**Iowa 21st Century Community Learning Centers**

**Communications and Engagement Committee**

***Meeting Agenda***

October 8, 2019

10:00am

Join by phone:

1-515-604-9985, passcode 123766

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**COMMITTEE MISSION:** This committee keeps current with 21CCLC activities and best practice examples occurring across the state and communicates examples of high-quality afterschool programming on a regular basis.

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**2019-2020 COMMITTEE GOALS:**

* Meet every other month.
* Share successes/resources with all.
* Develop templates for communicating the importance of 21CCLC programming to different populations or stakeholders (ex. parents, press, legislators, community partners, administration, etc.)

**ROSTER**

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| --- | --- | --- |
| NAME | SITE/SCHOOL | MARK FOR ATTENDANCE |
| Beth McGorry | St. Mark’s  | x- Danielle Willis  |
| Mel Hostetler | Iowa City CSD  |  |
| Erik Nelson | Iowa City CSD |  |
| Kelsi Stanley | Des Moines Public Schools |  |
| Georgia Beeman | Des Moines Public Schools |  |
| Aileen Hunnell | Des Moines Public Schools  |  |
| Chuck Benge | Fairfield CSD |  |
| Sabrina Witt | Clinton CSD |  |
| Beth Malicki | Kids On Course/Cedar Rapids |  |
| Barb Schmitz | Oelwein | X  |
| Amy Hawkins | Dubuque CSD |  |
| Jacki Lambe | Dubuque CSD |  |
| Mae Hingtgen | Dubuque CSD |  |
| Chelsea Szczyrbak | Boys & Girls Club of the Cedar Valley | X  |
| Fernando Perez | SHIP |  |
| Elena Zalar | Council Bluffs  |  |
| Vic Jaras | IDOE | x |
| Crystal Hall | IAA | x |
| Other/Guests |  |  |

**AGENDA ITEMS**

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| **Agenda Item** | **Notes** |
| Community Partner Template Development: Consistent Messaging:Effective programming statewideConnecting funding to on-the-ground work* Over half of the kids in the program are being funded locally, not through federal dollars
* When other states look at our list of 700 partners, they think we have fantastic communication skills.
* In Iowa, most community groups are supportive of children, education, and working families
* Local funding makes the program better, but does not count as program income.

Return on Investment:* Receive $13 back for every $1 invested
* Longitudinally, for every 1000 kids we have in an afterschool program, we are putting a billion dollars into the community.

Workplace benefits:* Iowa has the highest rate of working parent households in the nation. Afterschool programming means parents can work knowing their children are safe and engaged.
* 21CCLC programming helps to support the development and skills for tomorrow’s employee.
 | Edits to the general flow of the template:General Outline: Order can be changedIntroOn-the-Ground workReturn on InvestmentBenefit to the workplaceBenefit to childrenIndividualized section based on who the community partner is (ex. Police, Fire, Civic group, church, etc.)Closing – specific ask (if known)Add ins: to be determined by sitesLocal dataSustainability plan and their role in that plan.Add more information under ROI: $13 taken from the work of Dr. Heckman (Nobel Prize winner – University of Chicago). Longitudinally the calculation will grow, current numbers are a 50 year projection. Also add the negative side, for every 1000 kids who are not involved in out of school time programming and who become involved in crime cost society $1.25 billion. References to both these data components can be found in the Statewide Local Evaluation document. CS – need to note that the $13 investment supports all youth development programming (not just 21CCLC) and possibly list all the ways you/they are supporting youth in the community.DW – it would be helpful to have specific sections to pop in and out with specific groups. VJ – need to add a section about the benefits of programming. These are attendance up, referrals go down, academics improve, increased connection to communities. Make a section in the template that local data (ex. reading scores, office referrals, crime stats, volunteer hours, school year and summer hours and/or days) to be inserted. Intro/Closing – specific “ask” why are they getting this letter? DW – consider adding a section or check boxes where the community provider could simply see what they are most in need of.CS – is the intention of this to help with sustainability? It might be helpful to include a timeline and what funding levels look like.  |
| Barb has agreed to chair the Communications Committee  | All approved.Crystal will work with Barb offline to for input on the agenda, meeting notifications, etc.  |

**WORK PLAN**

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| **Deadline** | **Activity** | **Who’s Responsible** | **Outcome Expected** | **Notes for Implementation** |
| Draft by 10/16 and will include further dues for comments and review to the small group | Development/draft the community partner template. | BarbChelseaDanielle/Beth | Creating a template for sites to use when reaching out to local businesses and organizations | Requested by the Program Support CommitteeBeth mentioned her site does corporate sponsorship information and that there are tools out there to use. Canva is a free software that Beth uses for 90% of reports and letter-writing for her site. 10/8 – Barb will start a draft but needs some data to start. Crystal will get the notes to her ASAP. Chelsea and Danielle and/or Beth will work collaboratively with Barb. Crystal will share the small group’s emails and these notes yet today and Barb can determine how and when they are shared out with the whole committee. There will be a rollout for comments and input at timeline TBD.The small group will work on content and then IAA will make it look official with the help of our on-staff graphic designer.  |

**General Announcements from Vic:**

Financial Claims are all being moved online:

Community partners will be submitting in the Iowa Grants platform. This is for all cohorts

Schools will be using CASA and the deadline to get your budget entered is October 15.

**Local Evaluation:**

Crystal shared that the rescheduled Local Evaluation webinar will take place this Friday, October 11th at 10:00 via Zoom**.**

**NEXT MEETING DATE – January 15, 2020 consider moving this up to an earlier date for approval or collect feedback via email.**

**ADJOURN**