



MORE THAN 2,500 IN D.C. FOR AFTERSCHOOL

The 2010 [*Afterschool for All Challenge*](#), held in conjunction with the National AfterSchool Association's (NAA) annual convention, brought more than 2,500 afterschool providers, parents, youth, principals, mayors, celebrities and others to the nation's capital last week to learn, share and advocate on behalf of afterschool, making it one of the most successful *Challenges* yet. On a single day, more than 600 advocates held meetings at 250 congressional offices, including 93 Senate offices.

"You could not have come at a better time," Afterschool Alliance Executive Director Jodi Grant told participants at the opening session. "Members of Congress need to know about the learning that goes on afterschool and the building of new leaders." Grant encouraged advocates to speak out against proposed cuts to the 21st Century Community Learning Centers (21st CCLC) initiative and the switch to competitive grants, proposed in the Obama Administration's [*Blueprint for Reform: The Reauthorization of the Elementary and Secondary Education Act \(ESEA\)*](#). Such measures, if enacted, would prove devastating to afterschool programs, she said.

Actor and author Hill Harper, of television's "CSI: NY," opened the conference by warning that young people face powerful negative influences in popular culture and media. "What you do is so important," he said. "Our young people are *Challenge continued on page eleven...*

RALLY ON THE CAPITOL!

Sunny skies greeted afterschool advocates as they took a short but energizing break from a day of meetings with Members of Congress to join in a Rally for Afterschool on the lawn of the U.S. Capitol on Tuesday, April 20. Just paces from where the last five Presidents of the United States have taken the oath of office, advocates heard from a rich array of afterschool champions, including Members of Congress, leaders of afterschool-friendly cities, celebrities and kids.

Afterschool Alliance Executive Director Jodi Grant kicked off the rally with the announcement that participants in the 2010 *Afterschool for All Challenge* had set a new record for the event, meeting with leaders and staff at more than 250 congressional offices. She commended participants, saying they were helping to "shape the future for children and youth for generations to come." Noting that the Obama Administration's outline for reauthorizing the *Elementary and Secondary Education Act* – its *Blueprint for Reform* – would allocate 21st Century Community Learning Centers (21st CCLC) funding to non-afterschool programs, Grant said the afterschool community was "disappointed that the Administration has proposed diverting dollars from afterschool programs to other purposes."

Representative Dale Kildee (D-MI), a founding member of the House Afterschool Caucus, also warned of the threat to afterschool program, saying that "the Administration, whom I love dearly, has level-funded *Rally continued on page thirteen...*

OUTREACH

Although the thousands of participants in this year's *Afterschool for All Challenge* may have headed home, the hard work in battling proposed cuts to 21st Century Community Learning Centers, and a potentially devastating change to the formula funding for afterschool dollars, is only beginning. Advocates who visited with their Members of Congress should use this opportunity to thank Members and staff for the meetings and extend an invitation for them to visit their programs. Those who could not travel to Washington, D.C., should also invite their elected officials to see first-hand the benefits of afterschool in their communities. *For more ways to reach out to policymakers, click [here](#).*

Afterschool for All Partner Mayor Chuck Oberlie Honored at Afterschool for All Challenge

Last week, more than 2,500 advocates descended upon Washington, D.C. to raise their voices for afterschool as part of the 9th annual [Afterschool for All Challenge](#). One of the highlights of the *Challenge* was the “Breakfast of Champions,” where the Afterschool Alliance recognized one of its *Afterschool for All* partners, Mayor Chuck Oberlie of Michigan City Indiana, with a special “Afterschool State Champion” award. Mayor Oberlie was one of 10 leaders nationwide selected to receive this special recognition in honor of his tremendous efforts to bring enriching afterschool programs to Michigan City’s youth and families.

Mayors like Chuck Oberlie are working hard every day to ensure that more youth can have access to the afterschool programs that keep kids safe and help them thrive. Does your mayor support afterschool? Help us recognize his or her efforts by inviting her/him to join [Afterschool for All](#). It’s a wonderful way to thank your mayor for being a champion for afterschool. You can download a sample invitation letter and sign-up form from the [Afterschool for All toolkit](#). And if your mayor is not yet part of the afterschool movement, use our [Afterschool for All fact sheet](#) to let him/her know about the difference afterschool is making in your community.

And remember, *Afterschool for All* is a unique effort that brings everyone together in support of afterschool programs – from mayors to governors, teachers to parents, businesses to community groups. If you haven’t yet had a chance to join the effort, do so today. Signing up is easy and it takes only a minute. Click [here](#) to sign up.

Learn more about *Afterschool for All* movement [here](#). Contact Marie Coichy-Dauphin, Project Manager, *Afterschool for All* at mdauphin@afterschoolalliance.org or at 646-943-8662 with questions or comments.



