

A media outreach newsletter published by the Afterschool Alliance

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# TIVO HELPS TURN THE LIGHTS ON FOR AFTERSCHOOL

The Afterschool Alliance and TiVo Inc., the creator and leader in television services for digital video recorders, have announced a new relationship to support quality afterschool programs and *Lights On Afterschool 2006*.

To reward afterschool programs that are participating in *Lights On Afterschool*, TiVo is donating a group of TiVo boxes and sixmonth subscriptions for each box as special prizes. Winners will be randomly selected from the afterschool programs that register their *Lights On Afterschool* events on the Afterschool Alliance's web site at *www.afterschoolalliance.org*.

TiVo will educate its subscribers about Lights On Afterschool and the Afterschool Alliance's work to make afterschool programs available to all children and families that need them. "We are extremely excited about this new partnership," said Afterschool Alliance Executive Director Jodi Grant. "We look forward to working with TiVo to advance afterschool and to educate parents, community leaders and youth about the programs that are available and the tremendous benefits they provide. TiVo is demonstrating a strong commitment to helping children, families and communities."

"TiVo is proud to support *Lights On Afterschool 2006*," said Joe Miller, Vice President of Sales and Affiliate Marketing. "We believe in providing parents tools to take TV on their own terms – even when they're not around. With TiVo KidZone, parents don't ever have to worry about what their kids will be watching on television."

#### TiVo KidZone

The new TiVo KidZone will enable parents to ensure that their children are watching programs they have pre-approved. It creates an exclusive area within the TiVo service for children to enjoy these selections, while hiding all other content from view. Children will benefit from higher-quality programming choices, and parents will never be surprised by what their children are watching. TiVo KidZone is included at no additional cost as part of the standard TiVo service and is available for new and existing subscribers.

"TiVo KidZone is a wonderful tool for parents," Grant added. "Like afterschool programs, it creates safe spaces for children after the school day ends. TiVo KidZone can help ensure that, when children watch TV, they are accessing quality education programming that supplements what they learn during the school day and in their afterschool programs."

TiVo is also a member of Afterschool for All: Project 2010, which includes more than 4,000 individuals and organizations that support of the goal of afterschool for all children and youth.

In honor of *Lights On Afterschool*, TiVo is making a \$25 donation for every purchase of a TiVo machine through the Afterschool Alliance website, *www.afterschoolalliance.org*.

## Lights On Afterschool 2006

*Lights On Afterschool* this year will include some 7,500 events throughout the nation and at military bases around the world. A million Americans are expected to urge their leaders to support the afterschool programs that keep children safe, inspire them to learn and help working families. At *Lights* 

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*On Afterschool* rallies, youth will showcase the skills they learn and talents they develop at their afterschool programs, and send the message that millions of kids have no place to go each weekday afternoon when the school day ends.

National partners are tapping into their networks and creativity, to celebrate this 7<sup>th</sup> annual rally for afterschool programs. The National PTA sent a message about *Lights On Afterschool* to its 40,000 members.

Cable partner Bright House will increase its play time for the Afterschool Alliance's Public Service Announcements throughout October.

America's Promise will open its regional forum October 12 in Denver, a "100 Best" city, recognizing *Lights On Afterschool* day. The forum focuses on best practices for helping youth succeed.

The nation's leading afterschool organizations are participating this year. Among them are the Boys & Girls Clubs of America, 4-H Afterschool, Junior Achievement and the YMCA of the USA, which have been a part of *Lights On Afterschool* since it began, and groups like Young Rembrandts and KLC School Partnerships, which joined the national rally for afterschool more recently.

In a special partnership, Junior Achievement is organizing a joint radio tour with the Afterschool Alliance on October 11, when the two organizations will talk to audiences around the country about the importance of afterschool programs.

#### **Giant Lights On Light Bulbs**

For the second consecutive year, a giant, inflatable light bulb will be featured at select *Lights On Afterschool* events across the country. The oversized bulb symbolizes the oversized need for more afterschool programs.

