

Lights On Afterschool 101





Experiencing Delays?

Try closing out the other programs running on your computer.



Audio difficulties? Keep this number handy!

Dial: 1-877-860-3058

Code: 1135574



Have a question or comment?

Use the group chat to interact with presenters and other participants.



Speakers

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Advocating for Afterschool

Erik Peterson

Afterschool Alliance

#AfterschoolWorks



Afterschool Alliance

What we will cover



- ✓ Why advocate and raise awareness for afterschool
- ✓ Where are we in the 2018 federal funding process for afterschool
- ✓ How can you use Lights On Afterschool to build support for afterschool programs

Why advocate for afterschool?

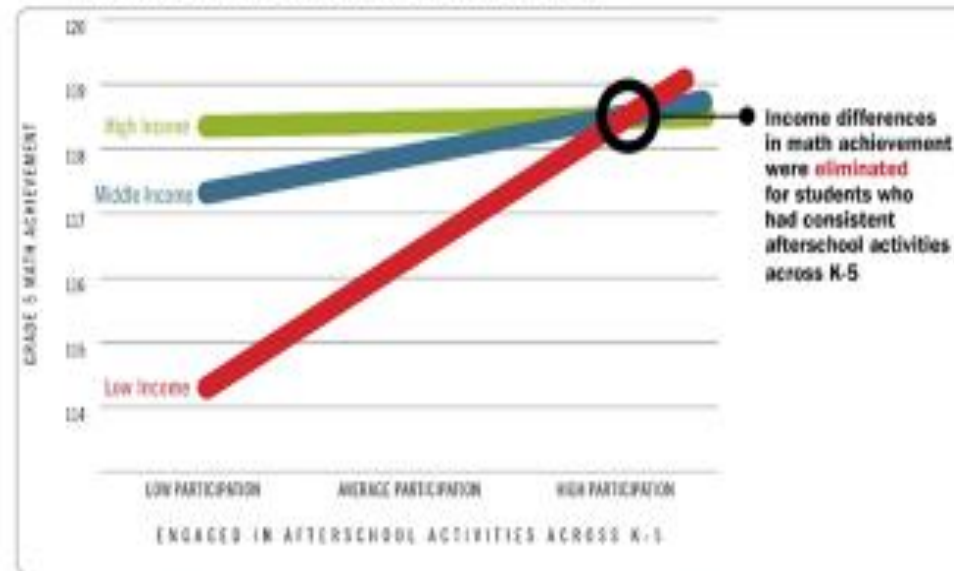


- ✓ Afterschool programs benefit children, families and communities
- ✓ A scarcity of public and private investment and a wide array of competing priorities require policymakers at all levels to understand why and how afterschool works



Afterschool narrows the achievement gap

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



Pierce, K.M., Auger, A. and Vandell, D.L. (April, 2013). Narrowing the Achievement Gap: Consistency and Intensity of Structured Activities During Elementary School. Unpublished Paper presented at the Society for Research in Child Development Biennial Meeting, Seattle, WA. Learn more at www.aicandlearning.org

Source: Pierce, K.M., Auger, A. and Vandell, D.L (2013)



Afterschool Alliance

Afterschool inspires learning

Youth who participate in high-quality afterschool programs improve their “ABCs”:

Attendance

Behavior

Core Academics

Youth outcomes identified in meta-analysis of afterschool programs:		
Outcomes	# of Studies	Significant Effects
Self perceptions	20	0.35
School Achievement	20	0.31
School Attendance	20	0.31
Positive social behaviors	35	0.3
School bonding	28	0.26
Problem behaviors	42	0.26

Are these effects “meaningful”? Compared to other effect sizes, we can say “yes.”

