
A blue-tinted photograph of a racetrack. The track is asphalt with a white and black checkered curb on the right side. A semi-transparent white rectangular box is overlaid on the center of the image, containing the text in a bold, dark blue font.

**BEST PRACTICES FOR
21ST CCLC
PROGRAM SUCCESS**



**ILLINOIS
21ST CCLC
COMMUNITY
OF
PRACTICE
REGIONS**

- Northern Region
Rachel Shields, CoP Facilitator
- Cook County and Surrounding Areas
Michael Hannan, CoP Facilitator
- Central Region
Kim Sellers, CoP Facilitator
- Southern Region
Tiffanie Hobbs, CoP Facilitator

SESSION AGENDA

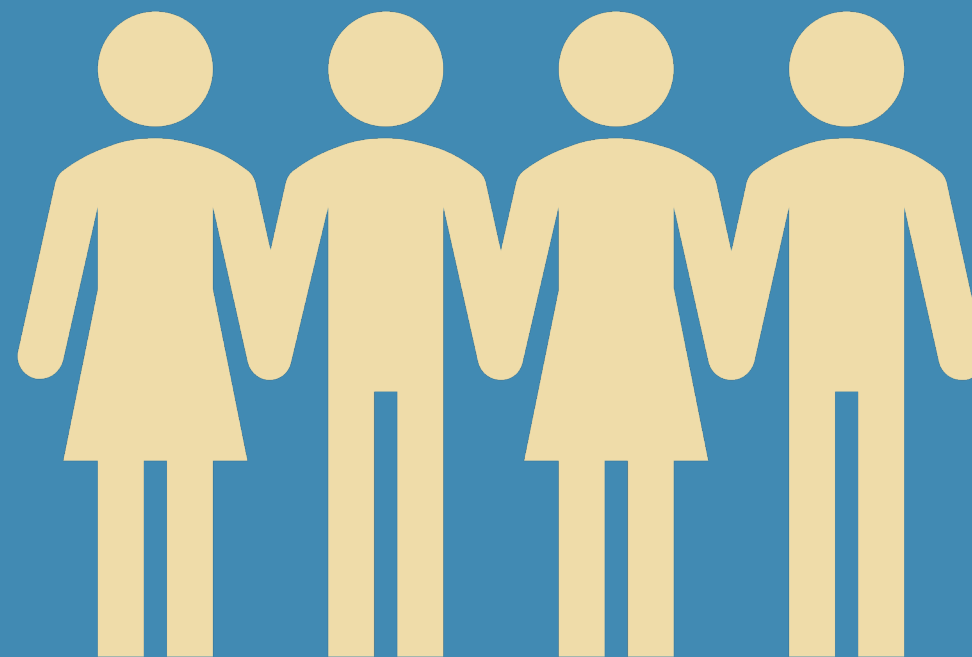
Staffing

Student Recruitment

Parent/Family Engagement

Spend Down

STAFFING



STAFFING

- Program directors report staffing challenges
- At the same time, surplus and carryover funds in 21CCLC have led programs to increase hiring
- Roots causes
 - Teacher burnout
 - Concern over COVID infection
 - The current tight labor market
 - Higher demand, increased staff size
 - The great resignation



STAFFING SOLUTIONS

Personalize your recruitment of staff

“Market” the afterschool program

Share stories of stakeholder impact

Just like students, teachers benefit from the relationships

Can you be more flexible in scheduling?

Can you increase compensation? Budget amendment.

Always be recruiting!



ILLINOIS EXAMPLES

STAFFING

STUDENT RECRUITMENT

STUDENT RECRUITMENT

Align	Align your program with student needs.
Share	Share your story.
Encourage	Encourage word-of-mouth recruiting.
Use	Use digital marketing tools to promote your program.
Demonstrate	Demonstrate the importance of program participation to students and their families.
Get	Get involved in the community
Build	Build connections with school day teachers.
Appeal	Appeal to students first.
Provide	Provide enrichment activities that combine learning with fun.
Be	Be flexible

MAKE A PLAN!

Assess your recruitment plan

- How effectively is your strategy for aligning program to student/family needs?
- How are new students reached?
- When does recruitment happen?
- What marketing strategies do you use?
- Who is a part of your recruitment team?

Do the math!

- How many students do you need to reach directly to enroll just one?
- How many hours/days/weeks does it take to recruit?
- How many interactions with a student does it take to recruit?

Recruit! Recruit! Recruit!

STUDENT RECRUITMENT

ILLINOIS EXAMPLES



PARENT/FAMILY ENGAGEMENT

WHAT DOES MEANINGFUL PARENT/FAMILY ENGAGEMENT LOOK LIKE?

- Create a welcoming environment
- Make initial connections
- Assess family needs and preferences
- Organize the structure of your program to encourage parent/family engagement
- Be mindful of language and cultural diversity
- Establish opportunities for parents to showcase their skills and knowledge



**WHAT DOES MEANINGFUL
PARENT/FAMILY
ENGAGEMENT LOOK LIKE?**

- Establish opportunities for parents to showcase their skills and knowledge
- Create opportunities for parents to connect and build networks
- Provide multiple opportunities for parent and family engagement
- Showcase the students
- Bring in community partners and share resources
- Partner with the school (Title I programs)
- Provide opportunities for parent input and feedback (surveys)

**PARENT/FAMILY
ENGAGEMENT**




ILLINOIS EXAMPLES



**SPEND DOWN: BEST
PRACTICES**

SPEND DOWN: BEST PRACTICES

- Review budget with fiscal agent at least quarterly to ensure spending is on track.
- Amend or consult with ISBE for guidance if large changes occur with original partnerships to ensure funds are allocated accurately.
- Seek out new partners, program supplies, curriculum, family events, field trip opportunities, etc. to use toward grant budget.
- Seek feedback from stakeholders annually.
- Collaborate with finance team and ensure expenditures are submitted regularly and on time.



ILLINOIS EXAMPLES

**SPEND DOWN
BEST
PRACTICES**

125,058	154,568	95,054	124,500
125,487	56,845	97,511	125,000
124,000	110,000	99,011	154,000
105,450	150,000	99,216	95,000
86,502	35,000	101,090	154,200
	83,000	101,684	110,000
	45,000	101,962	89,000
		102,747	50,000
			68,700
			123,000

