



Afterschool Alliance

Thank you for joining! The webinar will begin shortly.



Afterschool Innovators and Middle School Success



Guest Speakers

Dawn Reese

Executive Director & Co-CEO
The Wooden Floor



Grant Elliott

Program Director
Kid Power



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Director
Parma Learning Center



What do you look for in a
winning nomination?

Who.

Who is this afterschool program?

- Provide concrete details.

What.

What relates to the category?

- Is the program a good fit in the category?
- Is the programming aligned with the category?

**Where &
When.**

Where is the program located? When is it open?

- Are you helping to meet the needs of your community?

Why.

Why should the program be selected as an Afterschool Innovator?

- Provide a clear, well written and consistent explanation.

How.

How is the program innovative?

- Are you unique? What is creative about the program?

**Nominations
Open –
Early Fall
2013**



**Nominations
Closed –
Late Fall 2013**



**Winners
Announced –
Spring 2014**

Categories

- 1) Keeping Kids Safe and Supported**
- 2) Common Core State Standards**
- 3) Supporting Students with Learning Disabilities**
- 4) Leveraging Data to Support Program Improvement**



AFTERSCHOOL INNOVATORS & MIDDLE SCHOOL SUCCESSES

IMAGINE and On Target Workshop Series©

About The Wooden Floor

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The Wooden Floor is one of the most progressive arts-for-youth organizations in the country, touching the lives of over 72,000 underserved youth since our founding in 1983.

- ▣ **375** students served through a year-round dance education program, and **3,000** students through Dance Free Weeks
- ▣ **10**-year journey (3rd -12th grade)
- ▣ Dance Education, Academics, and Family Services
- ▣ **100%** of our seniors graduate high school on-time, and immediately enroll in higher education since 2005

The logo features the number '30' in a large, bold, orange font with a white dotted pattern. To the right of the '30', the text 'Years of Changing Lives Through Dance' is written in a dark grey, sans-serif font, stacked in four lines.

30 Years of
Changing
Lives
Through
Dance

The Wooden Floor's Mission

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- The mission of The Wooden Floor is to empower low-income youth from diverse backgrounds to strengthen self-esteem, self-discipline and a sense of accomplishment through dance, academic and family programs.



