



# Afterschool in Rural Communities: What You Need to Know

April 28, 2016

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# GUEST SPEAKERS

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Marcia Dvorak, Ph.D.  
Director  
Kansas Enrichment Network



Steph Shepard  
Director  
Altoona Campus Kids Klub



Dan Brown  
Director  
Abilene's Before and After School Program

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**What does the landscape of afterschool look like in rural communities?**

# WHAT IS *AMERICA AFTER 3PM*?

## *America After 3PM* Rural Data

- Overall survey responses, n= 13,709
- Rural community responses, n = 3,211
- Zip codes crosschecked with Census Bureau
- Data collected between Feb. 28 and April 17, 2014
- Online survey, approximately 15 minutes to complete

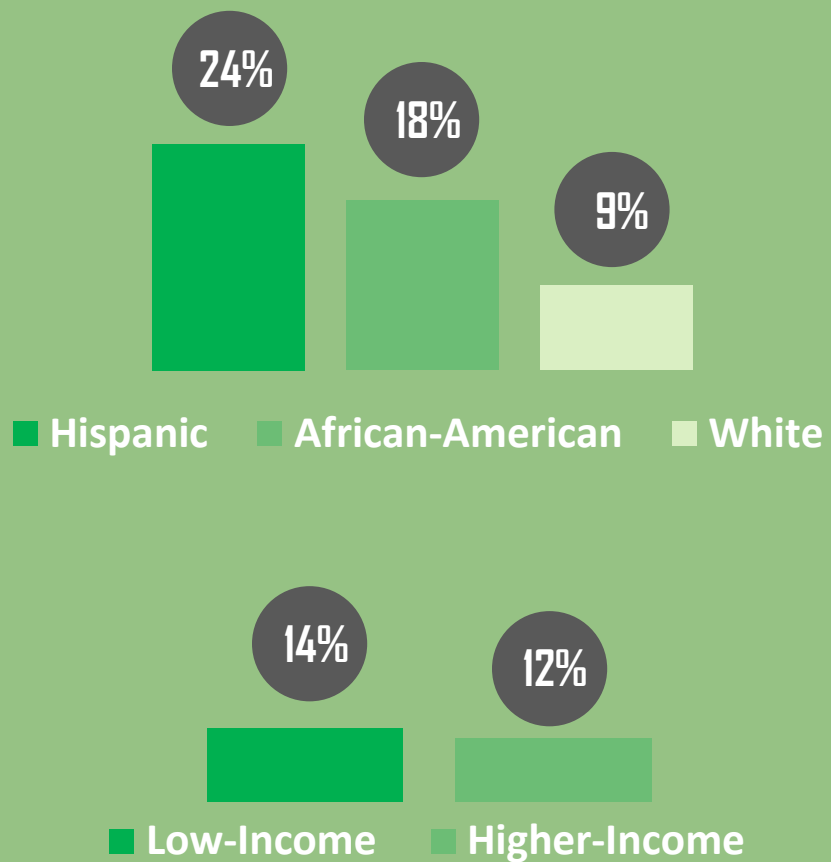
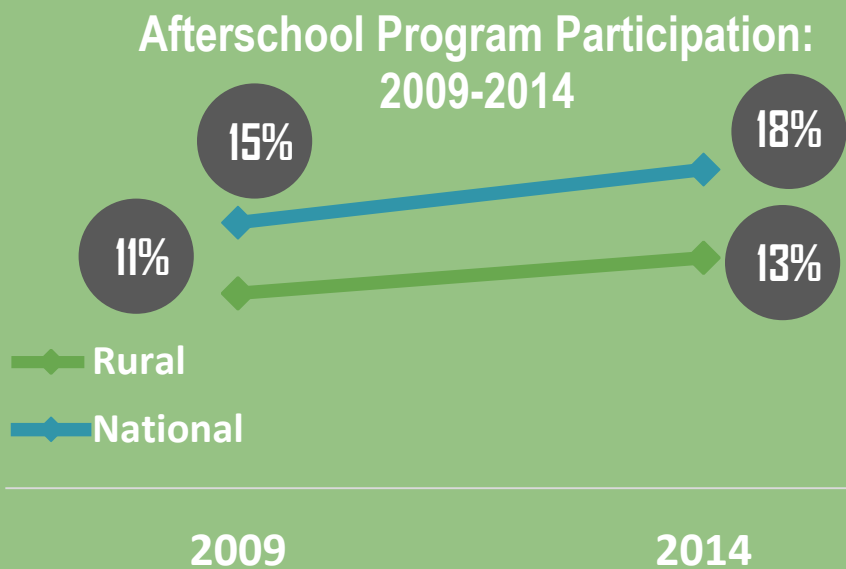
## Rural Afterschool Program Provider Survey