FUNDING NEWS

The Afterschool Alliance's website has resources for afterschool providers, including tips for initiating relationships with funders and businesses, and for identifying funding opportunities. *To learn more, click [here](#). Remember to check [here](#) to find out how afterschool programs may be able to tap into economic recovery funds.*

GRANTS/AWARDS AVAILABLE

Grants for Child Care Research

The Office of Planning, Research and Evaluation (OPRE) at the Administration for Children and Families, U.S. Department of Health and Human Services is sponsoring grants for child care research projects. Funds are provided for Child Care Research Partnership grants to support research on policy issues conducted by state agencies, researchers and other organizations in partnership that address issues of significance related to Child Care and Development Fund (CCDF) services. Partnerships must include the State agency that administers the CCDF, and at least one member must be a research group.

Eligible applicants include State governments, Native American tribal governments, public, private and State-controlled institutions of higher education, including Hispanic-Serving Institutions, Historically Black Colleges and Universities (HBCUs), Tribally Controlled Colleges and Universities (TCCUs), and Alaska Native and Native Hawaiian Serving Institutions, Non-profits with 501(c)(3) IRS status, for-profit organizations (other than small businesses), and small businesses (other than sole proprietorships). Applicants may apply for project periods of up to three years and will be awarded up to \$400,000 for each year of funding. Four individual grants are expected to be awarded.

Letters of intent are due May 5 and applications are due June 4. *For more information, click [here](#).*

Grants for Public Land Improvement

Nominations are now being accepted for the [Take Pride in America](#) awards, sponsored by the U.S. Department of the Interior, which recognize public lands stewardship made possible through volunteer service. Individuals, groups and organizations are eligible to apply, and must show measurable outcomes in the protection or enhancement of federal, state or local lands and waters. Projects must have been started and/or completed between May 1, 2009 and April 30, 2010. The deadline to submit a nomination is May 7. *For more information, click [here](#).*

Grants for Service-Learning Partnerships

Habitat for Humanity and State Farm are sponsoring grants of up to \$7,000 for teachers and schools that partner with their local Habitat affiliate for year-long service-learning projects. For the 2010-2011 school year, eight new grants will be awarded, and five grants that have been awarded prior to 2010 will be renewed. The deadline to submit proposals is May 15. *For more information, click [here](#).*



ESEA REFORM HEATS UP THE CHALLENGE

One of the highest priorities and hottest topics at the *Afterschool for All Challenge* was the concern about the Administration's proposed changes to the 21st Century Community Learning Centers (21st CCLC) initiative in the President's [Blueprint for Reform](#). Most alarming and harmful to afterschool are the proposals to reduce the funding for 21st CCLC by \$13 million in the Administration's Fiscal Year 2011 budget proposal, and to switch 21st CCLC from a formula grant to competitive grants and open the funding stream to programs beyond 21st CCLC.

"Despite promises on the campaign trail to double the funding for afterschool, the budget proposal cuts funding by \$13 million and shifts funding from formula to competitive funding, in a kind of Race to the Top style where states compete against each other... The *Blueprint* makes clear that the Administration wants to fund three different pots [afterschool, extended day, and full service community schools] with 21st CCLC money. Would one get preference over another? It's very unclear," said Afterschool Alliance Vice President for Policy and Programs Jennifer Rinehart.

Advocates from across the country mingled in many workshops and sessions with Administration officials and congressional staffers, sharing their experiences and concerns.

ESEA Reform in Congress

Rinehart stressed that there are many unknowns in the *Blueprint*, but that the Administration proposal is just that, and Congress will ultimately write the *Elementary and Secondary Education Act (ESEA)*, formerly known as *No Child Left Behind* reauthorization bill.

"The President wants to reauthorize this year, with an extra \$1 billion incentive, [if Congress passes reauthorization in 2010]"

said Lillian Pace, who works for Congressman Dale Kildee (D-MI). "We've learned from the health care debate that anything is possible, but it will take a lot of leadership to move this forward. It is so important that you get your message across now."

Pace said that "every member" was concerned about the shift to competition. "We have limited resources already. If we move to a competitive program, there are a lot of districts that will not have the resources to hire grant writers to compete for these funds. We want a balance between competition and formula."

The Administration's View

A workshop on the *ESEA* reform with Mary Ellen McGuire, Senior Advisor for Education at the White House Domestic Policy Council, was filled beyond capacity.

McGuire told advocates that the overarching goals of the *Blueprint* are to get all students in kindergarten ready to learn; graduate every student college- and career-ready; and by 2020 have the highest population of college graduates in the world. Speaking specifically about 21st CCLC, McGuire said that while other education programs were being consolidated, "21st Century was purposely left to stand on its own, and that is because we believe afterschool is a success story."

