**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  |  |
| 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 |  |
| Amy Hawkins | Dubuque CSD |  |
| Jacki Lambe | Dubuque CSD |  |
| Mae Hingtgen | Dubuque CSD |  |
| Chelsea Szczyrbak | Boys & Girls Club of the Cedar Valley |  |
| Fernando Perez | SHIP |  |
| Elena Zalar | Council Bluffs  |  |
| Vic Jaras | IDOE |  |
| Crystal Hall | IAA |  |
| 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.
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**WORK PLAN**

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| **Deadline** | **Activity** | **Who’s Responsible** | **Outcome Expected** | **Notes for Implementation** |
| TBD | Development of a community partner template. | TBD | 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.  |
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**NEXT MEETING DATE – January 15, 2020**

**ADJOURN**