- Online survey
- Shared via listserv, social media, partners and offered an added incentive for SANs
- Close to 700 survey responses from rural program providers
- Close to 600 open-ended responses about challenges and promising practices in rural communities

## 1-on-1 Interviews with Rural Program Providers

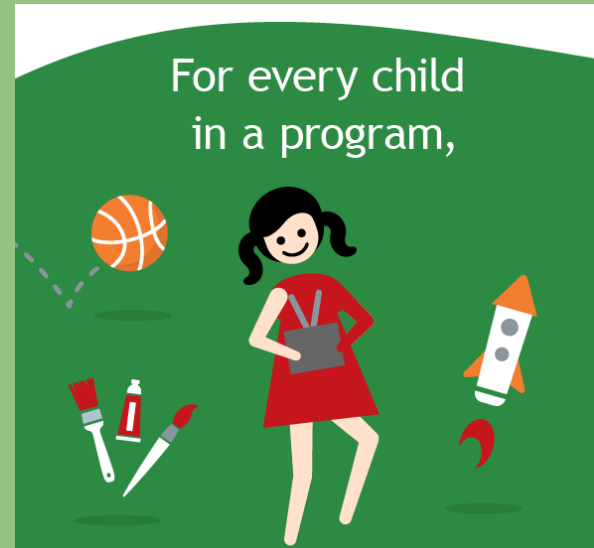
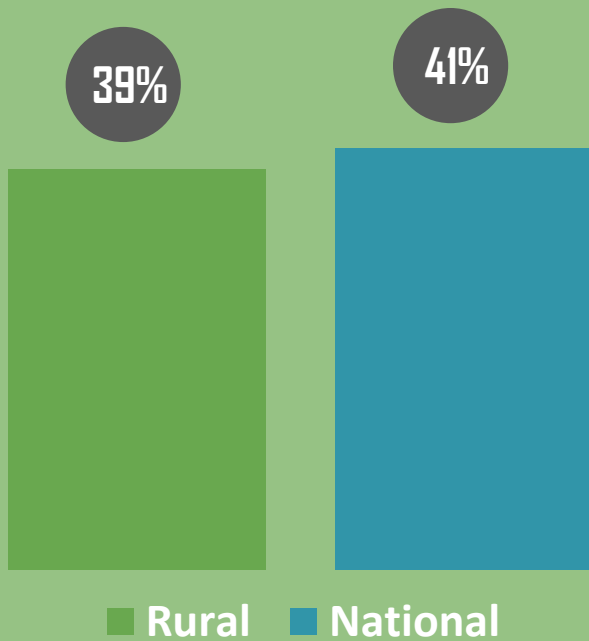
- Phone interviews with close to a dozen rural afterschool program providers
- Worked with the Statewide Afterschool Networks to find rural afterschool program providers to interview

# RURAL AFTERSCHOOL PROGRAM PARTICIPATION IS GROWING



# AFTERSCHOOL PROGRAM DEMAND REMAINS HIGH

## Unmet Demand for Afterschool



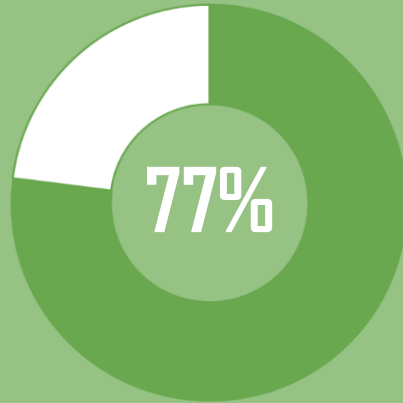
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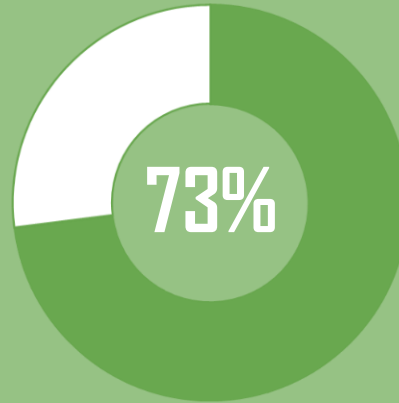
# What is driving afterschool program participation and demand in rural communities?