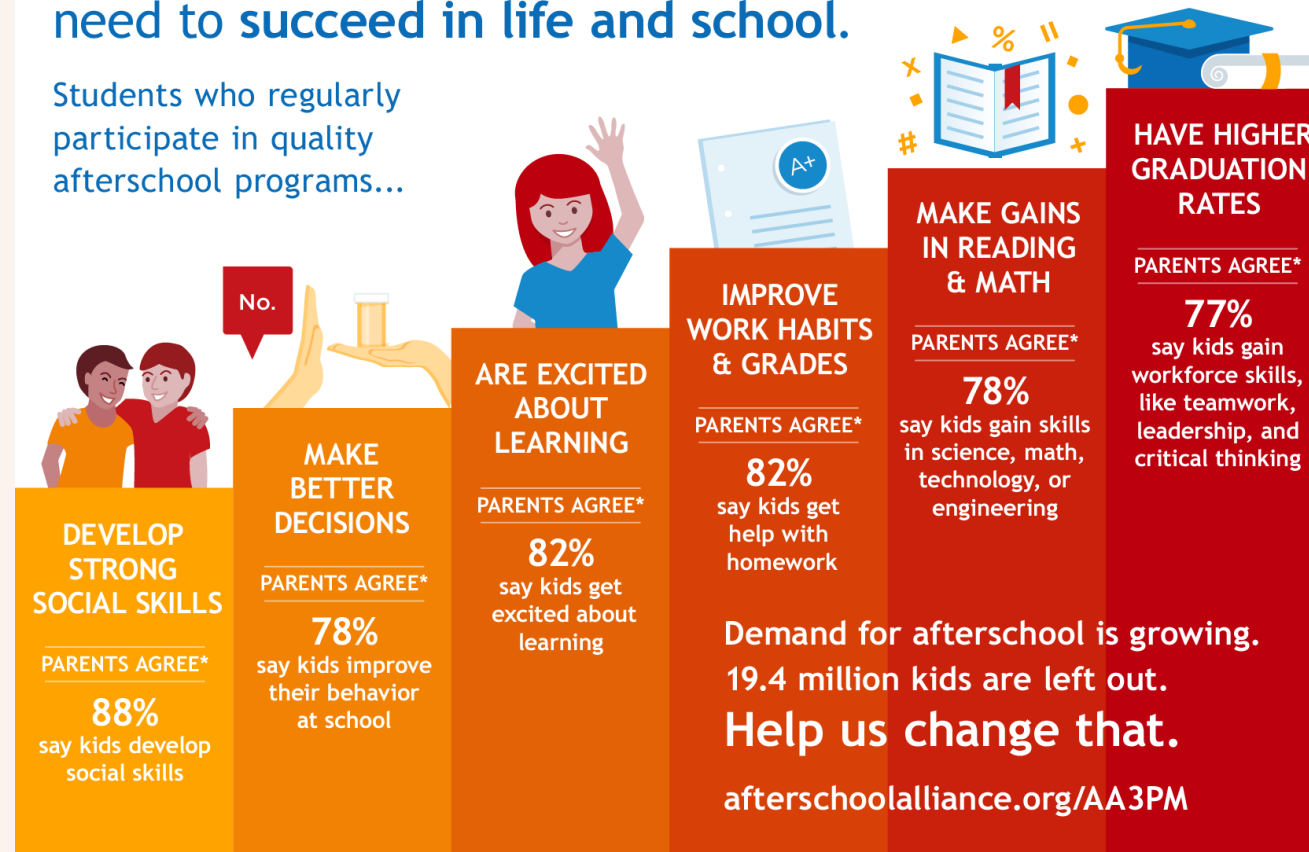
- Aspirin on heart disease, significant effect = .03
- Early child care & math achievement, significant effect = .09 - .12
- Class size reductions on math achievement, significant effect = .23

Source: Durlak, Weissberg, and Pachan (2010). *American Journal of Community Psychology*.



Afterschool provides the building blocks kids need to succeed in life and school.

Students who regularly participate in quality afterschool programs...



