

Power of Programs

Louisiana 21st CCLC Afterschool Fall Training

October 5, 2023

Outreach and Engagement Strategies

Erik Peterson, Senior Vice President of Policy, Afterschool Alliance



Afterschool Alliance



Afterschool Alliance

The Afterschool Alliance works to ensure that all children and youth have access to affordable, quality afterschool and summer learning programs that help them, their families, and communities thrive. We focus on expanding afterschool and summer opportunities wherever children live and learn, with respect for every child's needs and identity.



About us and what we do

Wide & deep reach at the grassroots & grassstops

- National Partners
- More than 25,000 program providers
- Work with 50 statewide afterschool networks
- 200 Afterschool Ambassadors at the local level
- VISTAs embedded to build state and local infrastructure



When I hear “afterschool programs”, I think of _____.





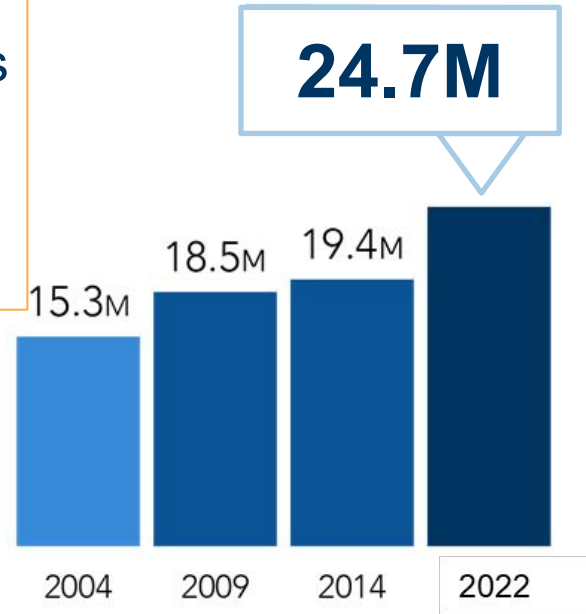
Photo credit: 50 Afterschool
Networks

Advocating for Afterschool: What's at Stake?

Unmet Demand for Afterschool Skyrockets

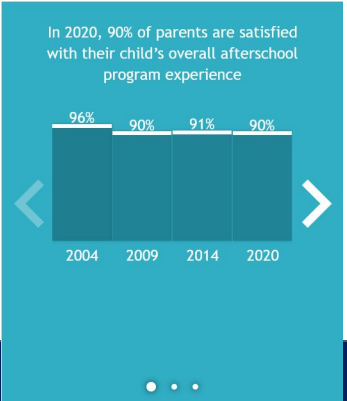
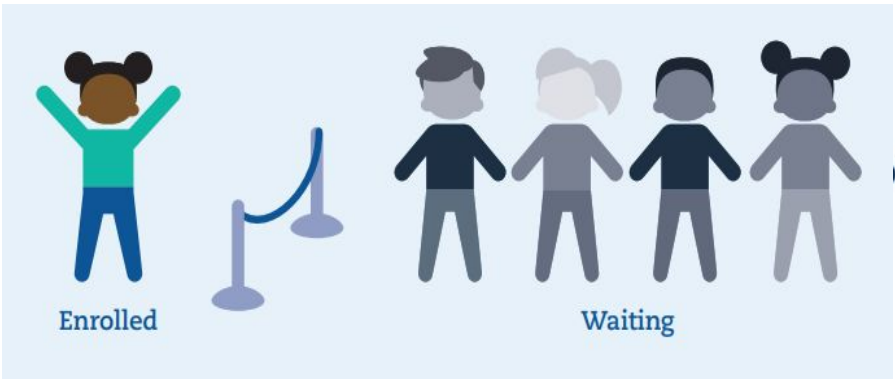
Nearly 25 million children would enroll in an afterschool program, if one were available. This is the highest demand in the history of America After 3PM, and marks an increase of 9 million children since 2004, a growth of 60%.