# THE VALUE OF AFTERSCHOOL ...

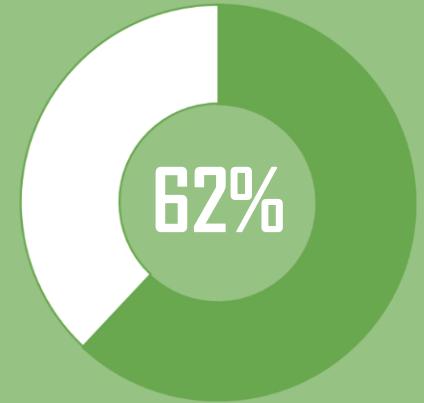
DEVELOP SOCIAL SKILLS



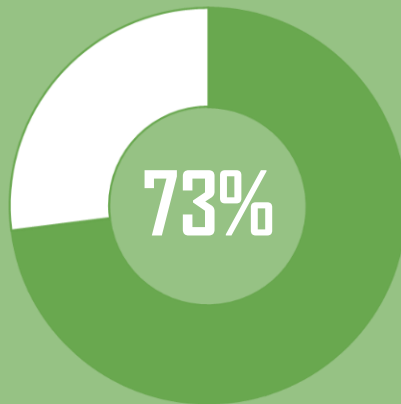
HOMEWORK



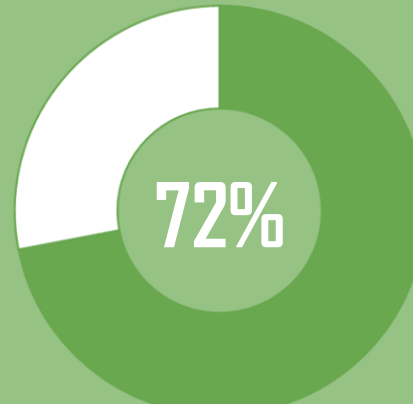
GAIN STEM SKILLS



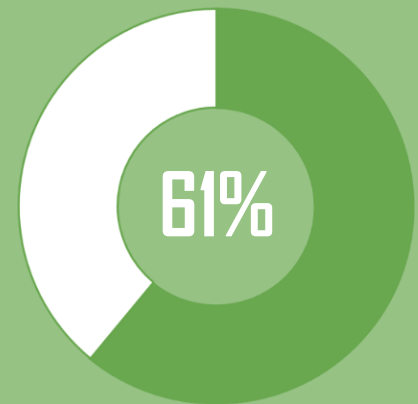
PHYSICAL ACTIVITY



REDUCE RISKY BEHAVIORS



HEALTHY FOODS



From academics to physical activity, parents agree that afterschool programs can help

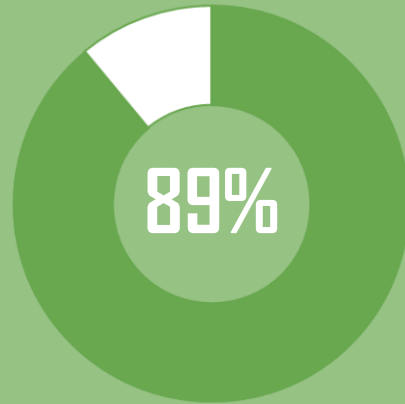


# ...AND SATISFACTION WITH AFTERSCHOOL

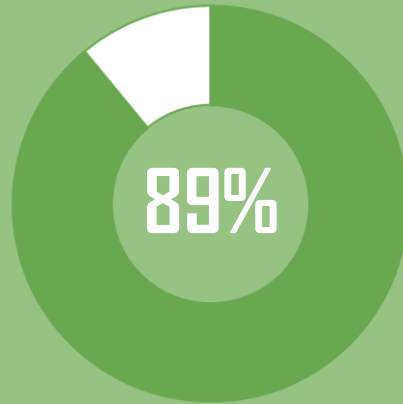
**85%**

of rural parents are satisfied with their child's afterschool program overall. Rural parents are also satisfied with...