Demand for afterschool is growing.
19.4 million kids are left out.
Help us change that.
afterschoolalliance.org/AA3PM



*Among parents with kids in afterschool programs

Sources:

<http://afterschoolalliance.org/AA3PM>

http://researchgate.net/publication/42346373_A_Meta-Analysis_of_After-School_Programs_That_Seek_to_Promote_Personal_and_Social_Skills_in_Children_and_Adolescents

http://educarefoundation.com/wp-edument/uploads/EduCare-Foundation_HS_2010-2011.pdf

www.ride.ri.gov/Portals/0/Uploads/Documents/Students-and-Families-Great-Schools/Educational-Programming/21stCCLCs/RI21stCCLC-Impact-Report-2011-12.pdf

www.policystudies.com/studies/?id=32

http://expandinglearning.org/research/vandell/resources/AERA_Promising_Programs_FINAL.pdf

www.tea.state.tx.us/index2.aspx?id=3546&menu_id=814

www.k12.wa.us/21stCenturyLearning/pubdocs/14-1167WA21CCLCFinalYear2Report-ed.pdf

The 2018 federal funding process



- ✓ President proposes a budget
- ✓ House and Senate propose and pass separate legislation with their own budget priorities
- ✓ House and Senate must agree and President sign off on final spending bill(s)
- ✓ Federal fiscal year begins Oct. 1st



Funding – The President's Budget

Proposes massive cuts and eliminations to programs that can support character development, including:

- **21st Century Community Learning Centers (21st CCLC) - \$0**
- **Title II: Funds for Professional Development - \$0**
- **Mentoring - \$28 million cut**
- **Teen Pregnancy Prevention - \$0**
- **Workforce Innovation and Opportunity Act (WIOA) - \$457 million cut**



What That Means:

1,191,673 youth
around the country
lose their afterschool
programs from the
cuts to 21st CCLC
alone.



	FY2017 Omnibus Funding Level		FY2018 President's Budget Proposal		
	State Allocation*	Number of Children Served**	100% Funding Cut	Number of Children Served**	Difference in Children Served from FY2017
Alabama	\$18,305,929	18,306	\$0	0	-18,306
Alaska	\$5,839,198	5,839	\$0	0	-5,839
Arizona	\$25,351,819	25,352	\$0	0	-25,352
Arkansas	\$11,886,976	11,887	\$0	0	-11,887
California	\$136,586,398	136,586	\$0	0	-136,586
Colorado	\$11,633,559	11,634	\$0	0	-11,634
Connecticut	\$9,563,948	9,564	\$0	0	-9,564
Delaware	\$5,839,198	5,839	\$0	0	-5,839
District of Columbia	\$5,839,198	5,839	\$0	0	-5,839
Florida	\$63,475,549	63,476	\$0	0	-63,476
Georgia	\$40,344,471	40,344	\$0	0	-40,344
Hawaii	\$5,839,198	5,839	\$0	0	-5,839
Idaho	\$5,839,198	5,839	\$0	0	-5,839
Illinois	\$51,796,408	51,796	\$0	0	-51,796
Indiana	\$19,766,739	19,767	\$0	0	-19,767
Iowa	\$7,338,882	7,339	\$0	0	-7,339
Kansas	\$8,549,493	8,549	\$0	0	-8,549
Kentucky	\$16,467,338	16,467	\$0	0	-16,467
Louisiana	\$22,396,795	22,397	\$0	0	-22,397
Maine	\$5,839,198	5,839	\$0	0	-5,839
Maryland	\$17,197,449	17,197	\$0	0	-17,197
Massachusetts	\$17,908,137	17,908	\$0	0	-17,908
Michigan	\$36,276,205	36,276	\$0	0	-36,276
Minnesota	\$12,778,241	12,778	\$0	0	-12,778
Mississippi	\$13,657,800	13,658	\$0	0	-13,658
Missouri	\$18,366,313	18,366	\$0	0	-18,366
Montana	\$5,839,198	5,839	\$0	0	-5,839
Nebraska	\$5,839,198	5,839	\$0	0	-5,839
Nevada	\$9,381,992	9,382	\$0	0	-9,382
New Hampshire	\$5,839,198	5,839	\$0	0	-5,839
New Jersey	\$26,643,499	26,643	\$0	0	-26,643
New Mexico	\$8,586,879	8,587	\$0	0	-8,587
New York	\$88,465,446	88,465	\$0	0	-88,465
North Carolina	\$33,213,126	33,213	\$0	0	-33,213
North Dakota	\$5,839,198	5,839	\$0	0	-5,839
Ohio	\$44,356,299	44,356	\$0	0	-44,356
Oklahoma	\$12,386,769	12,387	\$0	0	-12,387
Oregon	\$11,238,310	11,238	\$0	0	-11,238
Pennsylvania	\$44,516,000	44,516	\$0	0	-44,516
Puerto Rico	\$30,017,800	30,018	\$0	0	-30,018
Rhode Island	\$5,839,198	5,839	\$0	0	-5,839
South Carolina	\$18,713,849	18,714	\$0	0	-18,714
South Dakota	\$5,839,198	5,839	\$0	0	-5,839
Tennessee	\$23,524,586	23,525	\$0	0	-23,525
Texas	\$106,731,948	106,732	\$0	0	-106,732
Utah	\$6,859,601	6,860	\$0	0	-6,860
Vermont	\$5,839,198	5,839	\$0	0	-5,839
Virginia	\$20,507,430	20,507	\$0	0	-20,507
Washington	\$17,667,752	17,668	\$0	0	-17,668
West Virginia	\$6,814,866	6,815	\$0	0	-6,815
Wisconsin	\$16,816,167	16,816	\$0	0	-16,816
Wyoming	\$5,839,198	5,839	\$0	0	-5,839
National Total	\$1,191,673,000	1,191,673	\$0	0	-1,191,673

