-third was male (34%). The majority of participants stated they were Caucasian (55%), followed by Latino/Hispanic (28%), African-American (18%), American Indian (8%), Asian/Pacific Islander (3%), and Other: Chicano (3%). Over three-fourths of the participants were between the ages of 26 and 59 (76%), one-fifth was 60 years or older (21%), and 3% were transition-age youth between 16 and 25.

Although the forum was targeted for residents in the western part of the county, there were participants from other Areas in attendance. As seen in **Table 1**, Area 3 had the highest representation (60%), followed by Area 2 (43%), Area 4, which is comprised of Thousand Oaks and Westlake Village (10%), Area 1, which is comprised of Fillmore, Piru, Santa Paula (3%), and Area 5, which is comprised of Moorpark and Simi Valley (3%).

Table 1. Area Representation*

Geographic Area Represented	(n=40)
Area 1 (Fillmore, Piru, Santa Paula)	3%
Area 2 (Ojai, Ventura)	43%
Area 3 (Camarillo, Oxnard, Port Hueneme)	60%
Area 4 (Thousand Oaks, Westlake Village)	10%
Area 5 (Moorpark, Simi Valley)	3%

^{*}Percentages total to more than 100% as some participants marked more than one Area.



Participants represented different, and, in some cases, multiple community sectors as displayed in Table 2.

Table 2. Populations or Community Sectors Represented

	(n=40)
Education	43%
Mental Health service providers	30%
Underserved/unserved cultural populations	23%
Individuals and/or families who receive	18%
mental health services	1070
Community Family Resource Center	13%
Health	10%
Social Services	10%
Employment	3%
Media	3%
Other - Family education	3%

III. Participant Satisfaction

Participants were asked how satisfied they were with the community forum. Over 90 percent indicated that they were "very satisfied" or "satisfied" with how the forum was organized, the types of information covered, and in response to their level of overall satisfaction. The participants' ratings are displayed in **Figure 1**.

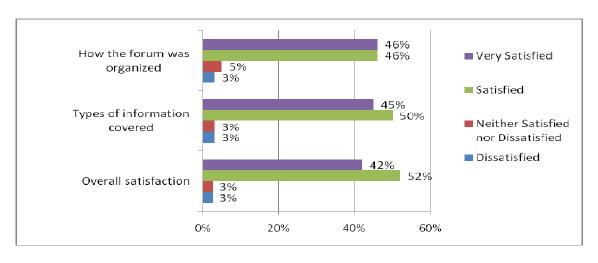


Figure 1. Satisfaction with the Community Forum



IV. Specific Services

Participants were asked to respond to a variety of questions designed to help pinpoint the type of PEI services that would best serve their needs. The queries fell into the following four categories: 1) Where services should be based; 2) What type of PEI services are needed; 3) When services should be offered; and, 4) What is most important in deciding about PEI services.

Over three-fourths of forum participants think services should be offered at schools, and more than half think they should be offered at doctor's offices/primary care clinics and family resource centers. In addition, almost half of the respondents would like to see PEI services offered at community-based organizations. Approximately one-third to just under 40 percent of respondents believe faith-based organizations, daycare centers or preschools, and their own homes are good locations for services. All responses are displayed in **Table 3**.

Table 3. Where Services Should be Based

Q2. Where would you/your family or other in your community like to go to get prevention and early intervention mental health services?	(n=40)
Schools	78%
Doctor's offices/primary care clinics	55%
Family resource centers	55%
Community-based organizations	48%
Faith-based organizations	38%
Daycare centers/preschools	35%
My own home	35%
Other - includes one answer for each of the following: All categories should have pertinent information, Gang intervention, Internet, Health clubs as a component of wellness, Emergency rooms/urgent care/in-patient units	13%

When asked about the type of PEI services needed in their community, the most frequently mentioned response was how to understand and manage children's behavior, marked by 70 percent of respondents. This need was closely followed by how to identify mental health issues and illnesses, managing stress, and how to keep children and youth in school and out of trouble. All of the responses to this question are included in **Table 4**.



Table 4. What Type of PEI Services Needed

Q3. What kinds of prevention and early intervention services	(40)	
might you/your family or others in your community need at the	(n=40)	
site(s) you selected in Question 2?		
How to understand and manage children's behavior	70%	
How to identify signs of mental health issues and illnesses	68%	
How to manage stress	65%	
How to keep children and youth in school and out of trouble	63%	
Ways for families to communicate better with each other	58%	
Ways to help families and people of all ages overcome traumatic	48%	
events (in their community or in their home)		
Help for those who think about hurting themselves	48%	
What to do to improve mood or energy levels (for all ages)	33%	
Tests/tools to help people figure out why they are feeling or	33%	
acting the way they do	33/0	
Other - includes three answers for Screening services at Doctor		
offices and schools, and one answer for each of the following:		
Holistic art therapy, Behavioral health services for homeless,		
Culturally specific services, Diagnosing dementia vs. depression	28%	
vs. "old age," Drug use, Mentoring/modeling for those who are		
gay, Education/material explaining mental health problems, How		
to help those who need help.		