Unmet demand for programs has grown **60%** since 2004



More Students Than Ever Are Missing Out

For every child in afterschool ⁴ are waiting for an available program.

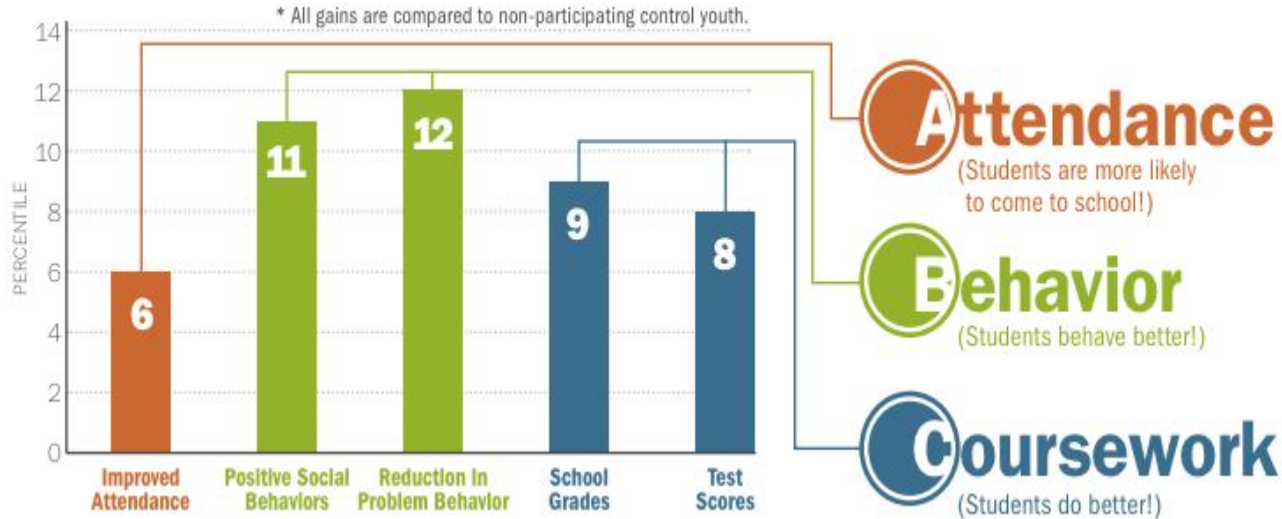


Afterschool opportunities can transform a time of risk into a time to inspire and help students succeed.

A growing body of research shows that regularly participating students in quality afterschool opportunities develop essential skills, such as:

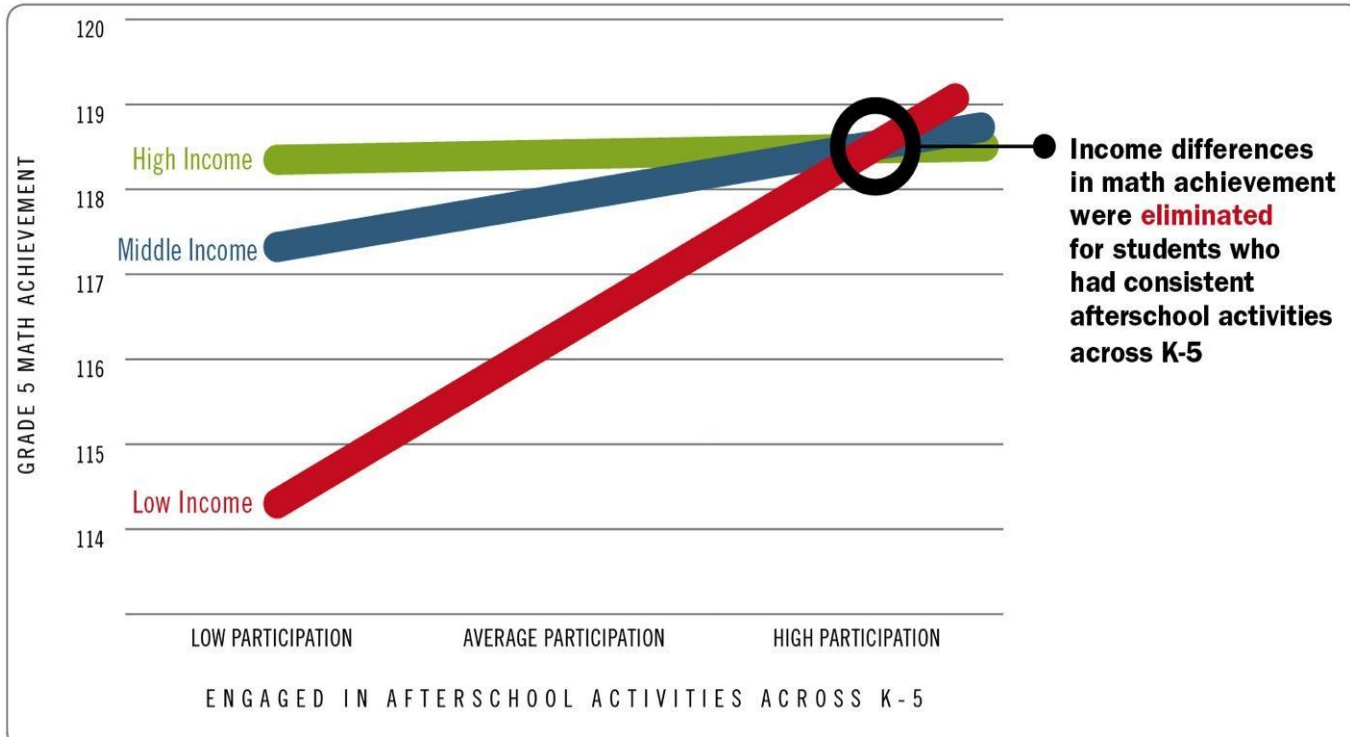
- Improved grades and work habits,
- more homework completed on time,
- often gains in test scores on which the program focuses,
- self-control and confidence gains,
- Improved school day attendance and behavior, and
- less risky behaviors, such as tobacco, marijuana and alcohol use,

High quality afterschool programs are proven to accelerate student achievement and development



Durlak & Weissberg, Collaborative for Academic, Social and Emotional Learning;
Expanding Minds, p. 196

More time spent in afterschool activities during the elementary school years is linked to narrowing the gap in math achievement at grade 5.





Afterschool programs provide opportunities children need today.

Parents agree that programs allow kids to:



85%

Engage with their peers



82%

Learn life skills



81%

Build confidence



77%

Build positive relationships with caring adults and mentors



79%

Learn responsible decision-making



Afterschool programs deliver on the supports parents want for their children.

Parents reporting the following were important in their selection of their child's afterschool program:

88%

Opportunities to build life skills, like interacting with peers, developing social skills, and responsible decision-making



Opportunities to build life skills

Parents reporting that their child's afterschool program is offering the following:

90%

Time to interact with their peers and build social skills

73%

Learning responsible decision-making

82%

Confidence-building



Afterschool programs deliver on the supports parents want for their children.

Parents reporting the following were important in their selection of their child's afterschool program:

