

Let's Talk About Afterschool: Telling Your Story



Afterschool Alliance

April 28, 2020

Find the recording at: <https://bit.ly/3aNwaHg>

Goal



Learn strategies to become more effective advocates for afterschool- both overall and in today's new environment



Guest Speakers



Amanda Esaena
Dallas Afterschool



Courtney Sullivan
Arizona Center for
Afterschool Excellence



Angelica Portillo
Dallas Afterschool



Daniela Grigioni
After-School All-Stars
DC

Afterschool Alliance messaging research:

Helping to set the
stage for the
guest speakers



The research

See full Afterschool Alliance national poll results at: <https://bit.ly/2VMSRHv>

3 primary questions

What are the **values that should lead** messaging building support around afterschool?

What messages **best resonate with which audience**?

How can we **better communicate** the value of afterschool?

Multi-phase

29 

One-on-one interviews w/ education & business leaders

23 

Education opinion influencers engaged in an online bulletin board

5 

Parent focus groups w/ kids in & not in afterschool

2,200 Adults surveyed in two different national polls



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



Using language like “thrive” and “reaching 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

Broaden notion of safety



Concerns remain around how children spend the hours between 3 and 6 p.m., but focus is now on technology and social media versus crime and drugs in years past

Define the benefits



Try to assert the positive benefits of afterschool without bridging or hedging language

Across the board, stakeholders picture afterschool programs that involve **teamwork**, **learning**, **engagement**, **creativity**, and **fun**.



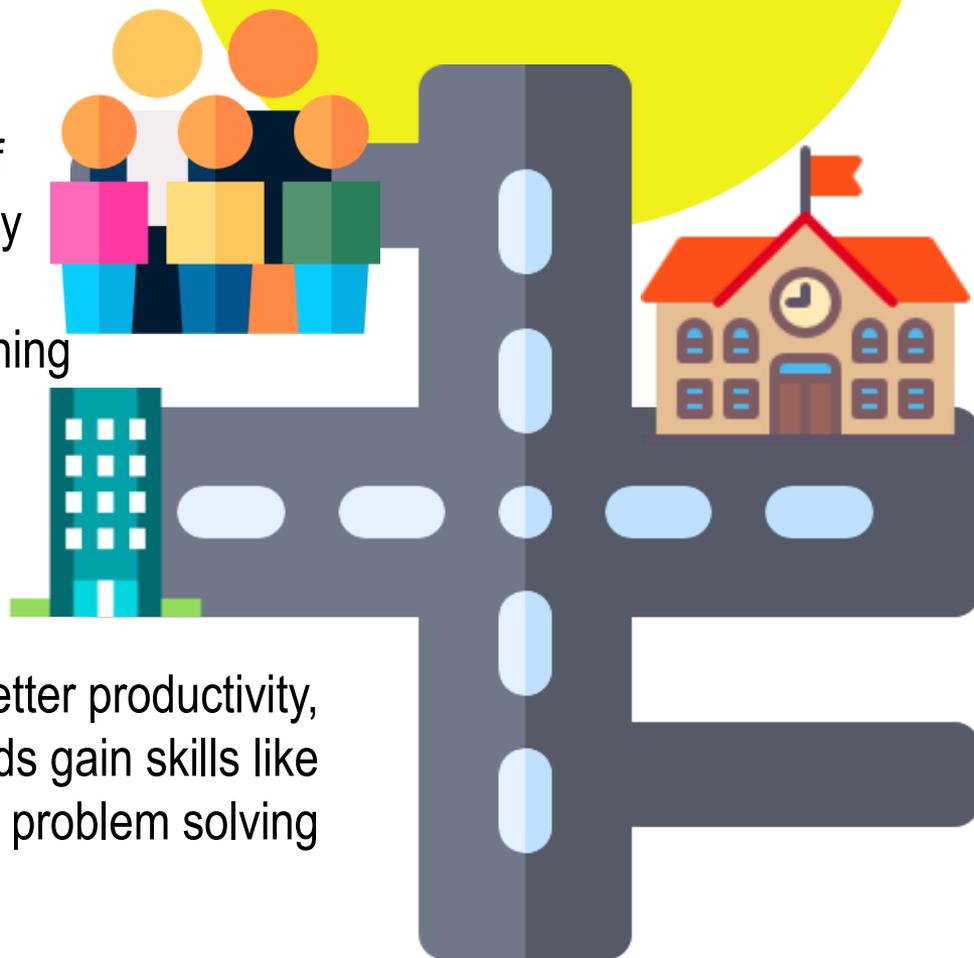
This infographic helps to summarize the message research. The core message stays the same, but the emphasis shifts slightly depending on the audience.