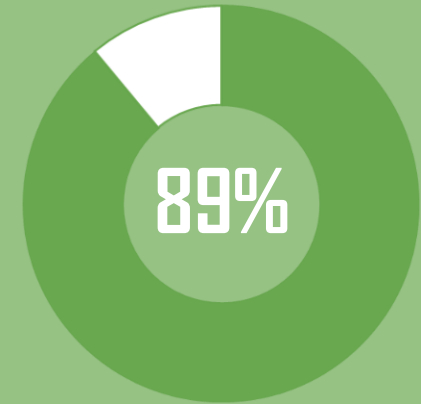
PROGRAM SAFETY



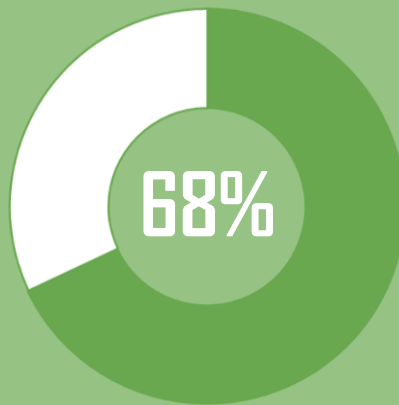
QUALITY OF CARE



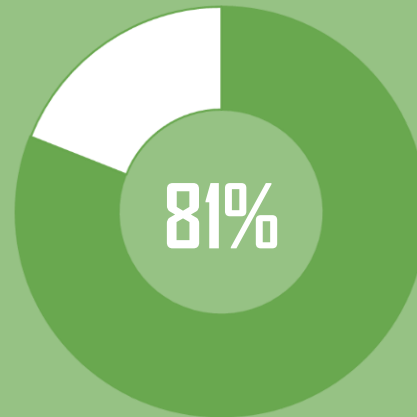
QUALITY OF STAFF



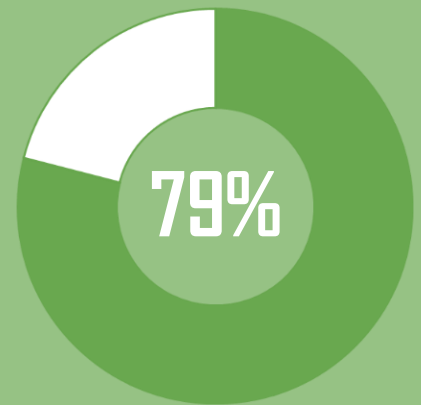
STEM




PHYSICAL ACTIVITY OFFERED



HEALTHY FOODS



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What are challenges in rural communities  
when it comes to afterschool?

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# CHALLENGES

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Raising enough funds to run & sustain their program was the #1 challenge among rural afterschool program providers



6 in 10 afterschool program providers report that recruiting staff is challenging