Funding – House Spending Bill

The House spending bill also includes big cuts to key programs, including:

- 21st CCLC: **\$191 Million Cut**
- Title II Funds for Professional Development: **Eliminated**
- Youth Mentoring Initiative: **\$5 Million Cut**
- Teen Pregnancy Prevention Program: **Eliminated**
- WIOA: **\$42 Million Cut**

The Impact

191,673 youth around the country lose their afterschool programs from the cuts to 21st CCLC *alone*.

Budget Analysis of 21st Century Community Learning Centers (21st CCLC) Funding Levels—Updated July 2017

	FY2017 Omnibus Funding Level		FY2018 House LHHS Bill ¹		
	State Allocation*	Number of Children Served**	State Allocation*	Number of Children Served**	Difference in Children Served from FY2017
Alabama	\$18,305,929	18,306	\$15,361,537	15,362	-2,944
Alaska	\$5,839,198	5,839	\$4,900,000	4,900	-939
Arizona	\$25,351,819	25,352	\$21,274,141	21,274	-4,078
Arkansas	\$11,886,976	11,887	\$9,975,032	9,975	-1,912
California	\$136,586,398	136,586	\$114,617,347	114,617	-21,969
Colorado	\$11,633,559	11,634	\$9,762,375	9,762	-1,871
Connecticut	\$9,563,948	9,564	\$8,025,648	8,026	-1,538
Delaware	\$5,839,198	5,839	\$4,900,000	4,900	-939
District of Columbia	\$5,839,198	5,839	\$4,900,000	4,900	-939
Florida	\$63,475,549	63,476	\$53,265,912	53,266	-10,210
Georgia	\$40,344,471	40,344	\$33,855,320	33,855	-6,489
Hawaii	\$5,839,198	5,839	\$4,900,000	4,900	-939
Idaho	\$5,839,198	5,839	\$4,900,000	4,900	-939
Illinois	\$51,796,408	51,796	\$43,465,286	43,465	-8,331
Indiana	\$19,766,739	19,767	\$16,587,385	16,587	-3,179
Iowa	\$7,338,882	7,339	\$6,158,470	6,158	-1,180
Kansas	\$8,549,493	8,549	\$7,174,362	7,174	-1,375
Kentucky	\$16,467,338	16,467	\$13,818,672	13,819	-2,649
Louisiana	\$22,396,795	22,397	\$18,794,413	18,794	-3,602
Maine	\$5,839,198	5,839	\$4,900,000	4,900	-939
Maryland	\$17,197,449	17,197	\$14,431,349	14,431	-2,766
Massachusetts	\$17,908,137	17,908	\$15,027,727	15,028	-2,880
Michigan	\$36,276,205	36,276	\$30,441,409	30,441	-5,835
Minnesota	\$12,778,241	12,778	\$10,722,942	10,723	-2,055
Mississippi	\$13,657,800	13,658	\$11,461,030	11,461	-2,197
Missouri	\$18,366,313	18,366	\$15,412,209	15,412	-2,954
Montana	\$5,839,198	5,839	\$4,900,000	4,900	-939
Nebraska	\$5,839,198	5,839	\$4,900,000	4,900	-939
Nevada	\$9,381,992	9,382	\$7,872,958	7,873	-1,509
New Hampshire	\$5,839,198	5,839	\$4,900,000	4,900	-939
New Jersey	\$26,643,499	26,643	\$22,358,062	22,358	-4,285
New Mexico	\$8,586,879	8,587	\$7,205,734	7,206	-1,381
New York	\$88,465,446	88,465	\$74,236,343	74,236	-14,229
North Carolina	\$33,213,126	33,213	\$27,871,007	27,871	-5,342
North Dakota	\$5,839,198	5,839	\$4,900,000	4,900	-939
Ohio	\$44,356,299	44,356	\$37,221,871	37,222	-7,134
Oklahoma	\$12,386,769	12,387	\$10,394,436	10,394	-1,992