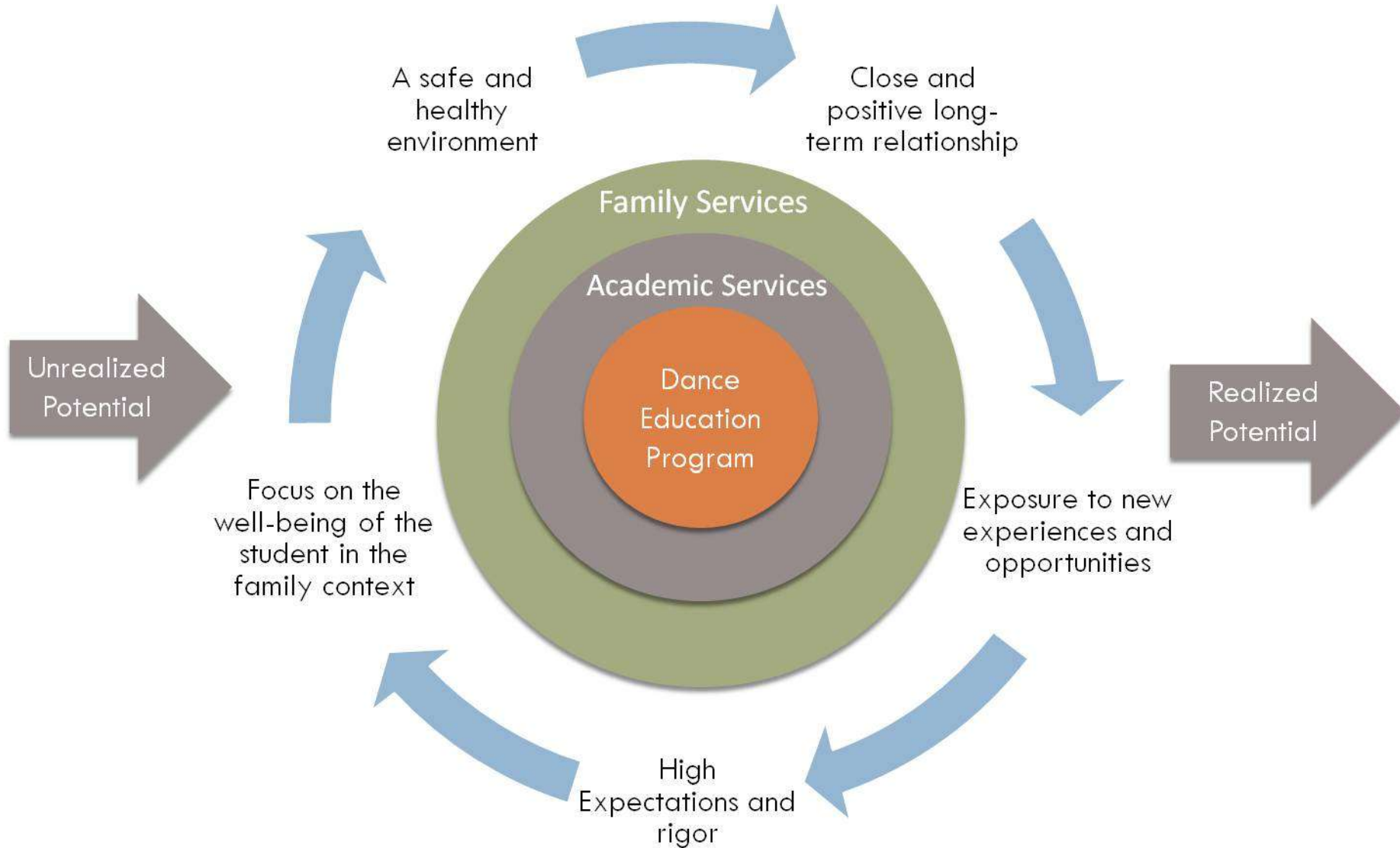
The Wooden Floor's Vision Statements

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- Our long-term vision is to break the cycle of poverty through generational change.

- In 2009, the Board of Directors established a 10-year vision which guides our work today
 - ▣ *To advance the current model, grow local impact and increase visibility and advocacy.*

The Wooden Floor's Theory of Change Model



Power of the Arts – Why Dance?

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- At The Wooden Floor, we love dance. It's powerful. It has the ability to encourage our youth to think differently about themselves, to push through obstacles, and emerge as strong and confident leaders.
- We are so passionate about dance, we believe that it breaks down barriers. It allows our students to have a voice, to be seen, to create art, and to know that they matter.
- Dance is why for 30 years The Wooden Floor has remained, providing a solid platform for advancement and success. Dance moves our youth. Forward.

Artistic Creation and Collaboration

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MetLife Foundation Afterschool Innovator Award

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- The Wooden Floor leveraged this award to increase visibility and advocacy of our program outcomes in new and existing hubs of influence via:
 - Press Releases
 - Invitations and Announcements, including e-blasts, social media
 - Donor Stewardship – share in our collective achievement
 - Government Relations – civic officials attended the event
 - MetLife – new relationship on the local level with their company representative
 - Creation of Art – the Senior Class students choreographed and created their own piece, influenced by the concept of “lights on” that was premiered at our awards reception

How was the Award used?

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- The critical need in our community is to reduce the high school drop out rate, increase college enrollment and improve the socio-economic prospects of very low income youth.
- To ease the transition from middle school to high school, and help them develop the long view for their future, we created the *IMAGINE and On Target Workshop Series*©
 - ▣ For 7th and 8th graders
 - ▣ Girls and Boys Groups
 - ▣ Expanded from 4 to 6 weeks each focused on: goal setting, time management, decision making, healthy relationships and positive communication
 - ▣ Introduced new parent engagement component



Closing Thoughts

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Recommendations

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- Give your students a voice in your organization and show them that their opinions matters
- Stay closely connected to your community and remain relevant by being keenly aware of and responsive to the needs of your students, parents and the greater community, each step of their journey
- Leverage the MetLife Foundation Afterschool Innovator Award to increase awareness of your organization's impact and outcomes

from here you can step anywhere
the wooden floor

Contact Information

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from here you can step anywhere
the wooden floor



How To Engage Parents In a Meaningful Way

...or die trying!