93%



A safe environment

92%

93%

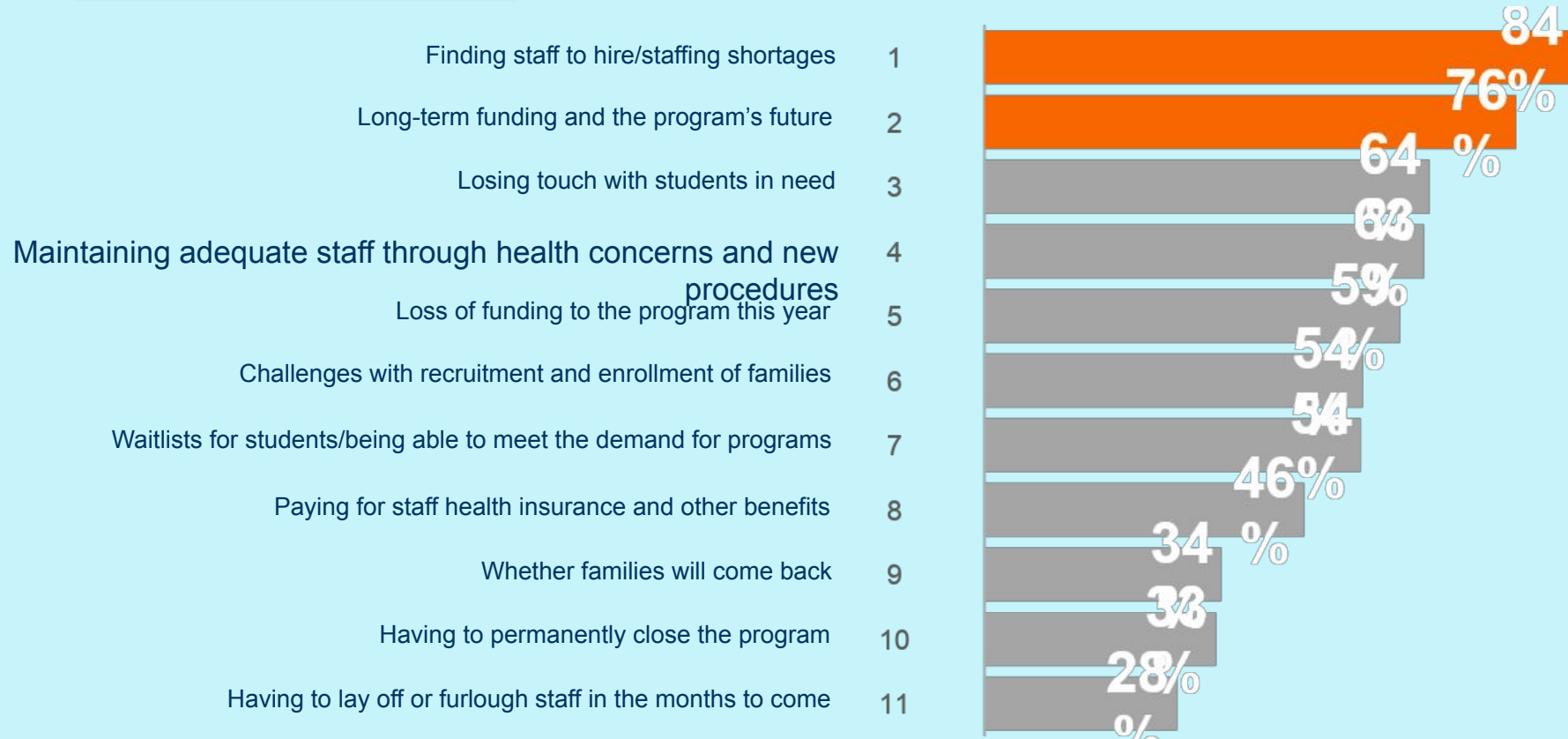


Knowledgeable and caring staff




89%

Parents satisfied with the following in their child's afterschool program:

Staffing and funding continue to top the list of concerns for program providers



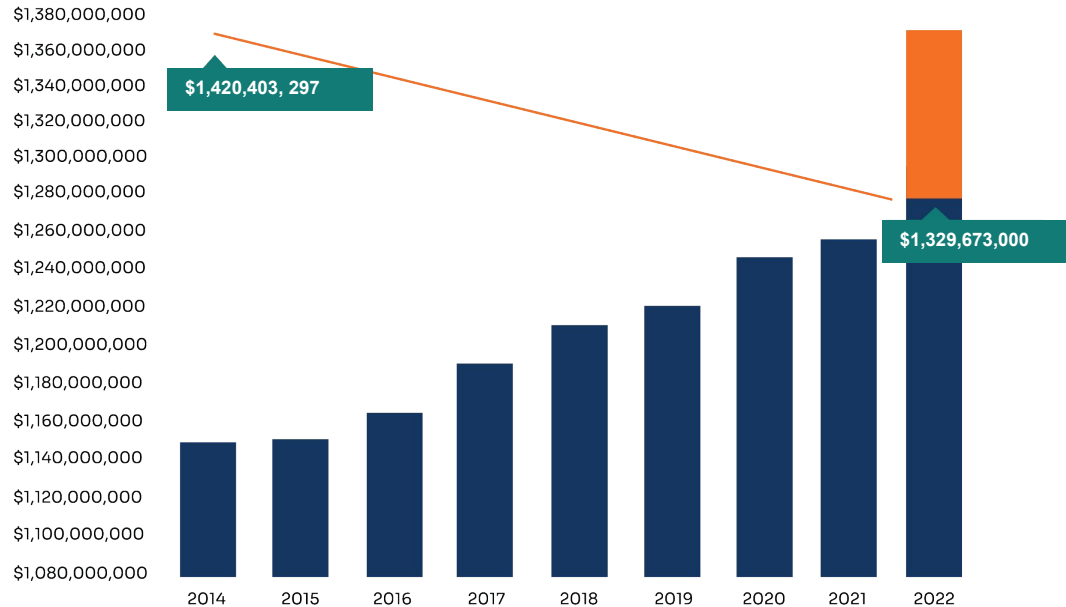
Barriers to participation are higher for low-income families

		Higher-income household	Low-income household
	Programs are too expensive	55%	59%
	No space in preferred program	37%	43%
	Transportation issues, no safe way to get to and from program	51%	54%

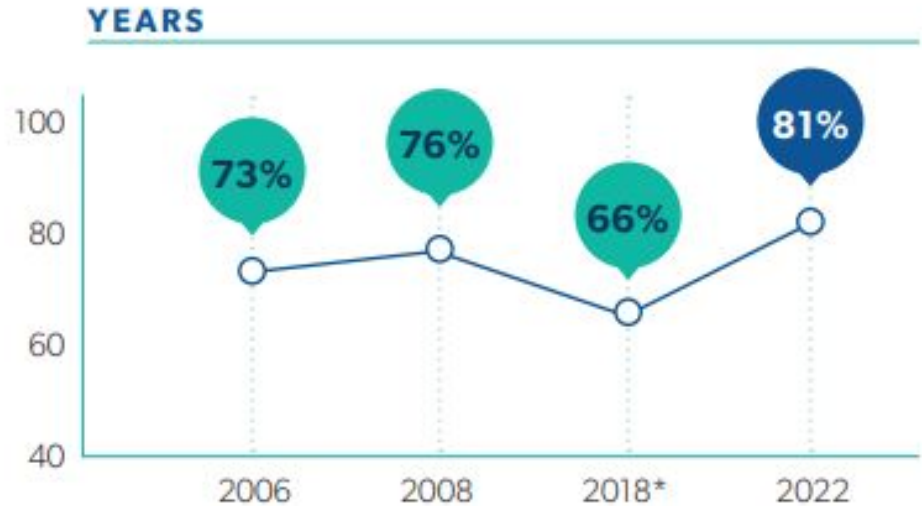
Afterschool funding has not kept up with the rate of inflation

The decline comes as public investments in afterschool programs have largely stalled and not kept up with growing demand. Adjusted for inflation, 21st CCLC funding in 2022 is \$91M below the 2014 level.

Funding for 21st Century Community Learning Centers



8 in 10 voters want more funding for afterschool



**2018 is of likely voters asked about afterschool and summer learning programs*



Scan this code to see more results from our survey of over 1,400 voters

We need to tell the story of afterschool!

Afterschool and summer learning programs are essential in serving students and families to support student mental well-being and academic success.

Talk to local government officials, business leaders, state leaders and agencies, school district leaders, media, and more.









Photo credit: 50 Afterschool
Networks

Messaging Afterschool

Top takeaways from the messaging research were to **lead with aspirational language**, **connect afterschool to learning**, **safety resonates**, and to **be explicit** when describing the benefits of afterschool.

