**Iowa 21st Century Community Learning Centers**

**Communications and Engagement Committee**

***Meeting Agenda***

November 18, 2020

11:00am

Join by phone:

1-515-604-9985, passcode 123766

*Please mute your phones as to reduce background noise.*

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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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**2020-2021 COMMITTEE GOALS:**

* Meet every other month.
* Share successes/resources with all.
* Address communication plans in response to COVID-19.
* Develop a communication plan for sites to provide guidance on what, how, and when to communicate with different levels of staff.
* Explore the option of an online platform for the 21CCLC network to share ideas, troubleshoot issues, and communicate about day to day operations across the state.

**ROSTER**

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| NAME | SITE/SCHOOL | MARK FOR ATTENDANCE |
| Beth McGorry | St. Mark’s  |  |
| Mel Hostetler | Iowa City CSD  |  |
| Erik Nelson | Iowa City CSD |  |
| Kelsi Stanley | Des Moines Public Schools | x |
| Georgia Beeman | Des Moines Public Schools |  |
| Aileen Hunnell | Des Moines Public Schools  |  |
| Chuck Benge | Fairfield CSD | x |
| Sabrina Witt | Clinton CSD |  |
| Beth Malicki | Kids On Course/Cedar Rapids |  |
| Barb Schmitz | Oelwein |  |
| Amy Hawkins | Dubuque CSD |  |
| Jacki Lambe | Dubuque CSD |  |
| Fernando Perez | SHIP |  |
| Elena Zalar | Council Bluffs  | X |
| Rachel West | DMPS |  |
| Cynthia Garcia | Beyond the Bell | X |
| Billy Stone | Oakridge  | X |
| Vic Jaras | IDOE | X |
| Crystal Hall | IAA | X |
| Emilee Harris | IAA |  |

**AGENDA ITEMS**

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| **Agenda Item** | **Notes** |
| Social Media Champions | As Emilee was unable to attend the meeting today, Crystal shared an update from her via email: *I would like to ask if there’s anyone who frequently uses Facebook that could like, comment, or share – interact in anyway- with the content that I’m posting so that it reaches all of our followers. Currently, we only reach like 10% of our followers and that’s the main reason our social media communications aren’t reaching the audiences that we want them to. If they want to (or if you or the chair could identify someone) have them send me an email so that I can get them on a prep list – an email going out prior to a post to alert them something will be there for them to interact with!*Those who agreed to be on Emilee’s “prep” list include: Billy, Elena, and Kelsi. Vic suggested a training session to work with everyone to discuss analytics and outreach with the committee. Crystal will ask Emilee to do this at our January call.  |
| Follow up on Telegram App | Kelsi, has the app on her laptop but needs to have contacts added to fully explore the app. We will ask Emilee to create a group with those on the call and communicate to see benefit. We can pilot the app and trial sharing. |
| Grow the committee | Elena suggested that we all continue to consider how we can grow the committee despite all the obstacles that we are now facing with COVID.  |
| Program Highlights | Billy with Oakridge: meeting in person with youth following CDC guidelines (no more that 8-10 per classroom), K-12, and providing virtual opportunities with DMPS. Staff members are working with students and teachers side by side to be sure to allow students to be online and giving parents the support they need for their child(ren). DMPS provides lunch.Kelsi with DMPS: went back to virtual just this week for school day. Metro Kids is fee based and running daily. 21st Century kids are running virtually. They jump on Club/Team meetings to participate. Online partner access. Attendance is a barrier (it has been very low), but it’s on the kids to log in. After being online all day at school, this means they are burning out for out-of-school time activities. When they were in the hybrid model, they were able to keep a few more kids engaged. Fairfield has moved to hybrid but following a spike in COVID numbers has now moved to 100% virtual. On Monday they set a plan to provide take-home activities for youth in the out-of-school time program.  |
| Other/Open Agenda | **What questions or areas of support are needed from the Committee?**Vic suggested that we try our best to think outside the box with the type of programming we offer. We may need to make things more appealing (ex. game based learning, a lesson on music)Billy suggested a PD session on how games can be made educational and/or include those teachable moments.Vic also shared that there is the potential for funding that is still in discussion in Washington D.C. that would allow for flexibility for all 21st Century sites. This means the potential to serve kids 7 days a week. This would also allow for sites to expand services like meals and additional needs.  |

**WORK PLAN**

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| **Deadline** | **Activity** | **Who’s Responsible** | **Outcome Expected** | **Notes for Implementation** |
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**NEXT MEETING DATE – January 13, 2021 at 11am**

**ADJOURN**