However, under the current Administration proposal, 21st CCLC funding would be consolidated to share the same funding stream as extended day programs and community schools. Afterschool Alliance Executive Director Jodi Grant later clarified, "there is consolidation of 21st CCLC funding – and we oppose that."

Participants also registered their concerns about opening 21st CCLC funding to competitive grants. McGuire tried to ease their concerns by explaining "when 21st CCLC was competitive, it allowed the best programs to rise to the top over time. We want to get back to that."

However, advocates cautioned that many advances have taken place since those initial 21st CCLC grants were issued via competition, and that structures and supports have been built into the formula grants to help states build capacity. To remove those supports, advocates said, would be disastrous.

“Breaking Down Program Silos”

In a session led by the [U.S. Department of Education’s Center for Faith-Based and Neighborhood Partnerships](#), department officials expressed support of formula grants for 21st CCLC. Special Assistant Michael Robbins said, “Formula funding provides the opportunity for infrastructure – if the formula goes away, the infrastructure will go away.”

The workshop, “U.S. Department of Education Listening Session on CBO-School Partnerships,” provided the opportunity for afterschool leaders to learn more from the Administration, as well as for department officials to receive direct feedback on their proposals.

Robbins explained the Administration’s view of out-of-school time in the *Blueprint*, saying, “The emphasis on expanded learning time will look at how to take things to scale.”

“We need to not just consider one approach to breaking down program silos,” he added, referring to the pushback the Administration has received on its proposal to consolidate extended learning time and full service community schools into the 21st CCLC initiative’s funding. “We have found that the term afterschool no longer fits the reality of the situation, and blurs the reality of what is happening on the ground,” he said, to the disappointment of afterschool leaders.

“Just the Beginning of a Conversation”

In both sessions, Administration officials welcomed the opportunity to learn more from providers, and encouraged them to reach out and share their experiences to help shape the outcome of reform. They asked providers to share success stories so that they can highlight them across states.

“Regardless of what happens, as people who care about this are faced with the challenge: How do we continue to try to integrate [learning time]? How do we move schools and [community based organizations] closer together and out of their own silos,” Robbins asked. He said the workshop was “just the beginning of a conversation” with advocates, and urged afterschool leaders to communicate with them, including by using [Facebook](#) and [Twitter](#).



IN THEIR OWN WORDS...

“There is a distorted underside to the argument for turning the 21st CLCC dollars into a new extended day program focused on academic remediation for students. I have led afterschool programs since 1973, and in my professional opinion, there is a danger to using afterschool programs as repair shops for what the regular educational system hasn’t maintained or has broken, and using a 1940s repair manual to do so. More time for learning is important, but the additional time needs to include community partners. If Congress chooses to invest in other extended school day models, it is essential to take what we know works in afterschool programs like LA’s BEST and apply those lessons; we should not presume that quality can be predicted only from school-like settings.”

-- Carla Sanger, President and CEO of LA’s BEST, *Huffington Post*, April 22, 2010

Voices from the Afterschool Storybook...

“My experiences working at PS 229 through high school and college, helped me realize that what I really wanted to do was work with kids... I use the skills and lessons I learned through working with an afterschool program every day and I’m sure I’ll use them throughout my career.”

-- Yegzeru Amare, Queens, New York

To read Amare's story, and read more afterschool voices from across the country, [click here](#). Share your story [here](#).



CHALLENGE WORKSHOP - USING THE AMERICA AFTER 3PM REPORT FOR ADVOCACY AND COMMUNICATIONS

[America After 3 PM](#) is the most extensive research on how America's children are spending their afternoons. In this session, participants explored the findings of the report and learned new ways to use that information to promote their programs and afterschool in their communities.

The Afterschool Alliance's Chris D'Agostino presented [key findings](#) from the in-depth research on Americans' views on afterschool programs. The report finds that the number of children left alone after the school day ends has risen to 15.1 million children (26 percent of school-age children) – an increase of 800,000 children since the 2004 edition of the study. Thirty percent of middle schoolers (3.7 million kids) are on their own, as are four percent of elementary school children (1.1 million children). At the same time, Americans see afterschool programs as a solution: Nine in 10 adults surveyed agree that there should be “some type of organized activity or place for children and teens to go after school every day that provides opportunities to learn.”

Lisa Proctor of the JCPenney Afterschool Fund, sponsor of the research, said that, “For JCPenney, afterschool rose up ten years ago as an important issue for our customers and associates. We felt we were very well positioned to make a difference.”

Matthew Freeman of the Afterschool Alliance's media team offered a short course on [media outreach for afterschool programs](#), with specific tips on how to put the *America*

After 3PM research to work building local support for afterschool.

Sarah Cahill of the Rhode Island Afterschool Plus Alliance described ways her organization had used the data to project a positive message about afterschool, including an opinion article that ran in the state's largest newspaper, the *Providence Journal*.