What is Kid Power?

Kid Power inspires youth leadership by promoting academic advancement, physical and emotional wellness, and positive civic engagement in underserved communities throughout the District of Columbia.



What we do...

- Currently, Kid Power provides innovative afterschool and summer programs to approximately 350 youth aged 7-18 at 11 program locations. Kid Power prides itself on its commitment to robust evaluation systems, innovative and differentiated instruction, dynamic community partnerships, and supportive family engagement practices. Kid Power embraces youth voice and believes that every young person can become an informed and engaged advocate for change in their own lives and in their communities.



Be Deliberate!

- Parental engagement should be a factor in all organizational decisions.
- Review your organizational goals.
- How can you involve parents in each of your goals?

- Examples
 - Provide homework assignments that always involve the student asking the parent their opinion.
 - Allow for flexibility to accommodate parent involvement (i.e. if you have a parent chef, allow that parent to lead a cooking class).
 - Provide opportunities for parents to support your organization (letters of support, volunteer opportunities, testifying on your behalf, assign school/site advocates)



Provide Leadership Opportunities

- One of your board members should be a parent!
 - Guarantees participant input in the direction of your organization.
 - Makes a statement to all of your participants “that you are who you say you are.”
 - Ensures that you’re not “poverty pimpin’”, (otherwise known as getting grants based on helping the lower-income families without true investment into the communities).

The truth about engaging parents!

- **Fact**: Parents ARE interested in what their kids are doing!
- **Fact**: Commuting in DC is extremely difficult for our parents. It's helpful if you can shuttle parents from the metro station.
- **Fact**: You will engage the parents that you *least* need to engage and you will be challenged with engaging parents you need to engage the *most*.
- **Fiction**: Parents get sick of you calling.
- **Fact**: Parents love talking about their kids.

Be Creative!

- Try to contact them in at least 3 different ways!
 - Email
 - Flyer/Newsletter
 - Phone call
- Call at times when you are likely to reach someone.
- Use a robo-call system
- Call and remind parents



Form alliances!

- Identify parents that come to your events and are engaged in your program.
 - Rely on their help in contacting and communicating with other parents.
 - No one relates better to your parents than their neighbors.



Be positive

- Call early, call often
 - When a student is first enrolled in your program, reach out early and make a positive comment (even if you have to make one up!).
 - Call when students are absent (good use of robo-call system).
 - Call once a week. Build a rapport.



Keep things simple!

- Identify your goal for parent engagement.
 - What is it that you are trying to accomplish. Volunteer hours? Data for funding?
- Streamline the process.
 - For example, if you want online surveys completed, have a computer set up by the door where they pick up their children.
- Hold several smaller events as opposed to one larger central event. This makes attendance far easier for parents.

Entice parents

- What do parents want from your program?
 - Identify what parents want. It may be very different than what you are trying to accomplish.
- What will bring parents to your events?
 - Their children performing
 - FOOD!

Hold parents accountable

- Be VERY clear with your expectations.
- Build a sense of community and teamwork.
- You've met their need, now they must meet yours.



MetLife Foundation Afterschool Innovator Award

- How has Kid Power benefited from the MetLife Foundation Afterschool Innovator Award?
 - Kid Power has used this award to leverage funding for a variety of other grants and funding streams.
 - Funds from the award have allowed us to increase the role of key personnel to increase the capacity of our VeggieTime program, for which the award was targeted to benefit.

What's Next For Kid Power?

- Expand VeggieTime and CookieTime programs into social ventures run and operated by Kid Power youth.
- Start CSA (Community Supported Agriculture) Boxes to address food issues in DC.
- Continue to inspire youth to become leaders in their communities, encouraging their neighbors to become more civically active and to live more sustainable lifestyles.
- All of these goals are much more a reality with since the acceptance of the MetLife Foundation Afterschool Innovator Award!

Kid Power

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