Think aspirational		Frame the skills children learn in afterschool programs around “reaching their full potential” is values driven and has a broader range of positive outcomes
Learning is key		Position afterschool as an integral component in the learning process and for students’ positive social development
Broaden notion of safety		Concerns remain around how children spend the hours between 3 and 6 pm., but the focus is now on expanding the definition of safety to a holistic approach that meets children’s core needs.
Define the benefits		Try to assert the positive benefits of afterschool without bridging or hedging language

What Parents are Prioritizing

When asked, “How important were each of the following reasons in selecting your child’s primary afterschool program?” parents shared that the following were important:

- Opportunities to **build life skills**, like **interacting with peers**, **developing social skills**, and **responsible decision making**
- **Physical activity**
- Activities that **excite my child about learning**
- **Science, technology, engineering, math, or computer science** learning opportunities
- Opportunities to **experience the outdoors**

Crafting a Winning Elevator Pitch

- *Make it concise*
- *Know your asks. What do you want the person you are pitching to do? What is the key takeaway?*
- *Include a signature or memorable stat*
- *Repeat organization name & identifying information*
- *Do you have a compelling anecdote you can share?*



Crafting a Winning Elevator Pitch

Things to avoid:

- Jargon and acronyms
- Complexity
- Using the same elevator pitch with different audiences

Elevator Pitch Sample

Hi, my name is Erik and I am the program director at Sunnyside Neighborhood Afterschool Program. We run 21st CCLC programming for students from all over the city. Our programs have really great results! Our kids love our programs! You should absolutely consider supporting Sunnyside Neighborhood Afterschool Program.



Elevator Pitch Sample

Hi, my name is Erik and I am the program director at Sunnyside Neighborhood Afterschool Program. We are a 21st Century Community Learning Center-funded program serving 125 youth in 6th-8th grade who attend Sunnyside Middle School. Our students participate in exciting activities including robotics, theater, soccer, and service projects, just to name a few. Our program has great results. In 2019, 98% of our 8th graders successfully transitioned to 9th grade on time. We would like to expand our programming to serve more students, but transportation home at the end of the day is a challenge for many interested youth. We would very much appreciate your support with a grant to fund buses to transport students who do not live in walking distance from our program.



Crafting a Winning Elevator Pitch

Consider the following when crafting your message:

What are the priorities of the stakeholder/audience?

Why should they support you?

What do you want them to do?

Why is your work unique?

What are relevant stats/stories to share?

Practice Crafting Your Own



Provide feedback after each pitch!
What was compelling?
What was unclear or can be removed?



Photo credit: 50 Afterschool
Networks

Take Action: Getting your message out there

Preparing an Outreach Action Plan



- Develop your goals - what do you want the audience to take away?
- Determine your targets - who is your audience?
- Think through potential partners - who can you bring in to strengthen your campaign?
- Identify your tactics - how will you make this campaign compelling? Scheduling your campaign around certain times.
- Craft your messaging - what will you say? What stories will you tell?
- Implement your plan!
- Evaluate your campaign!



Building a Social Media Presence

- Know where your audience is
 - Ask parents for their handles on next survey, form, or email
- What do you share?
 - Give audience a window in - share moments from programs, etc.
 - Make it personal - share about staff
 - “Take a look at this” - sharing posts from partners, like us!
- Easy ways to show off
 - **Video** - People love ‘em, algorithms love ‘em



Develop Communication Goals

It's hard to measure if you've changed someone's mind, it's easier to measure:

- Signatures on a petition
 - # of partners or parents who shared your action alert
 - # of attendees at an event
 - Total clicks, reach, impression of advocacy campaign
-

As goals, this could look like:

- By the end of this campaign, we'll have 500 signatures on our petition to protect afterschool funding

OR

- By the end of this campaign, 50 parents will have shared/tweeted at our city council

Determine Targets

Who holds the power to make the change you seek?