Inspire students to learn

Keep kids safe

Give working parents peace of mind

Parents: Peace of mind, work & family balance, gets kids excited about learning



Educators: Increases interest in learning, provides mentorship, sparks new interests

Business: Better productivity, helps kids gain skills like teamwork & problem solving

Examples of how the message research has been translated into communication materials showcasing the benefits of afterschool.



"In afterschool I learned to make a positive impact on my community."

Marisol Romero
Afterschool Youth Ambassador, Class of 2020
Toppenish, Washington State

This is Afterschool
Helping young people thrive.

Gain confidence.
Build skills.
Learn by doing.



This is Afterschool
Building connections to help students learn.

When kids have no place to go after school businesses lose up to **\$300 billion** per year.



Afterschool is changing that.

More than 7 million students are chronically absent—and more likely to drop out of school.

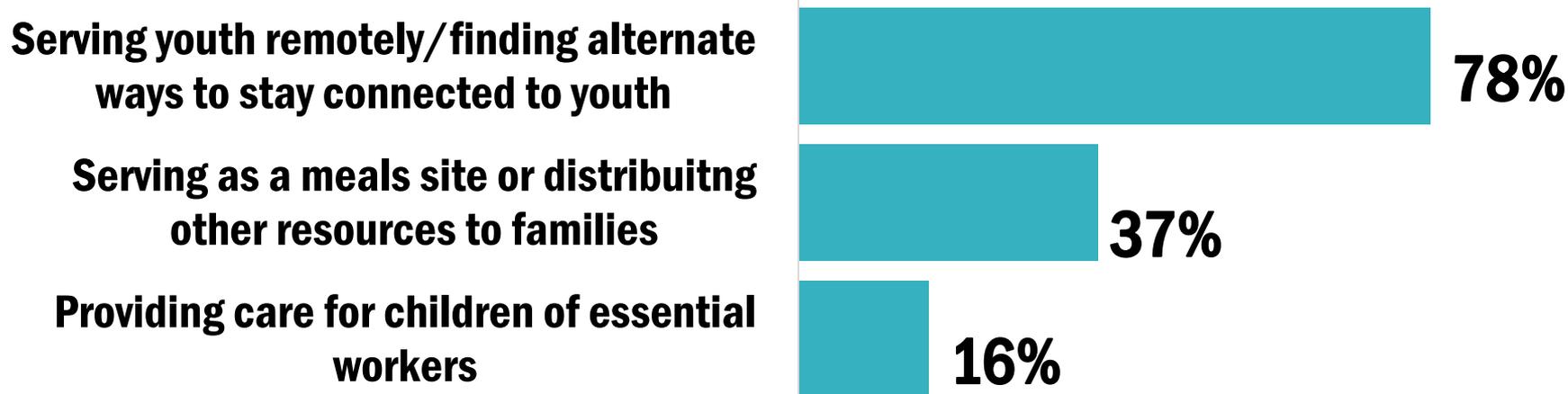


Afterschool is changing that.

This is afterschool.
Boosting attendance and graduation rates.

Afterschool Alliance surveyed program providers to learn what their response has been to the COVID-19 pandemic, as well as how the pandemic has affected their operations.

Respondents reported that they are...



However, at the same time, **75% of respondents** reported that they are either **at risk of losing staff or at risk of closing** due to funding losses from COVID-19.

These numbers are just one example of why it is critical to reinforce why and how afterschool is essential during this national crisis.