**59%** of afterschool program providers report that parent engagement is challenging



# Kansas Enrichment Network

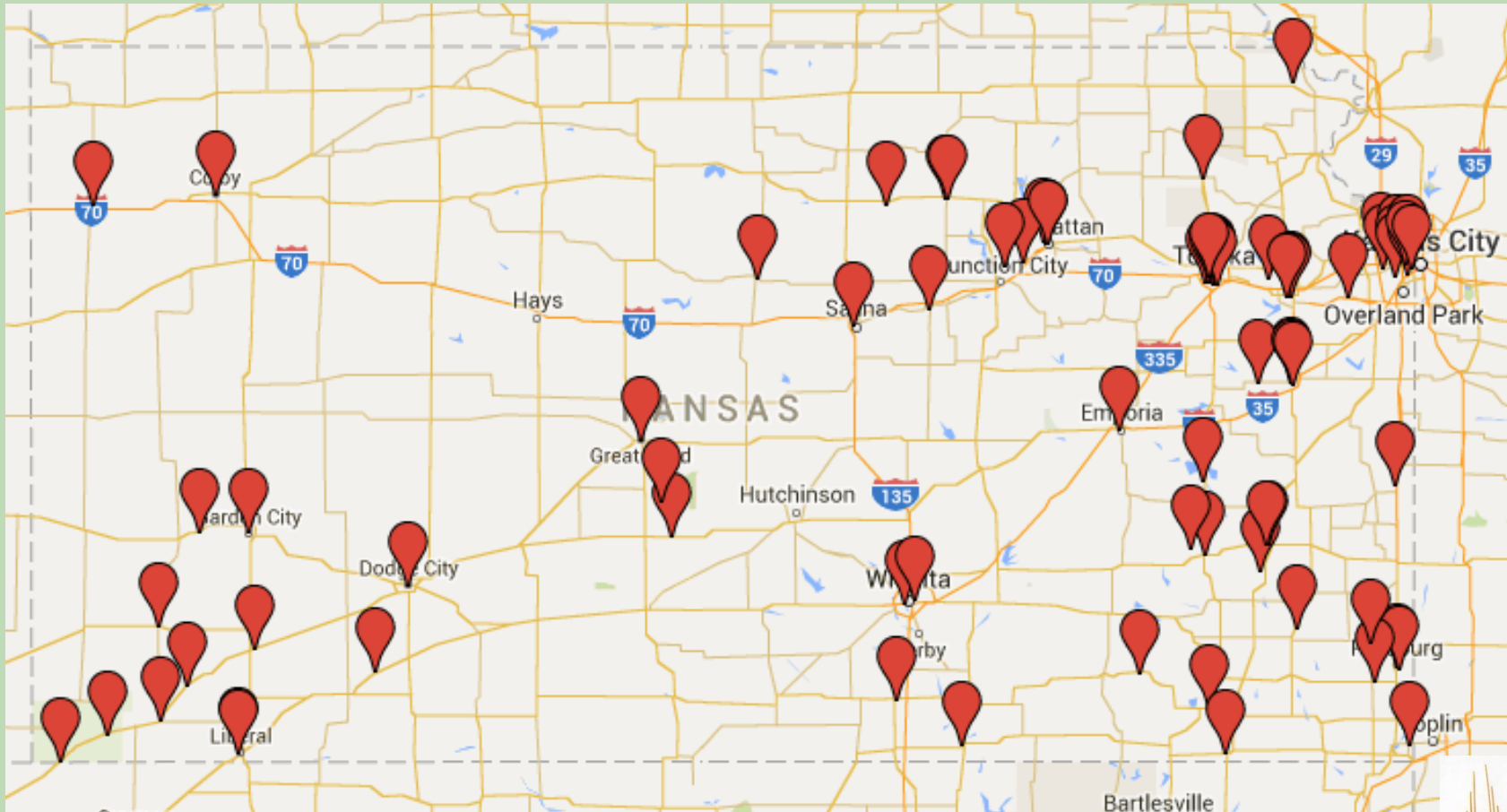
## Systems of support

Marcia Dvorak, Ph.D.  
Director, Kansas Enrichment Network  
Center for Public Partnerships & Research  
University of Kansas