For more information about *America After 3PM*, including where to find state specific information, click [here](#).



CHALLENGE WORKSHOP – BUILDING BETTER OUT-OF- SCHOOL TIME SYSTEMS

The goals of [city-wide out-of-school time systems](#) are to increase access, improve quality, use information to support decision-making and increase sustainability. This workshop examined strategies employed by five cities (Boston, Massachusetts; Chicago, Illinois; New York, New York; Providence, Rhode Island; and Washington, D.C.) to build strong city-wide afterschool systems that benefit their whole communities. That work is supported through a Wallace Foundation grant.

Susan Bodilly of the RAND Corporation described the elements that contributed to each city's success, giving examples of how they worked within their own unique municipal environments to build better coordination and expand capacity. In New York City, for example, Bodilly said that the mayor assigned a special assistant with full mayoral power to ensure that city youth development agencies coordinated with one another – the city now serves 80,000 youth, up from 45,000 in the past, and has established an online locator system for parents and teachers to track students. The city also established a system of data sharing

between agencies, which allowed for greater coordination and better service.

Providence, she said, had strong support from its mayor and was able to create an intermediary organization, [Providence After School Alliance](#) (PASA), to work with the schools and coordinate all elements of the programs, including transportation, scheduling, parent contact and outreach, and more.

PASA’s growth has been extraordinary and the agency now coordinates an afterschool schedule for the entire city. The support of a strong mayor is important, but Hillary Salmons, PASA Executive Director, also cautioned that it is “essential” for cities to build collective leadership with a “long-time view” for program success.

PASA has a [toolkit](#) available on its website for others interested in exploring city-wide systems.



CHALLENGE WORKSHOP – DIVERSIFYING PARTNERSHIPS IN RURAL COMMUNITIES

“Relationships are key. How you get things done in rural communities is [by] getting to know one another,” said Monica Lobenstein of the [Jackson County University of Wisconsin Extension](#).

In this workshop, Lobenstein and her colleague, Brittany Johnson, an AmeriCorps volunteer at Jackson County UW-Extension, offered tips and advice to rural programs seeking new opportunities. Building and strengthening relationships, laying groundwork for partnerships and building upon community assets are all critical strategies for afterschool programs in rural communities that want to diversify their partnership bases, they said.

Lobenstein recommends that rural afterschool providers invite parents to be

partners. They can create parent advisory councils, explore relationships with businesses that employ parents, or invite parents to volunteer with the program. Providers seeking transportation help might partner with a local gas station for vouchers to cover transportation costs, create a “walking school bus” for neighborhood kids, or explore late bus options with school districts.

Local businesses can sponsor afterschool programs by donating products (such as almost-expired snacks from the grocery), or programs can promise employee slots for their children in exchange for financial support or volunteers, Lobenstein said. She also recommended connecting with the local chamber of commerce, and utilizing social media such as Facebook and Twitter to post program updates, donation wish lists, and more.

For more resources and further information, Lobenstein recommends the [Community Toolbox](#) at the University of Kansas and the [University of Florida Extension](#).



CHALLENGE WORKSHOP – UTILIZING DATA TO ADVANCE PROGRAMS

Nevada Afterschool Network Executive Director and Afterschool Alliance Afterschool Ambassador Danielle Bowen told afterschool program providers and administrators: “Data collection will help you tell a comprehensive story of your program.” Bowen encouraged providers to move beyond collecting data simply to meet reporting goals.

A data system should be able to track not only basic information such as participants and attendance in an afterschool program, but also goals, outcomes, pre- and post-assessments, funding sources, staff, success

stories, partnerships and activities. Presenters in this workshop reminded participants to keep track of “warm and fuzzy stats” and make sure to share successes with funders and in grant applications.

The session also provided helpful tips on grant writing and encouraged programs to be specific with regard to asking for funding and setting goals; to know funders’ buzz words; and to avoid using acronyms and padding budgets.

The data afterschool programs collect isn’t just for compliance; data can be helpful in updating partners and parents, Bowen said. Program leaders should consider creating a yearly report, even if it isn’t a glossy color publication. The data programs collect is important and can be used throughout the year in brochures, media outreach and annual events.

Bowen also recommended that program leaders keep staff members in the loop as to why they are collecting additional data, in case parents have questions. Afterschool staff should be able to eloquently explain to parents the reasons for additional reporting requirements, and help them understand that including more data improves program quality.



CHALLENGE WORKSHOP – AFTERSCHOOL SERVICE LEARNING

Eric Jensen with the [Greater New Orleans Afterschool Partnership](#), an intermediary organization leveraging resources to programs that serve children and youth during out of school hours, discussed how his program encourages young people to map local neighborhoods.