Learn more about the survey at: <https://bit.ly/2VMgG1W>

Below are a few examples that show the host of ways in which **afterschool is stepping up and continuing to serve as an essential partner** in communities across the country in the midst of COVID-19. And, programs will continue to play a critical role throughout recovery, looking ahead to summer and the fall.

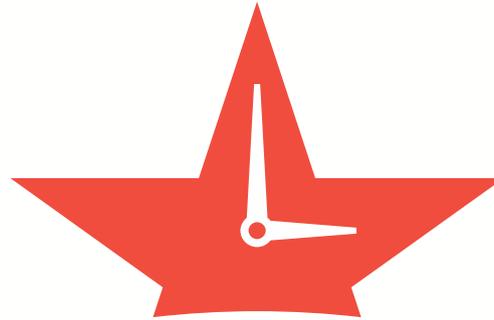
- Offering **virtual programming** to stay connected with youth and keep kids engaged while home
 - Virtually **convening youth** through youth “town halls”
 - Organizing **virtual college tours**
- **Organizing and sharing resources with families** related to food assistance, unemployment, healthcare, and more
 - Setting up **remote check-ins with students and families** to ensure they have the resources they need during this crisis
- Providing free **grab-and-go meals for families in need**, including delivering meals to families
- Providing **safe, enriching activities for children of first responders or essential workers**, in some cases operating full day resource centers

Tune into Afterschool Alliance’s webinar, *Policy Supports for Afterschool and Summer Programs during the Pandemic* to learn more about connecting these examples to advocacy and policy opportunities: <https://bit.ly/2KJhkqU>



Advocacy in action





DALLAS AFTERSCHOOL



After the Bell Alliance is a community partnership led by Dallas Afterschool to expand access to low-cost, quality afterschool programs.

<https://dallasafterschool.org/>

SUCCESS!

Last year, the City of Dallas allocated an additional:

- **\$300,000** from the Community Block Development to fund additional afterschool programs and
- over **\$1 million** from the general budget to youth programming.

Success like this takes a village working together.....

FIRST YOU NEED PROOF POINTS

- Student Outcomes Project

University study proving academic benefits of afterschool in Dallas

- Cost and Challenges Report

Independent consultant identified barriers to more afterschool

- Afterschool Access Map

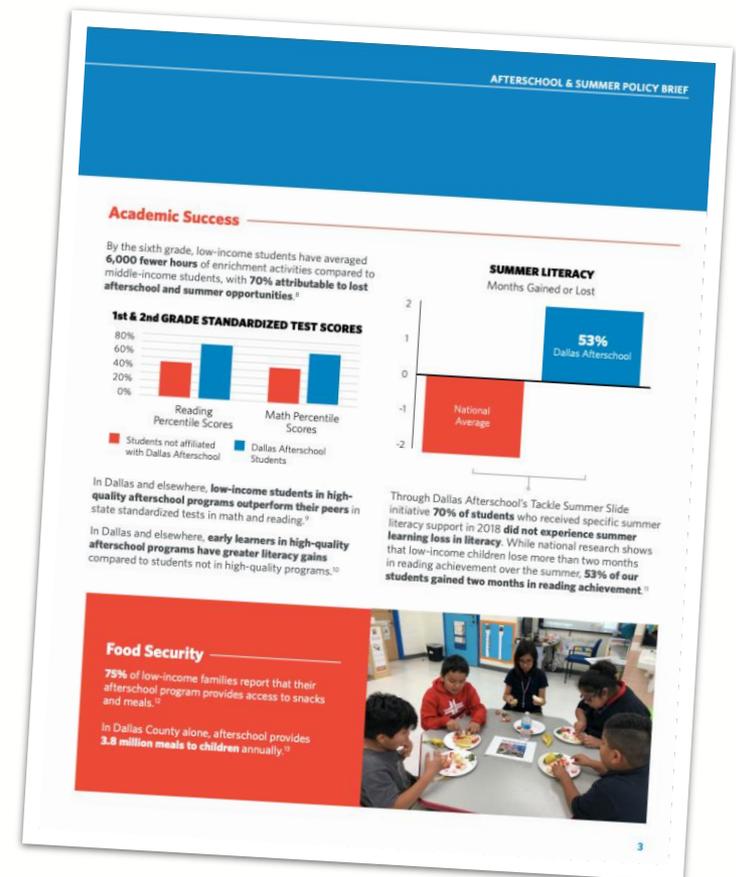
Top ten neighborhoods that need afterschool