The balloon is scheduled to make appearances in October at *Lights On Afterschool* events in Concord, Fresno and Los Angeles, California; Boise, Idaho; Evansville, Indiana; St. Paul, Minnesota; Meridian, Mississippi; Camdenton, Missouri; Cincinnati, Ohio; Nashville, Tennessee; Houston, Texas; Burlington, Vermont; and Washington, DC, among other places.

To learn more about Lights On Afterschool and to register an event, visit www.afterschoolalliance.org.

# CONGRESS SUPPORTS *LIGHTS* ON AFTERSCHOOL

Members of Congress demonstrated bipartisan support for afterschool recently by passing two resolutions in support of the goals and ideals of *Lights On Afterschool*. Senate Concurrent Resolution 116, introduced by Senator Christopher Dodd (D-CT), had 45 co-sponsors including leaders from both political parties. It was passed by unanimous consent on September 21. *To view a list of cosponsors of Senate Concurrent Resolution 116: Lights On Afterschool, go to http://thomas.loc.gov/cgibin/bdquery/z?d109:SC00116:@@@P.* 

The resolution in the House of Representatives, House Concurrent Resolution 478: Lights On Afterschool, was introduced by Congresswoman Nita Lowey (D-NY). It had 26 cosponsors and was passed by a unanimous voice vote on September 28. *To view a list of cosponsors, go to http://thomas.loc.gov/cgibin/bdquery/z?d109:HC00478:@@@P.* 

"I support this resolution because afterschool programs are an important part of many American students' lives," said Representative Randy Kuhl (R-NY). "Highquality afterschool programs provide safe, challenging and fun learning experiences that help children and youth develop their social, emotional, physical, cultural and academic skills. I am pleased that we are able to bring attention to the critical importance of afterschool programs. I commend the communities across the nation that engage in innovative afterschool programs and activities and ensure that the doors stay open and the lights stay on for all children after school."

"Special thanks go to Senators Dodd and John Ensign (R-NV) and Representative Lowey for spearheading this effort," said Afterschool Alliance Executive Director Jodi Grant. "We could never have gotten as many cosponsors as we did – a new record – without so much help from the many afterschool supporters across the country who called and emailed to encourage Members to sign on. I am very grateful to our allies across the country for raising awareness and making a real difference for our children."



# NC's YOUNG SCHOLARS PROGRAM PRODUCES ACADEMIC GAINS

A new report on Young Scholars, a fiveyear-old, North Carolina-based afterschool program aimed at boosting the academic performance of students scoring below grade level, finds that the program is raising test scores, improving grades and attendance, and increasing parental involvement in the schools.

The Z. Smith Reynolds Foundation (ZSRF) created Young Scholars in 1999, after concluding that extended day programs could go far beyond their original goals of providing supervision for children of working parents and reducing juvenile crime in the afternoons. Working with the Public School Forum of North Carolina, a nonprofit policy think tank, ZSRF envisioned a program that would combine the best elements of traditional extended day programs with academic support that would engage young people's minds, and boost academic performance.

The result was the Young Scholars Program. From 2000 to 2005, Young Scholars Programs across North Carolina served nearly 1,000 young people in 19 elementary and middle schools. In August 2006, ZSRF released a report documenting the program's outcomes. It found that:

• Students participating in Young Scholars made significant gains on state-administered standardized tests. Those with at least 280 hours in the program averaged double-digit increases annually in their proficiency in both math and reading.

• Throughout the five-year period of the study, participants in Young Scholars programs consistently exceeded the state's expected rate of academic growth.

 Prior to participating in Young Scholars, many of the participants were retained or required to repeat a grade each year. Over the five-year time period covered by the study, promotion rates for Young Scholars participants improved by 83 percent.

• Young Scholars participants' school attendance improved substantially, while absences decreased by 48 percent.

• Young Scholars participants' grades improved dramatically. The number of Young Scholars participants earning A's and B's increased an average of 38 percent, while the number earning F's decreased an average of 50 percent. Classroom participation was up significantly, as well.

• Parents of Young Scholars participants became far more involved in school activities. The longer students were involved in the program, the more involved parents became.

The report, issued by the Public School Forum, offered up a number of general findings, based on the Young Scholars experience:

 High quality extended day programs can be affordable. The average Young Scholars program served 57 students at a cost of \$1,220 per student per year.