In the program, youth ages 14 to 21 walk through neighborhoods collecting data on the types of resources and businesses available in

a specific location. The Partnership makes sure to notify law enforcement when youth are going to be in the area.

The teens and young adults have their own portfolios and autonomy over the data they collect. The group has also created an open-source website that allows for feedback.

Jensen said the information the young people collect is often used by city council members to petition the city for more resources, especially when council members can ask for what a district is lacking.

Click [here](#) to check out the *Greater New Orleans Afterschool Partnership neighborhood mapping project*. For more information on starting a similar program in your area, email Eric Jensen at ejensen@gnoafterschool.org.



CHALLENGE WORKSHOP – ENGAGING YOUTH AS ADVOCATES

Youth are more than just the participants in afterschool programs in Lincoln, Nebraska – they are the driving force behind the content and activities. [Lincoln Community Learning Center](#) Site Director and Afterschool Alliance Afterschool Ambassador Dayna Krannawitter led a workshop explaining how she created a team of “Youth Ambassadors” to spread the word about afterschool and engage young people.

Each program site has a group of “Youth Ambassadors” – nominated by school or program staff, students or community residents. Each site sends one youth representative to monthly meetings with youth from the other program sites to plan for awareness activities including, *Lights On Afterschool* and service learning projects. The youth also receive advanced leadership training throughout the year.

Krannawitter said that, when working to “ignite the spark” within young people, adults need to leave their preconceived notions at the door. She advised that afterschool leaders can learn a lot from youth. She encouraged programs that want to engage more youth to make sure to hold youth accountable for their responsibilities and to “give guidance and get out of the way.”

Youth learn through experience and giving them autonomy over the content of their afterschool program is a great way to keep them coming back, Krannawitter said.



IN THE NEWS...

California – Juan Navarro isn’t “u-n-k-n-o-w-n” anymore. For the second year in a row, the 11-year-old student took home the top prize at the Ventura [Program Enrichment After-School Kids \(PEAK\) spelling bee](#), this year by correctly spelling the word “unknown.” Thirty students from seven PEAK afterschool programs competed in the third annual spelling bee. PEAK serves 480 students in Ventura schools, providing academic, athletic and enrichment programs, the *Ventura County Star* reports.

Idaho – The culture of the Nez Perce Indians is being passed on at an afterschool program at Lapwai Elementary School, where more than 100 children are learning to speak the language of their ancestors. The program has been teaching basic words, sentence construction and tribal traditions to the children of the Nez Perce Indian Reservation for ten years. “It’s fun because I can learn more about my culture,” ten-year-old Amil told the *Lewiston Morning Tribune*. “I am learning new words, and I’m teaching them to my younger brother and sister.”

Illinois – State Senator Mattie Hunter (D-Chicago) has partnered with the Illinois Department of Economic Development to [offer a new afterschool program](#) to five schools in the Chicago area. “[A Taste of Chicago Media](#)” will take students in front of the camera and behind the scenes at television stations, radio stations, and newspapers in a hands-on program to introduce them to the media industry. At the end of the program, each school’s students will produce and tape a television news program in a competition judged by industry experts. “Our goal is to help propel sixth and seventh grade students into the accomplished arena of writing, organizing, photography and many other skills they will learn from this industry,” Senator Hunter said. “These programs will offer students a chance to learn about the media in all its various forms.”

Kentucky – Watching the model planes propel off button-activated rockets and travel up to 40 miles per hour in a race across the water, you’d never know these hydroplanes started as single piece of foam at a Maupin Elementary School afterschool program. Students in the Louisville-based Project Hydroplanes Racing Program build the planes themselves, guided by Spalding University professor H.A. Hasan. Not only do they learn math skills as they measure and cut the plane’s 67 pieces, but the afterschool program fosters social skills and teamwork, and builds self-confidence, Hasan told the *Courier-Journal*. The finished planes are put to the test at the annual Doug McIntosh Memorial Regatta Cup in May, when students from all the regional schools that offer the program race their planes.

Ohio – Seventh graders in Toledo have free access and transportation to six area YMCAs after school, as part of the newly-launched “Strong Teens Program.” The partnership between Toledo Public Schools, YMCA of Greater Toledo, and TARTA (Toledo Area Regional Transit Authority) aims to keep kids

active to reduce childhood obesity and diabetes, as well as give them a place to go after school. “Our whole goal is to provide a healthy outlet for kids, a safe outlet for kids to develop healthier lifestyles,” said Todd Tibbits, CEO and President of the YMCA of Greater Toledo. Nearly 700 youth will be able to participate, *The Blade* reports, and youth will be able to use all of the services and facilities offered at the YMCA.