- Staffing Study

Consultant project on staffing solutions

- Afterschool and Summer Policy Brief

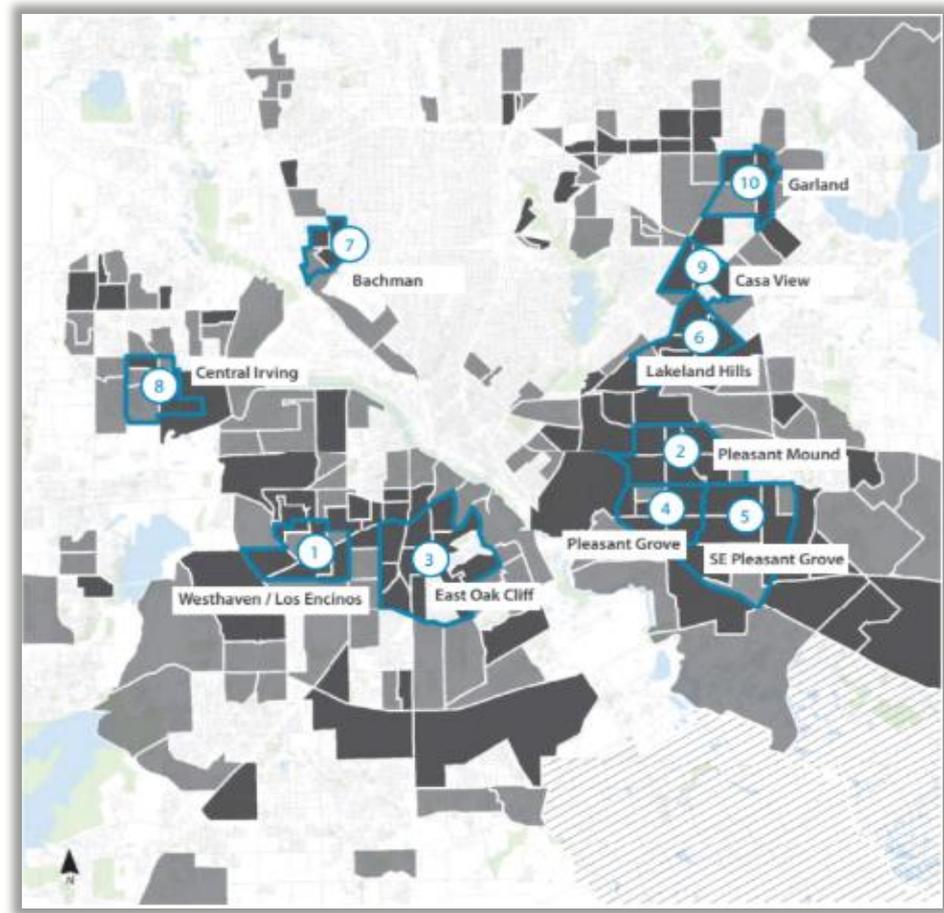
Overview of the state of afterschool in Dallas County along with local and state level policy recommendations