Oregon	\$11,238,310	11,238	\$9,430,700	9,431	-1,808
Pennsylvania	\$44,516,000	44,516	\$37,355,885	37,356	-7,160
Puerto Rico	\$30,017,800	30,018	\$25,189,628	25,190	-4,828
Rhode Island	\$5,839,198	5,839	\$4,900,000	4,900	-939
South Carolina	\$18,713,849	18,714	\$15,703,846	15,704	-3,010
South Dakota	\$5,839,198	5,839	\$4,900,000	4,900	-939
Tennessee	\$23,524,586	23,525	\$19,740,806	19,741	-3,784
Texas	\$106,731,948	106,732	\$89,564,795	89,565	-17,167
Utah	\$6,859,601	6,860	\$5,756,278	5,756	-1,103
Vermont	\$5,839,198	5,839	\$4,900,000	4,900	-939
Virginia	\$20,507,430	20,507	\$17,208,941	17,209	-3,298
Washington	\$17,667,752	17,668	\$14,826,007	14,826	-2,842
West Virginia	\$6,814,866	6,815	\$5,718,738	5,719	-1,096
Wisconsin	\$16,816,167	16,816	\$14,111,394	14,111	-2,705
Wyoming	\$5,839,198	5,839	\$4,900,000	4,900	-939
National Total	\$1,191,673,000	1,191,673	\$1,000,000,000	1,000,000	-191,673

¹ These numbers are based on the FY2018 House Labor, Health and Human Services, and Education Bill (LHHS Bill), which includes more than a \$191,000,000 cut to 21st Century Community Learning Centers.

* Note that these are estimates based on Afterschool Alliance calculations and are not official funding amounts.

** This is an Afterschool Alliance calculation based on the state-allocated 21st CCLC funding and a program cost of \$1,000 per child. The program cost per child is an Afterschool Alliance estimation based on the Department of Education's per-student expenditures for: (1) all students attending 21st CCLC programs and (2) students who regularly attend 21st CCLC programs.



The Field Responds

These threats have galvanized the field:

- **71,200 Calls & Emails** to Congress since March 1st
- Organizational Letter signed by **1,400 Groups**
- **Bipartisan** Dear Colleague Letter in Congress
- Flood of **Media Outreach**



The Atlantic

**Do After-School Programs
Positively Change Children? –
March 23, 2017**

POLITIFACT

**WH budget chief wrongly claims
afterschool programs don't work –
March 21, 2017**

**The Berkshire Eagle**

**Letter: Ending Farm and Garden would be
major loss – April 12, 2017**

**PROVIDENCE
Journal**

**R.I. afterschool programs would be
gutted by loss of federal funds –
March 25, 2017**

The Washington Post

**Trump budget casualty: After-school programs for 1.6
million kids. Most are poor. – March 16, 2017**

Roll Call

**Lawmakers Ask Appropriators
to Keep After-School Funding
Intact**

The Post and Courier

**Trump's budget proposal would gut
South Carolina after-school programs –
April 2, 2017**

**THE TOPEKA
CAPITAL-JOURNAL**

**Topeka area schools would be affected by
Trump's proposed cuts to before- and
afterschool programs – April 1, 2017**

What's Next!