Oregon – The airwaves of radio station [KSKQ](#) in Ashland were turned over to a new kind of disc jockey this month – members of the Kids Radio Club, a partnership between the station and the Kids Unlimited afterschool program. Students in the Club learn interviewing, broadcasting and storytelling skills, media ethics and other points of broadcast journalism over the four-week program, the *Associated Press* reports. They use their newfound skills on air once a week, to perform variety shows and radio theater on the station, and introduce music and news.

South Dakota – Scientists in South Dakota are relying on junior entomologists across the country to help them find and catalog ladybugs on the brink of extinction. Students across the country are urged to find and photograph ladybugs in their neighborhoods this summer to help the [Lost Ladybug Project](#) categorize and track the insects. The project – a collaborative effort of the Department of Agriculture, South Dakota State University and New York’s Cornell University – was started in 2000 to survey the population of ladybugs across the United States in an effort to determine why their numbers are declining. A healthy ladybug population is important because they eat crop-destroying pests, *USA Today* reports. The project website also offers a series of learning materials for educators. *For more information, click [here](#).*



BEST COMMUNITIES FOR YOUNG PEOPLE

Has your community made an effort to keep young people in school, while improving their well-being? America’s Promise Alliance and the ING Foundation want to recognize your efforts, as part of their [2010 Best Communities for Young People \(100 Best\) competition](#). Cities and towns of all sizes across the country are eligible to apply. Initiatives must be community-wide, and address the nation’s dropout crisis while enhancing the lives of youth.

Winning communities will receive national recognition and media exposure, financial and logistic aid to plan a local celebration, commemorative awards, and access to America’s Promise Alliance resources and partners.

The deadline to submit nominations is June 1. *For more information, click [here](#).*



CALLING ALL ARTISTS - NOT TOO LATE!

The Afterschool Alliance is accepting submissions for the 2010 [Lights On Afterschool](#) poster contest. The winning entry will appear on 50,000 posters sent to afterschool programs across the country for their *Lights On Afterschool* celebrations, and will be featured on the *Lights On Afterschool* website.

Artwork should be done by youth, and should promote or convey afterschool or *Lights On Afterschool*. The deadline to enter submissions is May 15.

For more information, and to see a gallery of previous Lights On Afterschool poster entries [click here](#).



SCIENCE AND THE BIG SCREEN

Afterschool programs across the country are invited to participate in a [science video contest](#). The USA Science & Engineering Festival's Kavli Science Video Contest is looking for videos that are creative, surprising, and can be used to share students' love of science with other kids. Videos can be linked to current curriculum, a science fair project, or more. Winners will receive cash prizes for their school or afterschool program. The top videos will be featured on a Jumbotron during the Expo and at other events. The deadline for applications is July 15. *For more information, contact Stacy Jannis at jannisprods@earthlink.net or [click here](#).*



KEEP UP WITH AFTERSCHOOL NEWS!

Hungry for the latest news in afterschool? Be sure to check out [Afterschool Snack](#), the Afterschool Alliance's up to the minute blog on afterschool news, trends and information from across the country. Recent posts include:

- [It Was an Amazing Afterschool for All Challenge - April 22, 2010](#)
- [Going Global After School: New Paper Provides Tips & Resources](#)
- [700 Rally for Afterschool on Capitol Hill Led by Youth Cheer, Meet Congress - April 20, 2010](#)
- [CSI Star Opens Afterschool for All Challenge - April 19, 2010](#)
- [Afterschool: An Innovation Worth Investing In](#)

And be sure to tune in every Wednesday for a national news round-up, and throughout

the week for your daily dose of afterschool. *Check out Afterschool Snack [here](#).*



Challenge continued from page one... requiring us to do things differently these days. My business [the entertainment industry] is really good at engaging young people – we have to use technology just as aggressively... Please start competing with my business. Please start beating it.” Invoking the name of the NAA conference, he urged participants to “be the change.”

Workshops and Trainings

Afterschool supporters had hundreds of workshops to choose from, with topics ranging from advocacy, service learning, leadership, learning and professional development. Nearly 30 youth attended special trainings on advocacy and leadership development, as they prepared to meet their Senators and Representatives. Some workshops featured Administration officials and congressional staff members, providing an insider's view to education reform and discussions on the role afterschool programs play in children's lives (see *ESEA Reform Heats Up the Challenge*, and other stories reporting on the workshop sessions in this *Afterschool Advocate*).

On Capitol Hill

On Tuesday, April 20, 700 afterschool providers, parents, youth and local elected officials held meetings at congressional offices to share their experiences and invite members to visit their programs and see the benefits of afterschool programs. Advocates urged their Members of Congress to safeguard federal funding for these programs and reject Administration proposals to cut funding by \$13 million in Fiscal Year 2011 and to allow non-afterschool programs to compete for federal afterschool dollars. One-third of all U.S. Senators met face-to-face with afterschool supporters.