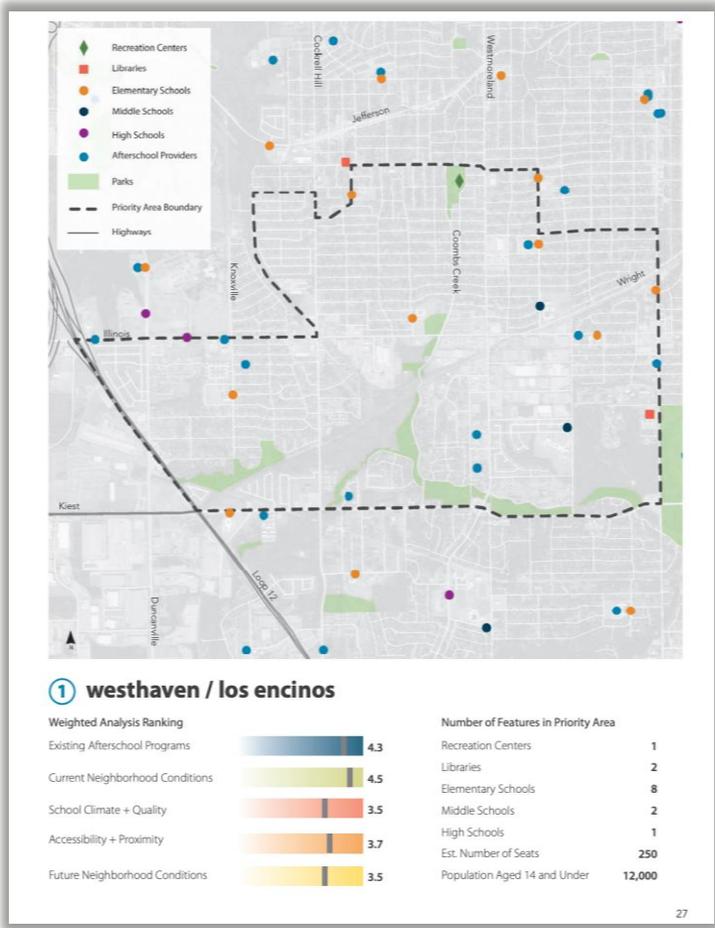


WHERE DOES THE COMMUNITY NEED AFTERSCHOOL THE MOST?

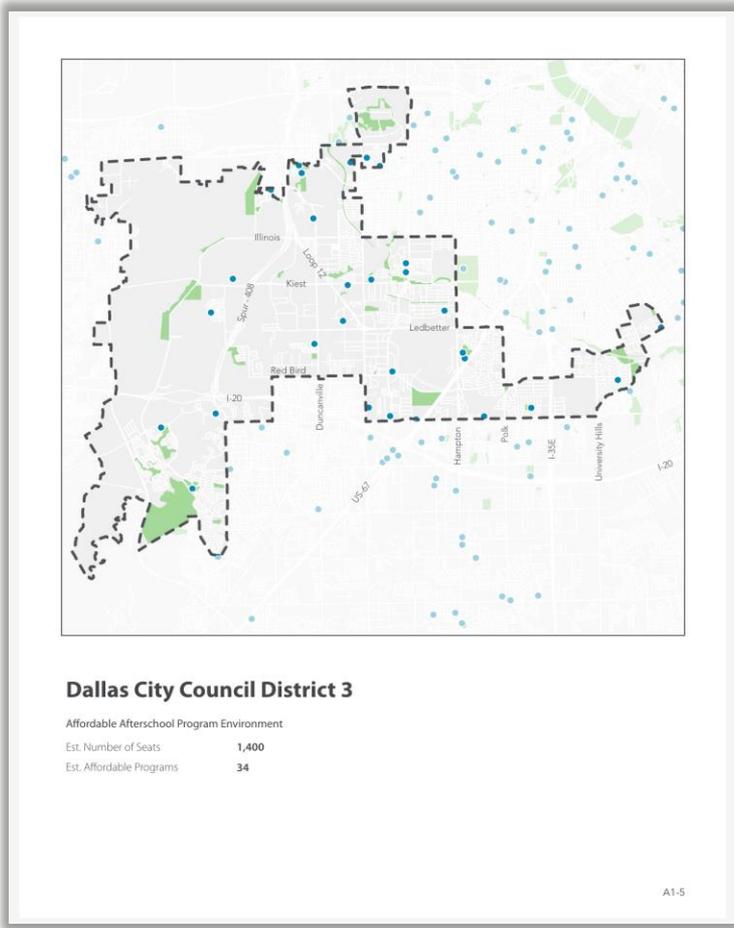
Priority areas were selected based on:

1. Community characteristics
2. Community trends
3. Proximity to high performing schools
4. Accessibility to local afterschool programs
5. Availability of local programs





A CLOSER LOOK AT A PRIORITY AREA



ACCESS REPORT CUT BY CITY COUNCIL DISTRICT

COALITION BUILDING

The After the Bell Alliance was created to unite local **community members, funders, businesses, policy makers, nonprofits** and **other advocates** in support of expanded access to afterschool programs.