- **Federal** - Your House Representatives & Senators
 - We make it easy for you: 3to6.co/congress
- **Local** - City Councilmembers, Mayors, State leaders, Business leaders and Chamber of Commerce, School District officials, School Board, other School and Community Leaders

Partnerships

Many voices are louder than one!

- Who else in your community supports kids, working parents, and afterschool?

Consider:

- Your Afterschool State Network
- Other afterschool programs
- Parent organizations/PTOs
- School leaders/principals
- Local businesses
- Students/Student advocate groups
- Faith based groups

A group of diverse students, mostly young people of color, are walking along a paved path outdoors. They are wearing backpacks, suggesting they are on their way to school or an activity. The background shows trees and a fence, indicating a school or park setting. The lighting is natural, suggesting daytime.

Host a successful site visit

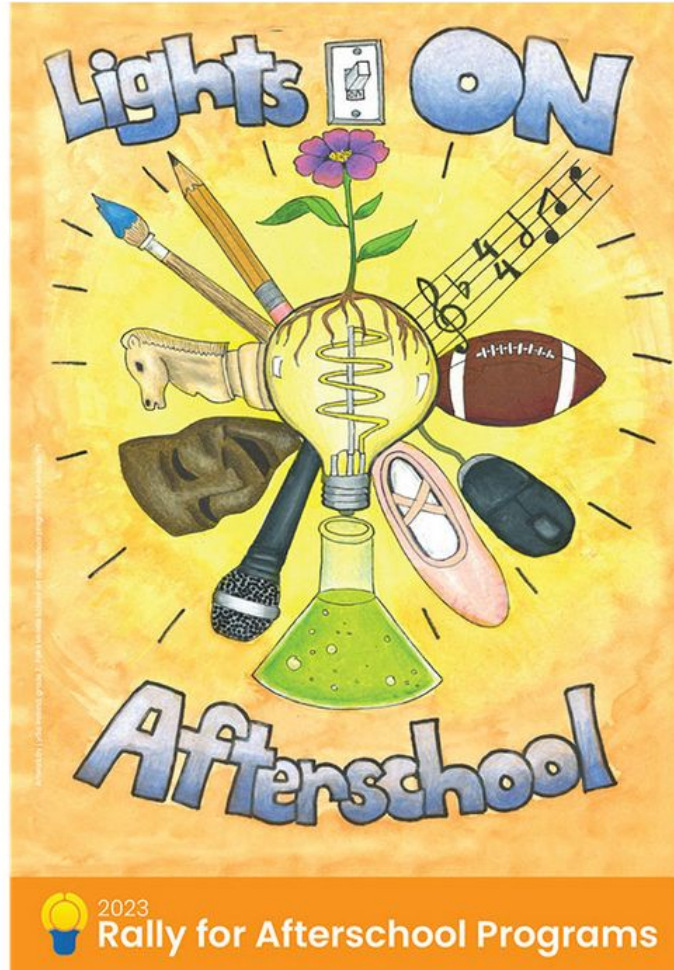
Inviting a lawmaker to tour your afterschool program is one of the best ways to show him or her firsthand the impact of afterschool programming on students and families in their district and/or state. Here's how.

<http://afterschoolalliance.org/reachPolicySiteVisit.cfm>

LIGHTS ON AFTERSCHOOL is coming...

**October 26,
2023**

<http://www.afterschoolalliance.org/loa.cfm>



**October 26,
2023**

<http://www.afterschoolalliance.org/loa.cfm>

Mapping city, state, and school district investments in afterschool and summer learning



The Tuscaloosa City School District, Alabama, is dedicating \$2 million of its ESSER III funds to provide comprehensive afterschool programs, which will offer STEM learning opportunities, arts, music, physical activity and wellness programming, service learning, and drug and violence prevention programming. In addition to using funds to hire 113 individuals to staff the afterschool programs, the district allotted funds to provide transportation for programs