- ✓ House and Senate on August recess now
- ✓ Invite elected officials and staff to visit summer programs or programs launching with new school year.
- ✓ In September: Senate FY2018 education spending bill marked up in Appropriations Committee
- ✓ September 31, 2017 end of FY2017
- ✓ Sept. – Dec. likely Continuing Resolution, or Omnibus or Minibus, possible government shutdown – lots of uncertainty.
- ✓ October 26, Light On Afterschool



What can you do now and next?



- ✓ As an individual:
 - ✓ send an email to your members of Congress, state, or local elected officials
 - ✓ Attend a town hall and speak to the value of afterschool
- ✓ <http://www.afterschoolalliance.org/policyTakeAction.cfm>
- ✓ As a program director or staff:
 - ✓ Host an elected official for a site visit – Lights On Afterschool
 - ✓ Encourage parents to speak out in support of afterschool programs
 - ✓ Write a letter to editor, blog, or op-ed on the value and impact of afterschool
 - ✓ Encourage allied voices to speak out in support of afterschool



Leveraging *Lights On Afterschool*



Lights On Afterschool 101



Lights On Afterschool is a chance to celebrate what your afterschool program does to help families and communities.



Lights On 101 (cont'd)

Why should I host a *Lights On Afterschool* event?

- ✓ Call attention to your program's successes
- ✓ For community leaders to see your kids in action
 - ✓ Highlight the need for more resources
- ✓ Start or solidify a relationship with elected officials
 - ✓ Engage private sector and local business
- ✓ Get media coverage and develop media contacts
 - ✓ Nurture new partnerships and funders
- ✓ Build awareness and goodwill in the community
- ✓ Give your children, your staff and parents something to celebrate!



3

EASY STEPS
to planning a successful
Lights On Afterschool
event!

Step 1: Register!



**LIGHTS ON
AFTERSCHOOL**
A PROJECT OF THE AFTERSCHOOL ALLIANCE

1

REGISTER!

Afterschoolalliance.org/loaHostEvent.cfm



MENU



LIGHTS ON AFTERSCHOOL
OCTOBER 26, 2017

REGISTER

PLAN YOUR EVENT

FIND AN EVENT

ABOUT

HOST A LIGHTS ON EVENT

Tell us how you plan to celebrate! When you register your event as an official *Lights on Afterschool* celebration, you'll receive an event starter kit, which includes 10 free posters to help you promote your event, and make you eligible for cool prizes each week.