• High quality programs involve more than academics. The typical Young Scholars

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program balanced academic support with other activities – arts, technology, field trips and more.

• Strong linkages to the regular school day are critical. The stronger the linkage, the better the results.

The report is available online at www.ncforum.org/doclib/forum\_report/collat eral/YSP\_Aug2006.pdf.



# Special Sustainability Feature Putting the Results to Work: How NC is Using the Young Scholars Study to Press for Policy & Funding

Results like those from the Young Scholars Program are inspiring. But there is more to learn from this story. The Public School Forum, the North Carolina Center for Afterschool Programs (NCCAP) and their allies are finding ways to use the powerful findings to drive funding and policy improvements. Following are some of their plans to put these results to work.:

1) **Disseminate the results immediately** to local leaders and state leaders who influence local and state funding and policies.

a. Personalized Mailings. Leaders mailed the study with cover letters to such groups as: Members of the Joint Education Oversight Committee, the State Board of Education, media, superintendents, school board chairs, department officials, and directors of major state education groups. The study was packaged as an attractive, eye-catching piece that could be easily absorbed by readers in a short time. *View the printed report at www.ncforum.org/doclib/forum\_report/collat eral/YSP\_Aug2006.pdf*.

A tailored letter accompanied the study, stressing key facts about afterschool. For example, the letter pointed out that afterschool is cost-effective. *For data on the*  cost effectiveness of afterschool, check out the Issue Brief on Afterschool: A Wise Public Investment at http://www.afterschoolalliance.org/issue\_br.c fm.

b. Small Group Meetings. Leaders are following up the mailing with visits to the superintendents' regional meetings and by presenting the findings face-to-face in small group settings.

c. Articles by Influentials. In the organization's publication, NC Public School Forum Executive Director John Dornan thanked the state General Assembly and Governor for providing significant new state funding for low-wealth districts and for the Disadvantaged Student Supplemental Fund. His editorial gives school and school district leaders advice on how to use some of the new funding appropriated by the North Carolina General Assembly. Pointing to the positive results generated from the extended day program, he suggests using some of these funds to invest in extended day programming modeled after the Young Scholars Program.

d. Specialized Afterschool Packets for Key Sectors. Following mailings of the Young Scholars findings, the state afterschool network is sending local school board leaders information from the National School Boards Association regarding successful afterschoolextended learning programs. The state afterschool network is also contemplating special mailings to local superintendents and principals using information and documents from organizations like the National Association of Elementary School Principals and American Association of School Administrators.

2) In North Carolina's upcoming Statewide Conference on Afterschool, there will be a **sharp focus on the positive impacts** from Young Scholars and also on how new state funding in low-wealth schools and for

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disadvantaged students provides a "Window of Opportunity" for expanding quality afterschool and extended learning opportunities across the state. The NC General Assembly is striving to increase funding for both programs. In addition, the Leandro state education finance court case, which is asking for more adequate and equitable funding for the schools, is creating pressure to increase the investments in lowwealth schools and students.

3) **Reach out to other educational associations** to feature the Young Scholars Program results in their publications.

4) Use the current enthusiasm for Young Scholars to **identify new potential champions within the General Assembly.** Young Scholars Programs and extended day have "fans" in both houses of the state legislature, but more needs to be done to help them and others make this a priority issue. In particular, members of the General Assembly who are concerned that there is a lack of accountability over new educational spending will receive information on the potential return on investment offered by extended day programs. Afterschool will be presented as a new, concrete and proven strategy they can advance to help students achieve.

## 5) Continue marketing the Young Scholars Program results through

statewide organizations of superintendents, principals and curriculum directors as a way to encourage the expansion of extended day programs. Outreach will include efforts through the nine Regional Education Service Alliances, regional groups that convene superintendents on a regular basis through the school year.

The Afterschool Alliance encourages all advocates to share their evaluations with us, and with media and lawmakers, and to use positive evaluations to influence policy and generate support for afterschool programs. The Afterschool Advocate thanks Gail Daughtry (NCCAP), Terry Peterson (Chair, Afterschool Alliance) and John Dornan (Public School Forum) for sharing the North Carolina story and strategy!