Participants were asked to provide their input on which times of day or evening PEI services should be offered. More than half of the respondents thought services should be available after 5 PM on weekdays and that services should be available around the clock. **Table 5** displays all responses to this question.

Table 5. When PEI Services Should be Offered

Q4. Which of the following service times would be most helpful to you/your family or community?	(n=40)
Services available after 5 PM	55%
24-hour services	55%
Services available on weekends (Saturdays and Sundays)	40%
Services available from 9 AM to 5 PM	33%



Community Forum participants were asked to select up to four choices regarding what is most important to them, their families, and communities when making a decision about using PEI mental health services. More than three-quarters of participants indicated that they want low or no cost services. Additionally, more than half stated that there should be few or no requirements to receive services, and just under half marked that staff who are friendly, sensitive and respectful is important. Forty percent would like to receive clear information on the specific problems with which the PEI service can help, such as depression, trauma, anxiety, etc. **Table 6** displays all responses to this question.

Table 6. Most Important in Deciding about PEI Services

Q5. Which of the following are most important (choose up to 4) to you/your family or community in making a decision about using PEI mental health services?	(n=40)
Low or no cost services	78%
Few or no requirements to meet to get services	53%
Staff who are friendly, sensitive and/or respectful	48%
Clear information on the specific problems that the service can help people with (such as depressions, trauma, anxiety, stress, substance abuse, family counseling, and others)	40%
Appointments that are easy to get without long wait times	38%
Staff who speak other languages such as:	38%
Spanish	33%
Mixteco	8%
ASL	5%
Vietnamese	5%
Tagalog	5%
Staff who understand my culture	28%
Clear information on the specific services available	28%
Clear information on how to qualify for services	25%
Other - (Classes, Professionally competent staff in adequate numbers)	5%

V. Additional Comments

Attendees at the Community Forum were also given the opportunity to let VCBH know more about PEI related mental health needs in their community and to add additional comments about PEI services. The comments provided are listed below:

Additional comments

- 1) Mental illness occurs in "functional" families! 2) Families should be enlisted in the recovery process and should be assisted/trained from the earliest point possible.
- Oftentimes there are entire families who have mental health needs, [which] consequently spill over into
 other types of needs for the family. A multi-disciplinary approach to addressing a family's needs would be
 very helpful.
- Perhaps it would be useful for VCBH to offer language classes to employees/clinicians.



Additional comments - services needed at schools

- One of the best places to provide services is at a school site!! YES, yes, yes.
- Mental health services are needed to be delivered AT the schools. Many parents have difficulty taking their children to VCBH or other offices.
- Workshops to help teachers (preschool to high school) identify when a child/family is in crisis, what to do with that information and how to help them.
- We need to find the children in schools with depression, anxiety, etc. that teachers may not identify -- before the problems get bigger and lead to suicide or violence.

Additional comments - other services needed

- The Sandwich Generation -- taking care of parents with depression or mental illness and dealing with the aging process or Dementia.
- How to appropriately serve the African American community through a transformative system.
- I would like to see the needs of the underserved in elementary and junior high schools with sexual orientation and gender identity issues addressed. Helping them with self-acceptance [and the] coming out process so they are congruent with adolescent changes.
- Increase in gang violence from high school level youth needs to be addressed. Children who fall through the cracks (kicked out of school when they need help). How do we start these programs in our community?
- Research required on law enforcement stress and its effect on performances and fatalities.
- Behavioral Health services available to the homeless, located at service clinics, etc. such as Project Understanding, Catholic Charities, One-Step, Salvation Army.
- Currently, there is counseling only. We need: (1) classes, friendly visitor programs, social programs to increase self-worth; (2) Access to services -- bus or cab token, mobile units; and (3) Links with tangible social services (i.e., social security, Medi-cal).
- Service providers need to know which agencies provide direct individual/group services and which provide only referrals to other agencies. Need follow-up and user evaluation that is web-based, like travel service referral sites where travelers evaluate hotels.

Additional comments - concerns

- A primary problem in the SC area is isolation and lack of community. Prevention efforts would go a long way if they provided more opportunities for developing easily accessed community.
- Stigma problem -- need awareness. How does all this get underway? FUNDING? Prop 63 dollars available still?
- The need to abide by the MHSA mandate to transform services particularly as it pertains to underserved ethnic communities.
- Be accountable to the process.
- In the late 60's, LAUSD staffed many positions w/people who were of the same culture, home language as the student population. These people would get hired away by media, colleges, etc. How do you propose to keep them on board?