# Statewide Afterschool Networks

Thank you – Charles Stewart Mott Foundation



<http://www.statewideafterschoolnetworks.net/>



# What is a Network?

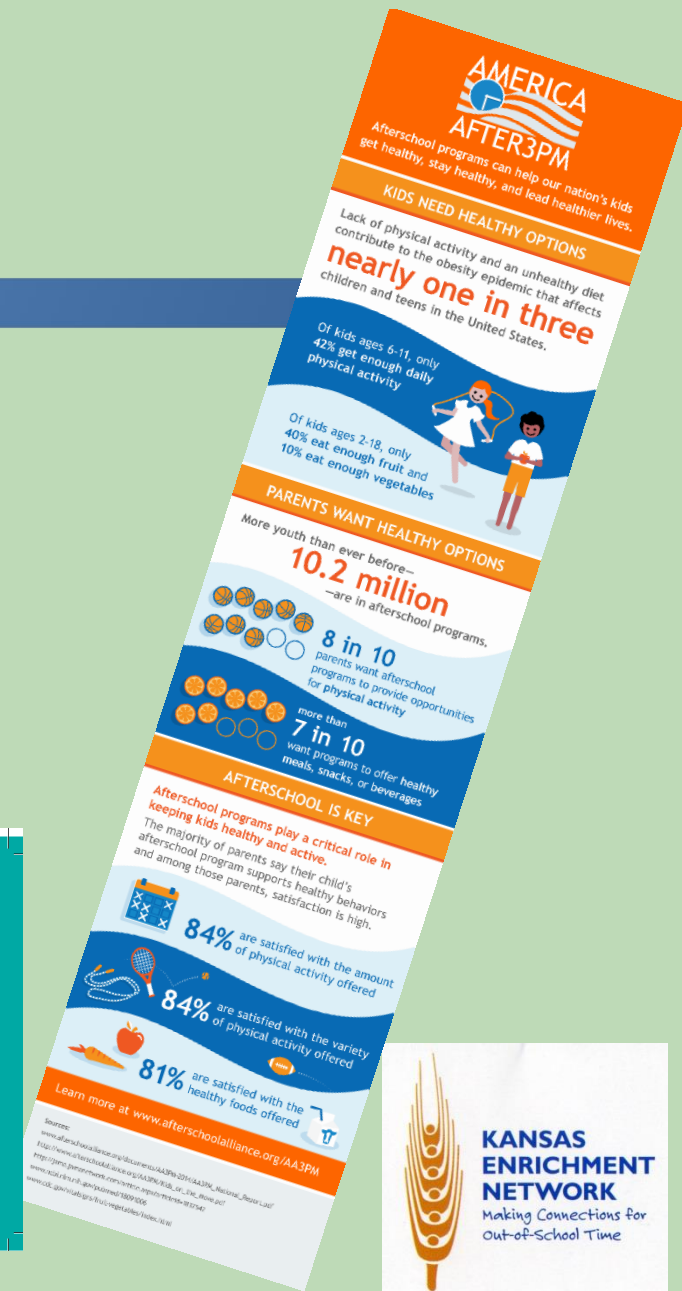
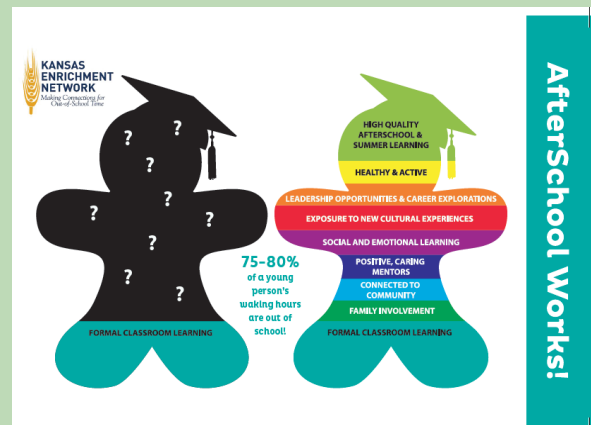
- Advocacy/Policy work
- Partnerships/Sustainability
- Quality



**Connector, Convener, Resource**

# Rural Programming Advocacy/Policy

- Messaging
- Policy documents/data
- Advocacy/training
- Regional ambassador program



# Rural programming: Developing partnerships Seeking sustainability

Data to tell the story ----

- [Kids Count](#)
- [Kansas Building Report Card](#)
- [Child Care Aware](#)
- [Community Commons](#)
- Land grant college surveys (Kansas Adolescent Health Survey)
- Juvenile Justice Reports



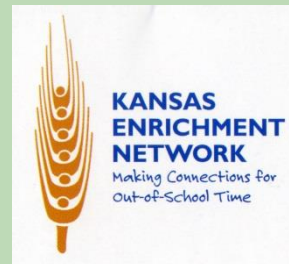


# Developing partnerships and working for sustainability *(cont.)*

## Funding sources

- 21<sup>st</sup> CCLC grants
- Dollar General or Walmart
- RGK Foundation
- Ben Cohen StandUp Foundation
- Community foundations
- NSF, Department of Defense, NASA