# T-MOBILE IMPROVES AFTERSCHOOL FACILITIES IN L.A.; ALLIANCE GETS LARGEST INDIVIDUAL DONATION EVER

In the last issue, the Afterschool Advocate mentioned that Superman and T-Mobile, through T-Mobile Huddle Up, gave a helping hand at an afterschool program in Los Angeles. In this issue, we have a special report directly from our national partner, T-Mobile USA, on the event.

What happens when T-Mobile employees come together to work at a school, with a focus on improving the school's afterschool facilities? Simply put – great things!

On August 30, T-Mobile held its eighth T-Mobile Huddle Up event of the summer at Union Avenue Elementary School in Los Angeles. There are 1,400 kids that attend the school, and 100 percent qualify to receive free or reduced-cost lunches. The school needed help, especially in adding excitement for its afterschool programs.

Enter T-Mobile. In just one day, 150 T-Mobile employees, together with T-Mobile's nonprofit partner, City Year, literally transformed the school. They were joined by several celebrities and athletes who worked alongside T-Mobile employees throughout the day, including Brandon Routh (actor, *Superman Returns*), DMC (of Run-DMC fame), Corey Maggette and Chris Kaman of the Los Angeles Clippers, and Sasha Vujacic of the Los Angeles Lakers.

Together we painted murals, created an enormous, colorful map of the United States on the blacktop, landscaped and created a T-Mobile Huddle Up Zone – a room for kids to go after school. The Huddle Up Zone includes two new computers along with comfortable seats, tables and chairs.

The school's principal, Joe Nardulli, was left almost speechless at the end of the day. Many of the kids were given time to meet Superman, DMC and the NBA players. After the event, Brandon Routh decided to donate his appearance fee to both of T-Mobile's nonprofit partners. As a result, the Afterschool Alliance received its largest individual donation to date! Learn more about T-Mobile Huddle Up: *www.t-mobile.com/huddleup*.

# FOR CALIFORNIA PROVIDERS

ASES (Prop. 49) Request for Applications Now Available! Governor Arnold Schwarzenegger signed California Senate Bill (SB) 638 into law on September 21. SB 638 implements provisions of Proposition 49, and will vastly increase the state's investment in afterschool programs. The California Department of Education (CDE) has released a Request for Applications based on the provisions of this act. For more information on the application, please visit CDE at http://www.cde.ca.gov/ls/ba/as and go to Funding and Fiscal Management, then After School Education and Safety (2006-07).

## NEW STUDY: PUBLIC WANTS MORE AFTERSCHOOL

A new roundup of polling data on education issues compiled by the Washington think tank, the Center for American Progress, examines recent polling data from several sources to identify a consensus agenda for America's schools. High on the public's wish list: more before- and afterschool programs.

The study cites two polls to back the conclusion. First is the Afterschool

Alliance's 2003 poll of voters, which found that "88 percent of the public said they favored (and among them 58 percent strongly favored) providing comprehensive, five days a week afterschool programs in their community. Seventy-seven percent said they favored having the federal government set aside funds to pay for these programs."

Augmenting that data is a 2006 poll conducted for the Educational Testing Service, which found that 81 percent of Americans favored expanding afterschool programs and lowering elementary school class sizes, even if this increased the per-pupil cost by thousands of dollars.

A summary of the study, What the Public Really Wants on Education, is available http://www.americanprogress.org/site/pp.asp ?c=biJRJ8OVF&b=2071009, with a link to the full study.



# IN THEIR OWN WORDS...

"The happy news has suddenly turned grim about crime in America. The violent crime rate, in a free fall since 1993, may have bottomed out. In fact, gun crimes may be starting to climb again. That's what a report released by the federal government this week on crime victims in 2005 indicates... Federal financing of afterschool programs has been flat, while costs have risen... Communities like Milwaukee must brainstorm on how to keep a year's upturn in gun crimes from marking the start of a trend." -- Editorial, *Milwaukee Journal Sentinel*, September 13, 2006

"It gives them a place where they can relax and really be themselves. Sometimes we do deal with some difficult situations where the mom or dad has deployed and we're kind of like the home away from home where they can really talk and let us know what's going on." --Maxine Williams, director of afterschool programs at Fort Riley military base, Kansas, *Associated Press*, September 27, 2006

