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.
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Project Manager
Afterschool Alliance
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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.

Afterschool inspires learning

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

<table>
<thead>
<tr>
<th>Outcomes</th>
<th># of Studies</th>
<th>Significant Effects</th>
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<tbody>
<tr>
<td>Self perceptions</td>
<td>20</td>
<td>0.35</td>
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<tr>
<td>School Achievement</td>
<td>20</td>
<td>0.31</td>
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<tr>
<td>School Attendance</td>
<td>20</td>
<td>0.31</td>
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<tr>
<td>Positive social behaviors</td>
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<tr>
<td>School bonding</td>
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<tr>
<td>Problem behaviors</td>
<td>42</td>
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</table>

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

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

Students who regularly participate in quality afterschool programs...

- **DEVELOP STRONG SOCIAL SKILLS**
  - **PARENTS AGREE**
  - 88% say kids develop social skills

- **MAKE BETTER DECISIONS**
  - **PARENTS AGREE**
  - 78% say kids improve their behavior at school

- **ARE EXCITED ABOUT LEARNING**
  - **PARENTS AGREE**
  - 82% say kids get excited about learning

- **MAKE GAINS IN READING & MATH**
  - **PARENTS AGREE**
  - 82% say kids gain help with homework

- **IMPROVE WORK HABITS & GRADES**
  - **PARENTS AGREE**
  - 84% say kids gain skills in science, math, technology, or engineering

- **HAVE HIGHER GRADUATION RATES**
  - **PARENTS AGREE**
  - 77% say kids gain workforce skills, like teamwork, leadership, and critical thinking

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

afterschoolalliance.org/AA3PM
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.
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.

<table>
<thead>
<tr>
<th>State</th>
<th>FY2017 Census Funding Level</th>
<th>Number of Children Served**</th>
<th>FY2018 House LHJS Bill</th>
<th>Number of Children Served</th>
<th>Difference in Children Served from FY2017</th>
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*These numbers are based on the FY2017 Census, Health and Human Services, and Education LHJS (H.J. Res. 276), which includes more than a $201,000,000 cut to 21st Century Community Learning Centers.*

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

**This is an Afterschool Alliance calculation based on the extramural 21st CCLC funding and a program cost of $10,000 per child. The program cost per child is an Afterschool Alliance assumption based on the Department of Education’s supplement analysis per (5) of all students attending 21st CCLC programs and (5) of 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**
Do After-School Programs Positively Change Children? – March 23, 2017

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

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

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

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

Lawmakers Ask Appropriators to Keep After-School Funding Intact

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

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
- visit 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.
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!

Register!

Afterschoolalliance.org/loaHostEvent.cfm

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

name@example.org

Title

Role

Please Select

Program Info

Name

Website

http://www.example.org
Step 1: Register!

10 Free Posters

Weekly Lights On planning tips and tools & Weekly prize giveaways

Be Counted!
Step 2

Plan Your Event

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

facebook.com/afterschoolallianceDC

@afterschool4all

#LightsOnAfterschool
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?