Telling Your Story: Sharing Program Impact for Sustainability

Illinois Quality Afterschool Webinar
June 7, 2017
Presenters

• Laura Shankland
  Senior TA Consultant, Illinois Quality Afterschool

• Linda Gibbens
  Project Director, Urbana SD 116

• Maggie Kempel
  Project Director, Rockford SD 205

• Danny Martinez (Moderator)
  Senior TA Consultant, American Institutes for Research
Agenda

• Overview
• Panel discussion
• Wrap up and questions
Why do we need to share our success stories?

• Develop and maintain support
• Maintain funding
• Achieve sustainability

Photo courtesy Rockford SD 205
Making the Case for Afterschool: Facts and Advocacy Resources

• Afterschool Alliance state sheet
• ACT Now Illinois
• Illinois statewide evaluation
• Your program
Letters to Illinois State Superintendent

• How has the academic performance and/or behavior of students participating in 21st Century Community Learning Centers programs improved?

• How does 21st Century Community Learning Centers funding serve as a backbone or magnet to bring additional other resources into the school?

• How do 21st Century Community Learning Centers programs help prepare students for high-demand occupations?

• How do 21st Century Community Learning Centers programs contribute to the health, safety, and stability of the wider school community?

Email responses to essa@isbe.net
Advocacy 101

- Anyone can advocate for afterschool.
- You cannot use federal dollars to lobby elected officials.
- You CAN communicate successes of your programs and hopes for continued support.

Afterschool Alliance, 2017
501(c)(3) Organizations CAN

• Engage in issue advocacy

• Invite speakers

Afterschool Alliance, 2017

Photo courtesy Rockford SD 205
501(c)(3) Organizations CANNOT

- Support a specific candidate or party
- Endorse or contribute money
- Contribute cash or in-kind support
- Send partisan communication to employees telling them how to vote
- Sponsor fundraising events
- Ask candidate to sign a public endorsement of your agenda

Afterschool Alliance, 2017
Poll: What do you want to learn more about to tell your afterschool story?

• Discussing program impact
• Sharing success stories
• Hosting site visits
• Working with partners
• Everything!
Voices from Illinois Afterschool

Linda Gibbens  
Project Director  
SPLASH 21st CCLC, Urbana SD 116

Maggie Kempel  
Project Director  
ASAP @ RPS 21st CCLC
Making the Case for Afterschool

• Getting started
• Fine-tuning communication

Photo courtesy Urbana SD 116
Communicating About Program Impact

- Evaluation results
- Collecting the right data
- Collecting feedback
- Fast facts
- Social media

Photo courtesy Rockford SD 205
Working with Partners

- Developing relationships
- Leveraging strengths
- Program has to meet partner needs
- Collaborate on funding
High-Profile Stakeholders

- Leveraging partner contacts
- Building relationships
- Hosting site visits

Photo courtesy Urbana SD 116
Media

- Making contact
- Working with your organization’s resources
- Lessons learned
Connecting to Sustainability

• District support, braid funding streams
• Partner as much as possible
• Use funds appropriately
• Know that maintaining federal level of funding can be challenging
Things to Do This Summer?

- Create a fast facts sheet
- Plan for disseminating evaluation results
- Work with your evaluators
- Work with partners to develop/improve branding
- Plan for the fall
Resources
(Watch for links in webinar archive)

• Samples
  • Information sheet
  • Evaluation results summary
  • Request for feedback
  • Newsletter
• Afterschool Alliance (advocacy, marketing, site visits, and more)
• ACT Now Coalition
• Illinois statewide evaluation
• Illinois Quality Afterschool sustainability workshop archive
QUESTIONS?
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• Maggie Kempel
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Resource Database

The Illinois Quality Afterschool team has created this resource database to help you and your staff provide high-quality 21st CCLC programming. Browse or search the database to find the latest information on afterschool research, best practices, tools, conference proceedings, policy briefs, professional development tools, and activities.

Choose from a topic on the right or use the search box below to look for a listing:

http://www.sedl.org/afterschool/iqa/iqa_database/resources