"While there is growing enthusiasm for this year's *Lights On* celebration, we need more than just one day a year to highlight the importance of afterschool programs... There is astonishing demand and tremendous unmet need... I urge my colleagues to support this resolution, to join the [Afterschool] Caucus, to fight tooth and nail for every dollar available so that kids and their parents have access to these desperately needed programs." -- Representative Nita Lowey (D-NY), Congressional Record, September 27, 2006

# AFTERSCHOOL FOR ALL: PROJECT 2010

*Afterschool for All: Project 2010* is moving forward. More than 4,000 partners are making their voices heard for afterschool programs across the nation. New partners include TiVo Inc., Catalyst, National Gardening Association, Mayor James E. Harrington of Brockton, Massachusetts, and Mayor Hannah McKinney of Kalamazoo, Michigan, among others.

Have you shared your *Project 2010* success stories yet? In upcoming weeks, the Afterschool Alliance will highlight how local *Afterschool for All: Project 2010* partners are using the initiative to advance their advocacy. If you would like to be featured or share your story, contact: mcoichy@afterschoolalliance.org or call 212/548-0309. Don't forget to tell a friend or colleague

Don't forget to tell a friend or colleagu to sign on at www.afterschool2010.org/join.cfm!

# MARK YOUR CALENDARS...

## October 12 - 13, 2006

The America's Promise Alliance is hosting regional forums to share best practices and encourage greater collaboration within communities to see that all young people have the fundamental resources they need to succeed. The final regional forum will take place in Denver, Colorado, and include a celebration of *Lights On Afterschool. For information and to register, visit www.americaspromise.org/100Best/regionalf orums.cfm.* 

## ✓ October 23 – 24, 2006

The Bridge from School to Afterschool and Back: Responsive Rich Relevant conference will be held in Vancouver, Washington. The conference, the only one of its kind for administrators, educators and policy makers in the afterschool field, will include sessions on childhood obesity, family literacy and English language learners. *For more information and to register, visit http://schoolsoutwashington.org/index.cfm?fu seaction=page&sectionid=60.* 

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The Southwest Educational Development Laboratory's National Partnership for Quality Afterschool Learning will host a regional training "Mid-South Region Fall Afterschool Training Roundup: Building High-Quality Afterschool Programs" in Oklahoma City. The event will offer opportunities for afterschool leaders to network and learn through professional development opportunities. *For further information and to register, visit www.sedl.org/afterschool/registration/2006 r* 

www.sedl.org/afterschool/registration/2006\_r oundup.html.

## ✓ October 26 – 28, 2006

The Search Institute will host the 10<sup>th</sup> annual "2006 Healthy Communities Healthy Youth Conference" in Minneapolis, Minnesota. In keeping with this year's theme, "Asset Building Comes of Age: Transforming Society with Youth," the conference will honor young people who have taken action and made a difference in their communities. *For more information, visit http://www.search-institute.org/hchy/.* 

## Movember 19 – 25, 2006

The Alliance for Children and Families and the Annie E. Casey Foundation will sponsor the National Family Week celebration. Afterschool programs are invited to participate along with hundreds of groups and thousands of individuals across the country to promote the premise that children live better lives when families are strong, and families are strong when they live in communities that connect them to economic opportunities, social networks and services. *For more information, visit www.nationalfamilyweek.org.* 

# November 29 – December 2, 2006

The National Community Education Association will hold its Annual Conference at the Nugget Hotel in Reno, Nevada. *Please visit* 

www.ncea.com/meetingsandconferences.aspx for information and to register.

## December 4 – 7, 2006

The National Association of Workforce Development Professionals, the Great Lakes Employment Training Association and the National Youth Employment Coalition will sponsor the 7<sup>th</sup> Annual National Youth Development Symposium in Chicago, Illinois. Last year's symposium drew more than 600 workforce development, youth development, and education professionals from across the country. *For further information, visit www.nawdp.org/youthsymposium.htm.* 

More information on upcoming conferences and events is available at www.afterschoolalliance.org/states/calendar \_main.cfm.

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 by 2010. 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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