“The reauthorization of the *Elementary and Secondary Education Act* will have a profound impact on children and their future. Afterschool needs to be a part of that conversation,” Grant said in rallying the group.

“Breakfast of Champions”

On the morning of April 21, 11-year-old Tahlia and 13-year-old Jevion of the [Carolina Studios](#) afterschool program brought down the house with a rap performance dedicated to “Mr. Afterschool,” Terry Peterson, Chair of the Board of Directors of the Afterschool Alliance and recipient of the William S. White Achievement Award.

Mark Bryan, founder of Carolina Studios and member of the Grammy Award winning band Hootie and the Blowfish, dedicated a song to Peterson, whom he called “a champ.” “It is because of Dr. Peterson that I am here today. He knows the value of education, and we know him as ‘Mr. Afterschool.’ We thank him and all of you for all you do for afterschool. This song is for the gratitude we feel for him.”

After receiving the award from William S. White, President and CEO of the Charles Stewart Mott Foundation, Peterson offered participants a challenge: “with *ESEA* reauthorization coming up, we need to make 21st Century work better and bigger, as well as change how schools operate... We need to make schools more challenging and exciting and need to work together in new ways... Have Members of Congress visit your program. Call them when you get back home and ask them to increase funding for 21st CCLC.”

In addition to Peterson, ten individuals from around the country were honored at the “Breakfast” for supporting and working on behalf of the afterschool programs. They are: William Byars, State Director of the South Carolina Department of Juvenile Justice; David Davison, President and CEO of the American Savings Foundation in New Britain, Connecticut; Jerry Ellis, Mayor of

Farmington Hills, Michigan; Wendell Maddox, President and CEO of the United Way of Wyandotte County, Kansas; Thierry Malley, State Director of the Pennsylvania Area Council of Boys & Girls Clubs; Chuck Oberlie, Mayor of Michigan City, Indiana; Rhode Island State Representative Edwin Pacheco; Renee L. Rider, Assistant Commissioner of the Division of Child Care Services, New York State Office of Children and Family Services; Carla Sanger, President and CEO of LA’s BEST in Los Angeles, California; and Ronnie Steine, Councilmember-at-Large, Metro Government of Nashville and Davidson County, Tennessee.

The 2010 “Breakfast of Champions” was sponsored by: United States Tennis Association, Bright House Networks, Sony Pictures Entertainment, Open Society Institute, Peavey Electronics, NAMM, The Annie E. Casey Foundation, D.C. Children & Youth Investment Trust Corporation, Cable in the Classroom, Quaker Chewy, and Torani.

Extending the *Challenge* Throughout the Year

A common theme across this year’s *Challenge* was the vital need to continue advocacy and outreach, especially in the current climate of education reform. Afterschool leaders urged participants to continue to be active in their communities and to continue reaching out to elected officials and policy makers, educating them about the benefits of afterschool.

The tenth annual *Afterschool for All Challenge* will take place on May 16 to 17, 2011, in Washington, D.C. [To view a photo gallery of this year’s events, to contact your policy makers and for more information on the Afterschool for All Challenge, click here.](#) This year’s *Challenge* took place from April 19 to 21 in Washington, D.C.



Rally continued from page one...

afterschool and diverted some dollars to other programs. My job is to reason with them and get them to come back to their senses.... I want [afterschool programs] to be more than just extended learning time, but to reach out to the whole person.”

Television’s Judge Glenda Hatchett then addressed the crowd of 700 afterschool advocates, applauding their contributions to their communities. “Because of the work you do,” she said, “there are children who will never come before judges like me!” Judge Hatchett called on Congress to view afterschool as a long-term investment in children, declaring, “Every Member of Congress needs to understand that either we invest now in our children or we’re going to pay dearly on the back side, later.”

Senator Barbara Boxer (D-CA), a founding member of the Senate Afterschool Caucus, recalled that she arrived in the Senate in 1993, after winning election in what was then described as the “Year of the Woman,” because women tripled their representation in the Senate – from two to six. More women have been elected to the Senate since. The gradual shift away from a virtually all-male Senate made a difference, Senator Boxer said, because it brought to the table a perspective on the challenges confronting families, which helped lead to the creation of the 21st CCLC initiative. “All we’re asking for,” she said, “is the money that was supposed to be spent [under terms of the *No Child Left Behind Act*] this year – \$2.5 billion.... We know this is an investment that pays dividends.”

Representative Nita Lowey (D-NY), co-chair of the House Afterschool Caucus, extolled afterschool programs, noting that “Keeping kids in school keeps the neighborhood safe, while helping these kids get the skills they need.... We know that if we continue to grow this [21st CCLC] program, kids will continue to learn while their mother and father are working.”