*Watch your state network's newsletters*



# Quality and Professional Development

- Afterschool Standards or Quality Guidelines  
Kansas Guidelines/Self-Assessment
- Professional development, specialized training, conferences, technical assistance
- Dosage guidelines
- Benefits



# Professional Development

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- Webinars
- Click2Science: <http://www.click2sciencepd.org/>
- Y4Y: <https://y4y.ed.gov/blog/>
- Center for the Collaborative Classroom: <https://www.collaborativeclassroom.org/professional-development-after-school-enrichment>

# Rural

- Reciprocal partnerships
- Strong leadership councils
- Capitalize on community strengths
- Support for at-risk
- Celebrate being rural
- Thank them, appreciate them

Utilize your Statewide Afterschool Network





# Altoona Campus Kids Klub

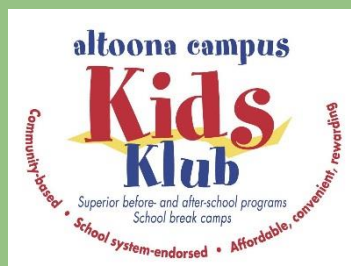
Steph Shepard  
Director

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# ALTOONA CAMPUS KIDS KLUB

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- Beginning our 25<sup>th</sup> year of service
- Before/After School Enrichment Program
- Day Camps, Winter Break & Spring Break camps
- Full Day Summer Camp programming

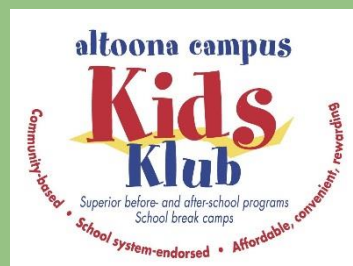


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# ALTOONA CAMPUS KIDS KLUB

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- Beginning in fall of 2014, Kids Klub has provided a Full STEAM Ahead approach to learning by incorporating the use of Science, Technology, Engineering, Arts & Math into daily curriculum
- Program wide emphasis on literacy-Daily Read Aloud, D.E.A.R. time (drop everything and read)
- Providing ways for students to increase both social & emotional learning
- Continue to strive for best practices by aligning with both Iowa Afterschool Alliance & the State of Iowa Department of Human Services
- We put students first by keeping kids safe, supporting working families & helping to cultivate student success



## Full STEAM Ahead Summer Camp Available for students entering K-7th grades

**11 weeks of Summer Camp  
Monday-Friday  
June 6th - August 19th, 2016  
6:30-9:00am Morning Care  
9:00am - 3:30pm Program Hours  
3:30-6:00pm Afternoon Care**

### Camp Costs:

- \* 1 time \$50.00 Registration fee per student
- \* Altoona Campus Members: \$145.00 per week/student
- \* Non Members: \$155.00 per week/student

### Camp Includes:

- \*All Field trips/Guest Speakers/Swimming
- \*Camp T-shirt
- \* Meals (Breakfast, Lunch, and Snack)
- \* Before and After Care!

**Now Registering  
Altoona Campus Kids Klub  
Full STEAM Ahead  
Summer Camp 2016**



altoona campus  
**Kids  
Klub**

Superior before- and after-school programs  
School break camps

Community-based • School system-endorsed • Affordable, convenient, rewarding



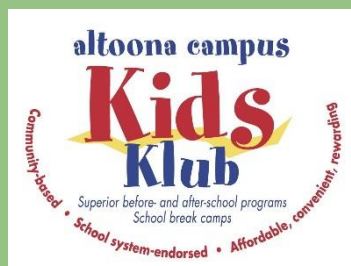


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# ALTOONA CAMPUS KIDS KLUB PARTNERS

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- United Way Agency
- Governors STEM Council-Scale Up Program Awardee
- Southeast Polk School District
- Iowa Afterschool Alliance
- Iowa School Age Care Association
- Facebook Data Center in Altoona, Iowa
- Local Children's Theatre
- Des Moines Performing Arts
- Dimensions of Success STEM tool-onsite certified DoS Observer
- Local Aquatics Center/Children's hospital

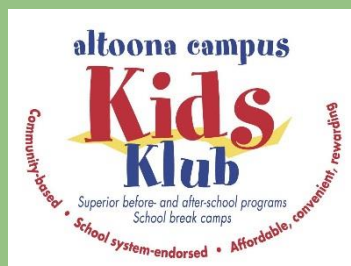


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# ALTOONA CAMPUS KIDS KLUB TRANSPORTATION

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- Use school district buses for most everything
- Charter buses were used for our Omaha Zoo Trip-Summer 2015!