75 organizations committed



LOCATOR TOOL AND PARENT INVOLVEMENT

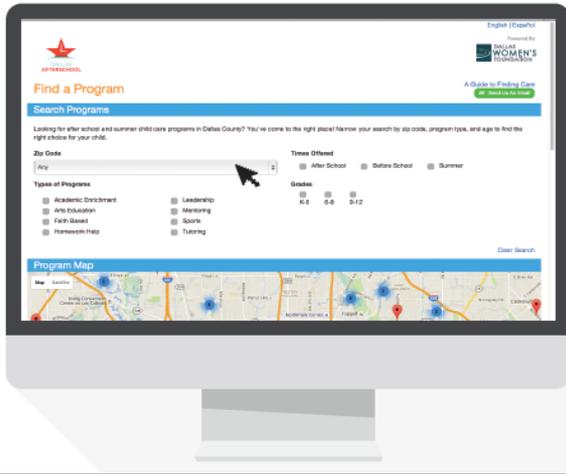


Powered By
DALLAS WOMEN'S FOUNDATION

www.FindAfterschoolDallas.com



is a **bilingual** locator which assists parents with finding child care options for their school-aged child based on location, activities offered and more.



Learn more at: <http://dasn.force.com/dapf/ProgramFinder>

WHEN AFTERSCHOOL WINS....

Community Development Block Grant

Additional **\$300k** for Youth Services

City of Dallas General Budget

\$975k for the All Youth Access Pass

\$500k for Youth After School Programs

\$300k Restored in the Office of Community Care for Afterschool

Mayor's Task Force on Safe Communities

- Task Force members have specifically been calling for **increasing out of school time opportunities.**

THE COMMUNITY WINS

COVID-19 Response

Programming:

- Virtual Roundtables
- Virtual Best Practices
- Creating Virtual Afterschool Programming

Advocacy:

- Close communication with elected officials
- Level funding for OST

The screenshot displays the DAS360° website interface. At the top, it says "Welcome to DAS360°" with the tagline "RESOURCES FROM EVERY ANGLE". Below this are four navigation tiles: "What is AQuA?" (featuring two women), "COVID-19 Resources" (featuring a virus illustration), "Virtual Best Practices" (featuring a globe and icons), and "Community Conversations" (featuring a group of people). Below the tiles are two main sections: "CERTIFIED PARTNER SPOTLIGHT" with the subtext "Learn more about one of the more than 40 certified partners with Dallas Afterschool." and "MOTIVATION CORNER" with the subtext "Some short articles to spark your energy & creativity!". The spotlight section features a "Spotlight: Readers 2 Leaders" article with a "View" button. The motivation corner features an article titled "Leaning into SEL Amid COVID-19 - Motivational" with a "View" button and the text "Happy Mind, Happy Life".

Learn more at: <https://dallasafterschool.org/covid-19/>

Arizona Center for Afterschool Excellence (AzCASE)

Let's Talk About Afterschool and COVID-
19



Pivoting to Virtual: 30th Anniversary Celebration & Arizona Gives Day

- Original plan was in person celebration with free workshops
- First transitioned to virtual
- Then decided to change all topics to be related to the pandemic
- Telethon style with stories from the field between workshops
- Lunchtime casual conversation session
- Each workshop can be shared afterward

Expanding Efforts Through Giving Tuesday Now

- Expand fundraising
- Grow network
- Programs applied for the funds
- Collective fundraising effort

Learn more at: <https://azafterschool.org/relief-fund/>

Advocacy: Pivoting Youth Champions Program

- Youth Champions program is new this year
- Cohort model with individual goals creating larger goal all tied back to advocating at some level for OST
- Pandemic impacted most champion's goals as well as legislative priorities
- Shifted to transparently addressing impact
- Asset mapping
- Using stories to share/being the messenger
- Resource sharing