Noting Administration proposals to divert funds from afterschool to extended day

programs, Representative Rosa DeLauro (D-CT) said, “Afterschool programs have worked wonders for your youngsters. So why should we change? ... If you want to extend the school day, you can do all kinds of things, but let’s not take the funding from what we know works!” She urged advocates to continue to share their message about the importance of afterschool with their elected representatives. “You make such a difference by being here,” she said. “It is the external pressure on this institution that gets it where we want it to go.”

Reinaldo Llano of Bright House Networks, a member of the board of directors of the Afterschool Alliance and an afterschool success story himself, told the crowd, “I know first-hand what afterschool programs can do.” He introduced two teens whose afterschool programs had played critical roles in their lives: Ebony Moore of Birmingham, Alabama; and David Johnson of Indianapolis, Indiana. The two won contests to earn their trip to Washington, D.C. Johnson thanked the assembled crowd of advocates and providers for “believing in and empowering the America’s youth.”

James Mitchell, a city councilmember from Charlotte, North Carolina, and a first vice president of the National League of Cities, said that he and colleagues from around the nation were in discussions in Washington this week hoping to “play a role in expanding programs in our hometowns.”

The rally concluded with a group of afterschool youth from around the country leading the crowd in a cheer for afterschool, after which advocates returned to the halls of Congress and a round of afternoon meetings with legislators.



MARK YOUR CALENDARS...

May 20 – 21, 2010

Team-Up for Youth, in partnership with Athletes for Hope, will host a summit, “Game Plan for Girls’ Sports: Igniting a Practice of Change” in the San Francisco Bay Area. Jackie Joyner-Kersey, winner of six Olympic medals in four consecutive Olympic games, will kick off the festivities by accepting Team-Up for Youth’s First Ladies in Sports Award. Workshop tracks include: Building Sustainable After-School Sports Programs; Strong Sports Programs; and The Art of Coaching. Individual and group registrations are available. *For more information, and to register, click [here](#).*

May 21, 2010

Join the Afterschool Alliance and the National Summer Learning Association for a webinar event that will unveil new findings about the summertime experiences of the nation’s children, according to newly released data from the *America After 3PM* survey. Don’t miss the release of these critical findings designed to help make the case for the integral role summer programs play in the lives of young people. The webinar will take place from 3:00 to 4:00 PM. [Register](#) and reserve the time on your calendar today!

June 21, 2010

Spring is just beginning to arrive, but June 21 will be here quickly. Don’t delay! Start planning your Summer Learning Day event now. This national advocacy day is a great opportunity to showcase your program and get the word out about the importance of summer learning. Join communities across the country in celebrating the importance of summer learning. Summer Learning Day is supported by elected officials and policy makers, public agencies, nonprofit organizations, schools, universities, museums, libraries and summer camps across the country. Design an event that demonstrates the value of your program and generates more

support for summer learning in your community. *For more information, click [here](#).*

July 8 – 10, 2010

The Asia Society Partnership for Global Learning will sponsor its annual conference, “Creating Success in a Global Era: A World-Class Education for Every Student” in the Washington D.C. metro area. The Asia Society Partnership for Global Learning is a national network of K – 12 educators and policy makers dedicated to sharing best practices and advancing public policy to integrate global knowledge and skills within the mainstream of American education. Registration is open now. *To learn more, click [here](#).*

July 12 – 15, 2010

The National Institute on Out-of-School Time (NIOST) will host a series of two-day summer seminars in Boston, Massachusetts. Topics to be covered on July 12 and 13 include elevating professional development at the program and system levels, and the Afterschool Program Assessment System (APAS). Seminars on July 14 and 15 address effective management training and quality advisor training. *For more information, click [here](#).*

October 21, 2010

The Afterschool Alliance will sponsor the 11th annual *Lights On Afterschool*, raising awareness about the benefits of afterschool in communities across the country. *For more information, click [here](#).*

November 2 – 4, 2010

The California Afterschool Network will host its second annual Step Up High School Summit in San Diego. Afterschool professionals, staff, and high school administrators will gather to discuss ideas and promising practices for high school afterschool programs. *For more information, click [here](#).*

 **February 23 – 26, 2011**

The 14th annual Beyond School Hours conference, hosted by the nonprofit Foundations, Inc., will be held in Atlanta, Georgia. Afterschool advocates will gather for professional development and to address

before- and afterschool, extended day, community-based and summer opportunities, as well as workforce development, higher education, and field-building research. *For more information, click [here](#).*

The Afterschool Alliance is a nonprofit public awareness and advocacy organization working to ensure that all children and youth have access to quality afterschool programs. More information is available at www.afterschoolalliance.org.

The Alliance is proud to count among its founding partners the Mott Foundation, U.S. Department of Education, JCPenney Afterschool Fund, Open Society Institute/The After-School Corporation, the Entertainment Industry Foundation and the Creative Artists Agency Foundation.

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