

#AfterschoolWorks: Crafting a Winning Message



Afterschool Alliance

What We Do



Field building



Research



Policy



Advocacy & communications



Agenda



Ice-breaker



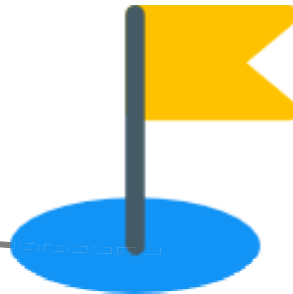
Message research



**Message research
in action**



**Develop
your pitch**



**Sharing action
plans**





Ice-breaker

What words come to mind when you hear “afterschool programs”?



Goals

- **What are the values that should lead messaging building support around afterschool?**
- **What afterschool messages best resonate with various audiences?**
- **How can afterschool advocates better communicate the value of afterschool?**



Message Research

“The typical afterschool program offers a wide variety of learning activities...Students are provided a healthy snack and/or meal, a mix of social/recreational time, hands-on learning activities that complement the school day and homework help. The best afterschool programs typically tap community partners...to give kids new and diverse learning opportunities, and chances to explore new interests and develop skills.”





Parents



“This is almost like a utopian program.”




“The afterschool programs that I took part in really didn’t have a lot of this. Sure, we had some physical activity, but...most of the time it was sit down and color or something like that....it wasn’t anything structured.”




“I agree for the most part...not every afterschool program has uniformed criteria and not every program is on-site or actually tied to the children’s learning activities or curriculum every day.”



Business Leaders



“That’s what I would like all afterschool programs to reach for. I can’t tell you that they are all like that that have those goals or have those features in them, but absolutely that should be the standard. That should be the model.”



“I think that that’s what we want afterschool programs to be and my sense is that most leaders in afterschool programs are working towards that. I don’t think we are there yet, but I think that that’s, again, a cultural change as far as types of learning.”



Education Leaders



“This is spot on. I think it encompasses all of the aspects of a program that I would expect.”



“This is EXACTLY what I envision and would allow for transportation to the afterschool program for the child.”

Inspire students to learn

Keep kids safe

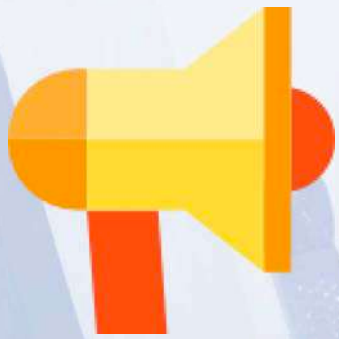
Give parents peace of mind

Parents: Peace of mind, work & family balance, gets kids excited about learning



Educators: Increases interest in learning, provides mentorship, sparks new interests

Business: Better productivity, helps kids gain skills like teamwork & problem solving



Message Research in Action

Elimination of 21st Century Community Learning Centers

- Threatened with elimination in FY2018 and again in FY2019
- If cut, 1.7 million students would lose afterschool programs
- Other federal programs affecting afterschool are also threatened with cuts or elimination



Message Research in Action




From Afterschool




to Engineer

This is afterschool.
Inspiring future careers.

afterschoolga.org




From Afterschool



to First Diploma

This is afterschool.
Helping students succeed.

afterschoolga.org





Message Research in Action

Over **300,000** kids in Georgia are alone and unsupervised from 3 to 6 p.m., when juvenile crime and victimization peak.



Afterschool is changing that.

This is afterschool.
Keeping kids safe.

afterschoolga.org



Due to the skills gap, more than **2 million** manufacturing jobs will go unfilled.



Afterschool is changing that.

This is afterschool.
Preparing kids for college and career.

afterschoolga.org





Message Research in Action

In afterschool programs, kids discover what they love to do and develop the skills to land their first job.

Students who regularly participate in quality afterschool programs:

Develop strong social skills



Make better decisions



Are excited about learning



Improve work habits and grades



Have higher graduation rates



Improve school day attendance



Explore career paths and gain workforce skills



More than 70%

of students in STEM afterschool programs express more interest in and knowledge about careers in science. They also build essential skills, such as perseverance and critical thinking.



After going to afterschool programs:

65% of students improve their homework completion and class participation.

Nearly 60% of students improve their behavior in class.

1 in 2

students improve their math and reading grades.



Americans want afterschool programs funded.



4 in 5

voters oppose afterschool cuts.

4 in 5

parents say afterschool gives them peace of mind and helps them keep their jobs.



Afterschool Alliance

Crafting your message

- Use data!
- Make it concise
- Incorporate stories from parents, students, teachers, community members
- Know your asks



Group Activity



Questions?

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Afterschool Alliance