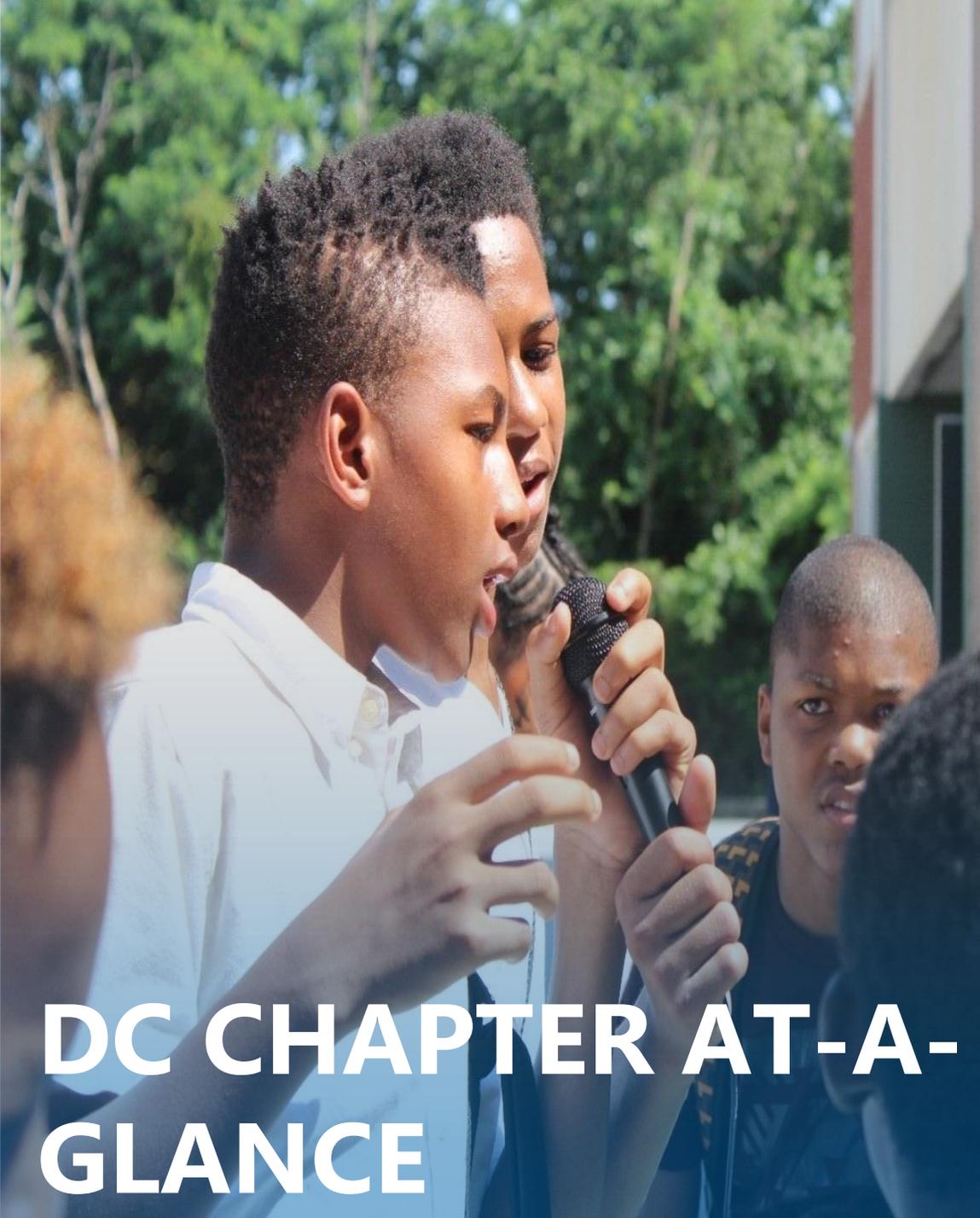
AFTER-SCHOOL ALL-STARS, WASHINGTON DC LET'S TALK ABOUT AFTER-SCHOOL

https://afterschoolallstars.org/asas_chapter/washington-d-c/



MISSION & VISION

- ★ The Mission of After-School All-Stars, Washington DC (ASAS DC) is to provide comprehensive after-school programs that keep children safe and help them succeed in school and in life
- ★ ASAS DC's Vision is for our students to be safe and healthy, to graduate high school and go on to college, to find careers they love and to give back to their communities