Contact Info

First

Last

Email

Title

Role

Program Info

Name

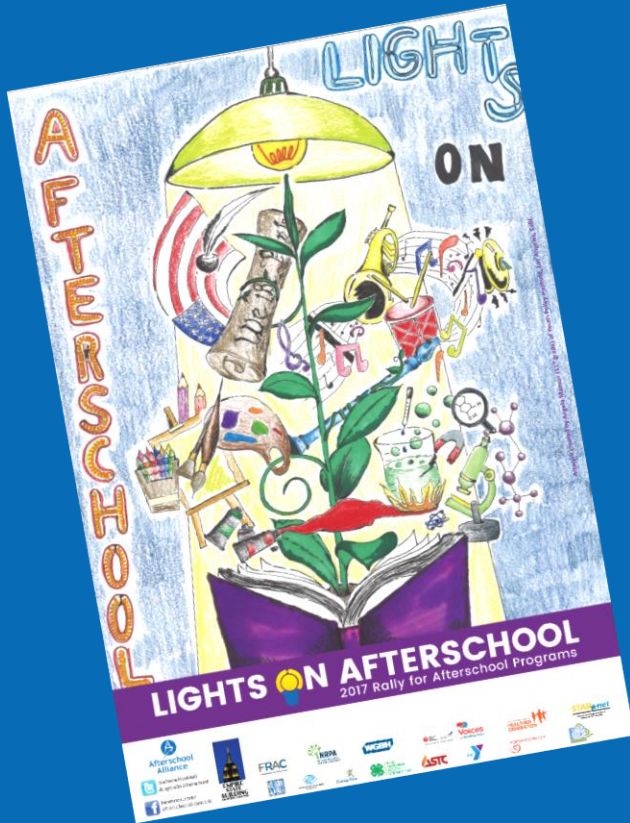
Website



Afterschool Alliance

Step 1: Register!

10 Free Posters



**Weekly Lights On planning tips
and tools
& Weekly prize giveaways**

Be Counted!



Step 2

2

Plan Your Event

[Afterschoolalliance.org/loaEventKit.cfm](https://afterschoolalliance.org/loaEventKit.cfm)



EVENT PLANNING OVERVIEW

The place to start when planning your event. Brainstorm ideas, learn strategies to make an impact, or view our planning timeline for all the steps that go into any event—from elaborate festivals to simple celebrations.



WHY KEEP THE LIGHTS ON?



SUPPORT AFTERSCHOOL PROGRAMS

Lights On Afterschool is the only national celebration of afterschool programs. Hosting an event is a great way to inspire support for your program and others across the country.



INFORM YOUR COMMUNITY

With more than 8,000 events nationwide and 1 million Americans participating annually, *Lights On Afterschool* shines a powerful light on your program's accomplishments for children—through media coverage, attracting policy makers, and more



ATTRACT VALUABLE SUPPORT

A successful *Lights On Afterschool* event can draft powerful new allies for your afterschool program—including parents, local leaders and funders who can provide much-needed support.



Step 2: Plan Your Event

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

Our Event Planning Guide has everything you need to:

- **Help to think about your goals/needs**
Get started with the “who, what, when & where”
- **Showcase students**
Tips on involving youth in planning & celebration
- **Involve Partners**
Use your own or see our list of local supporters
- **Sample Invitation to policy makers, business leaders and more!**



Step 2: Plan Your Event



Your invitation list:

- ✓ Youth & parents
- ✓ Policymakers and elected officials
 - ✓ School staff
 - ✓ Business leaders
- ✓ Community organizations
 - ✓ Media
- ✓ Local celebrities - radio host, TV news personalities, local athletes



When & Where?



When?

Regular afterschool hours

Evening for maximum parental involvement

Morning for media event

Where?

School or program site, indoors or outdoors

Museum, city hall, public park

Shopping mall, place of worship, etc.



Keys to Success

Build event around your **goals**

Make the most of **existing relationships &
resources**

Involve **youth**

Use *Lights On Afterschool* for **outreach**



Join Us

facebook.com/afterschoolalliancedc



Follow Us

[@afterschool4all](https://twitter.com/afterschool4all)
[#LightsOnAfterschool](https://twitter.com/hashtag/LightsOnAfterschool)



Afterschool Alliance

Events can be Easy!

1. Decorate light bulb art
2. Host an open house
3. Put on a talent show



Engaging Policy Makers

- Invite them to your event
- Site visit
- Ask them to speak
- Give an award
- Proclamations
- Make afterschool an election issue



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

Media Coverage



Structure your event with the media in mind—visuals, timing, speakers

Create a media list

Use the media to invite the public to your event

Identify your key messages—and use them constantly!

Make your story appealing

Issue a news release and press kits

Don't stop on Oct. 26!

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



Step 3

3

CELEBRATE!

Lights On Afterschool Resources:

Afterschool Alliance Website:

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

***Lights On Afterschool* Homepage:**

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

Register Your Event:

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

***Lights On Afterschool* Event Planning Kit:**

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



Questions?



Afterschool Alliance