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# ALTOONA CAMPUS KIDS KLUB STUDENT ENGAGEMENT

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Readers Theater!

Wacky/Wet 'n  
Wild  
Wednesdays!

Full STEAM Ahead!

Fitness Fridays!

Motivational  
Mondays!

Family  
Engagement!

Flat Stanley  
Project!

Teamwork  
Tuesdays!

Think About It  
Thursdays!

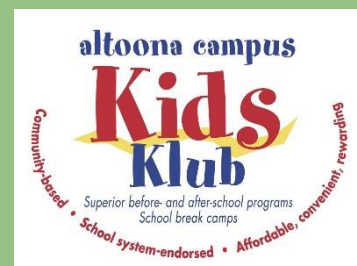
Zumba Kids!

Amazing Fieldtrips

Dance Marathon!

Trips to State  
Capital!

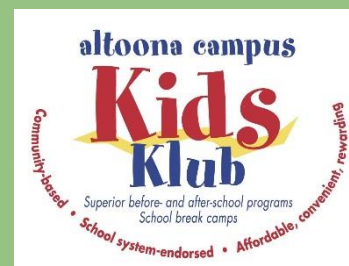
## Hands On-Minds On Learning!



# ALTOONA CAMPUS KIDS KLUB



Just 3 of the reasons why I love what I do!  
If we don't, who will?





# Abilene's Before and After School Program

Dan Brown  
Before and After School Director

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# ABILENE'S BEFORE AND AFTER SCHOOL PROGRAM

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- Pre K thru 5<sup>th</sup> grade program
- Over 110 enrolled
- Stream Program: Science, Technology, Reading, Engineering, Arts and Math.
- Before School starts at 5:15 am
- Afterschool program is at two locations: K-1 and 2-5
- Afterschool program ends at 5:30 everyday that school is in session.



## Program Fees:

- Fee structure:  
\$5.00/\$3.00/\$2.00 based on lunch fee status
- We have several fully funded scholarships

# COMMUNITY SUPPORTS

- City of Abilene was a major partner from the beginning with a yearly \$10,000 contribution.
- City organizations were required to provide programming and staffing.
  - Parks & Rec. / Public Library / Fire and Police
- Local bank donated \$10,000 to cover all scholarship costs. We were able to increase our enrollment by forty kids. No more limits on enrollment.
- Service groups (Rotary, Lions, Optimist and Kiwanis clubs) have donated time and money.
- Local News Paper: They have written many articles about the program.



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# RECRUITING & RETAINING PROGRAM STAFF

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- Fellow teachers and para-professionals that work for the district.
- We provide a flexible working environment.
- We break up the week between different people. One works three days and another works two days.
- 10 student to every teacher ratio.
- They are given ownership in the program and their opinions are respected.
- They are supported in their discipline decisions. The Director is the one who contacts parents with areas of concern.





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# COMMUNICATING WITH STAFF, STUDENTS AND FAMILIES

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- Page on district website. (Enrollment form, Policy handbook, Fees, Often Asked Questions, and contact numbers.
- Facebook for quick announcements and pictures of activities.
- Email and phone calls for quick contact.
- School Messenger service: A calling tree that is programmed to contact every parent in the program.
- We are also connect by district's electronic grade book and attendance program. Parents are able to pay their fees electronically.



# HOW TO BEST LEVERAGE RESOURCES

- You have to be willing to ASK.
- Ask for money.
- Ask for press/publicity.
- Ask for programs.
- Ask for volunteers
- Ask your parents to be ambassadors for your program. You will be amazed at what they are willing to say and do to keep a quality program going.
- Don't be afraid to think outside the box.... yourself...



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# THANK YOU!

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## **Dan Brown**

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Abilene's Before and After School Program  
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