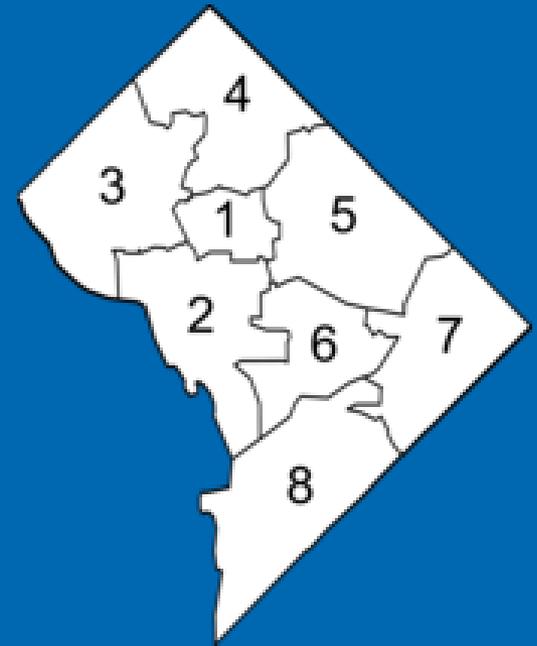
DC CHAPTER AT-A- GLANCE

- ★ 6 schools across 3 Wards (Wards 6, 7 and 8)
- ★ Approximately 600 students served annually
- ★ 94% of ASAS DC students are youth of color, 95% are on free & reduced lunch
- ★ Programs are complimentary and comprehensive - taking place every school day from the closing bell until 6 PM

★ **Ward 8:** KIPP, John Hayden Johnson Middle School, Charles Hart Middle School, Leckie Education Campus

★ **Ward 7:** Kelly Miller

★ **Ward 6:** Stuart Hobson Middle School





- ★ Fitness and Wellness
- ★ Academic Readiness
- ★ Career Exploration Experiences
- ★ Visual and Performing Arts
- ★ STEM (Science, Technology, Engineering, Math)

PROGRAM INITIATIVES

WHY AFTER-SCHOOL IN COVID TIMES



After-school programs are often a stable presence in communities where change is the only constant

Parents can work with peace of mind because their children are safe in an extended learning environment

During this time of crisis, the relevance of our program is even greater. We offer a stabilizing presence at a very unstable moment

All of us can pivot to virtual programming and mentoring to remain in our families' lives

OUT OF SCHOOL TIME IS NOW ALL THE TIME!



How we adapted

Starting with the basics: basic needs assessment for families- food, transportation, information, unemployment, connectivity (internet and equipment digital divide)

Advocacy: working with funders to explore new, acceptable ways of utilizing government, foundation, and corporation dollars in a new environment

Service: pivoting to virtual programming to continue serving students. We expanded our program to serve entire school communities (larger recruitment of students who need activities)

Workforce health: keeping people employed helps preserve the city's resources. Our front-line staff are the ones who know the students and make the connection. Also, we partnered with local artists to deliver art and music classes, employing professionals from a hard-hit category of work



How we adapted

Can we find positive outcomes in COVID-19 times?

New skills: training in teaching for a virtual environment develops new skills in staff and allows them to express their creativity

New tools: digital platforms are becoming new tools. Digital classes can reach more students during the regular program year. A YouTube channel can provide enrichment content at any time for students not in school

Mentoring: creating space for students to fight social isolation and have mental health checks provides another way to actively support families

This crisis is helping us prove the relevance of after-school programming



Response to Basic Needs

ASAS National received funding to help our families with basic food needs. Food vouchers/gift cards distribution as a new activity shows flexibility, creativity, responsiveness and relevance to communities and the moment

Sustainability for OST and Advocacy

Making smart budget decisions in an uncertain environment and helping funders understand flexibility

Virtual Programming as continuous service

Health and fitness, visual and performing arts, STEM, career exploration, and academic enrichment

Maintaining Relevance Nationwide

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**AFTER-SCHOOL
ALL-STARS**
WASHINGTON DC



Thank you!



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