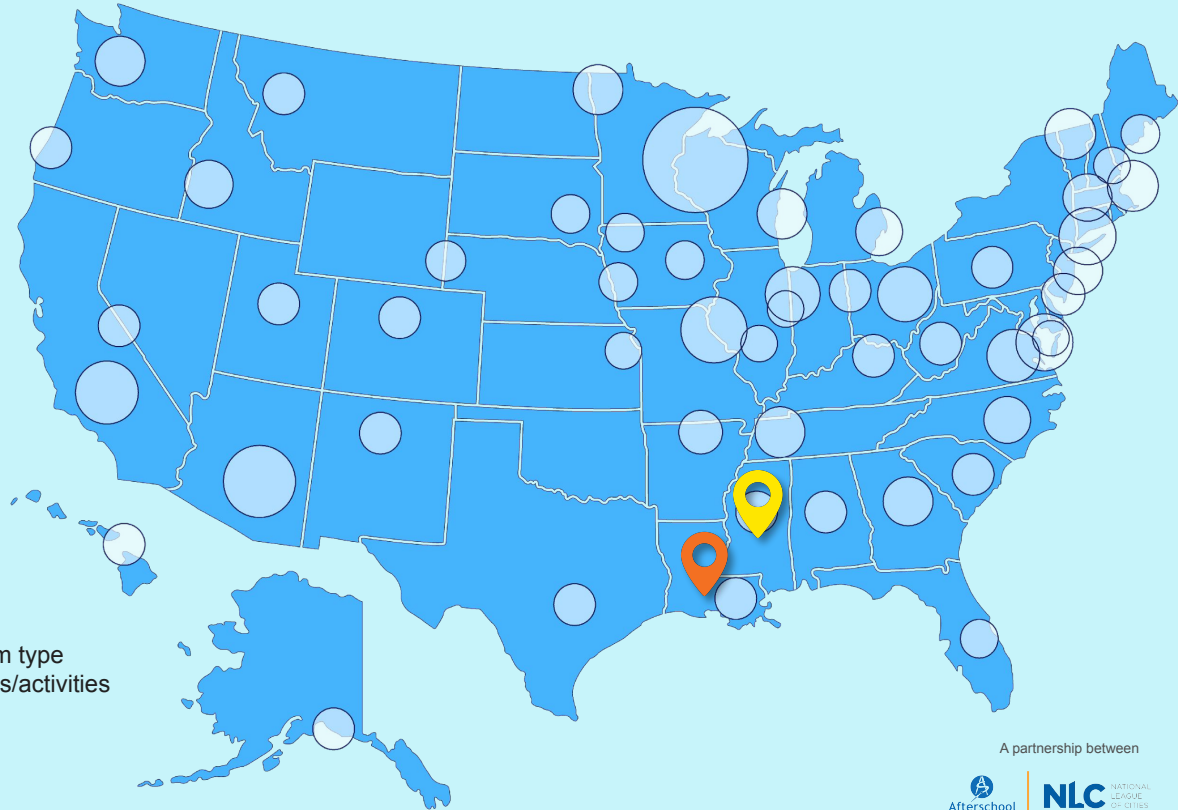


Claiborne Parish, Louisiana, dedicated \$486,876 in ESSER III dollars to a summer learning program for students in grades K-8 in 2021 and 2022. The program was focused on students in need of extra academic support, but was open to all students who wanted to participate. Each day, programming included core academics and enrichment opportunities like music, dance, art, life skills, and more through a partnership with 4H



Search by

- State
- City
- School district
- Funding source
- Funding entity
- Program type
- Services/activities



A partnership between



View map at: 3to6.co/ARPMAP

Have a story for the map? Email us at info@afterschoolalliance.org, subject line: ARP Map Story

Follow Us!



@afterschool4all



@afterschool4all



/afterschoolalliancedc

And subscribe to get email updates:

<http://www.afterschoolalliance.org/get-updates.cfm>

Contact Us

**Erik Peterson, epeterson@afterschoolalliance.org
[@ErikAferschool](https://twitter.com/ErikAferschool) on Twitter**



Afterschool Alliance