Afterschool in Rural Communities:
What You Need to Know

April 28, 2016
GUEST SPEAKERS

Marcia Dvorak, Ph.D.
Director
Kansas Enrichment Network

Steph Shepard
Director
Altoona Campus Kids Klub

Dan Brown
Director
Abilene’s Before and After School Program
What does the landscape of afterschool look like in rural communities?
### WHAT IS AMERICA AFTER 3PM?

<table>
<thead>
<tr>
<th><strong>America After 3PM Rural Data</strong></th>
<th><strong>Rural Afterschool Program Provider Survey</strong></th>
<th><strong>1-on-1 Interviews with Rural Program Providers</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall survey responses, n = 13,709</td>
<td>Online survey</td>
<td>Phone interviews with close to a dozen rural afterschool program providers</td>
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<td>Rural community responses, n = 3,211</td>
<td>Shared via listserv, social media, partners and offered an added incentive for SANs</td>
<td>Worked with the Statewide Afterschool Networks to find rural afterschool program providers to interview</td>
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<tr>
<td>Zip codes crosschecked with Census Bureau</td>
<td>Close to 700 survey responses from rural program providers</td>
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<td>Data collected between Feb. 28 and April 17, 2014</td>
<td>Close to 600 open-ended responses about challenges and promising practices in rural communities</td>
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<td>Online survey, approximately 15 minutes to complete</td>
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RURAL AFTERSCHOOL PROGRAM PARTICIPATION IS GROWING

Afterschool Program Participation: 2009-2014

- Hispanic: 24%, 18%, 9%
- African-American: 14%, 12%
- White: 14%
- Low-Income: 14%
- Higher-Income: 12%

2009:
- Rural: 11%
- National: 15%

2014:
- Rural: 13%
- National: 18%
AFTERSCHOOL PROGRAM
DEMAND REMAINS HIGH

Unmet Demand for Afterschool

For every child in a program,
3 are waiting to get in.

<table>
<thead>
<tr>
<th>Rural</th>
<th>National</th>
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<tbody>
<tr>
<td>39%</td>
<td>41%</td>
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</table>
What is driving afterschool program participation and demand in rural communities?
From academics to physical activity, parents agree that afterschool programs can help develop social skills (77%), homework (73%), gain STEM skills (62%), physical activity (73%), reduce risky behaviors (72%), and healthy foods (61%).
...AND SATISFACTION WITH AFTERSCHOOL

85% of rural parents are satisfied with their child’s afterschool program overall. Rural parents are also satisfied with:

- Program Safety: 89%
- Quality of Care: 89%
- Quality of Staff: 89%
- STEM: 68%
- Physical Activity Offered: 81%
- Healthy Foods: 79%
What are challenges in rural communities when it comes to afterschool?
Raising enough funds to run & sustain their program was the #1 challenge among rural afterschool program providers.

6 in 10 afterschool program providers report that recruiting staff is challenging.

59% of afterschool program providers report that parent engagement is challenging.
Kansas Enrichment Network
Systems of support

Marcia Dvorak, Ph.D.
Director, Kansas Enrichment Network
Center for Public Partnerships & Research
University of Kansas
Statewide Afterschool Networks
Thank you – Charles Stewart Mott Foundation

http://www.statewideafterschoolnetworks.net/
What is a Network?

- Advocacy/Policy work
- Partnerships/Sustainability
- Quality

Connector, Convener, Resource
Rural Programming

Advocacy/Policy

- Messaging
- Policy documents/data
- Advocacy/training
- Regional ambassador program
Rural programming: Developing partnerships
Seeking sustainability

Data to tell the story ----

- Kids Count
- Kansas Building Report Card
- Child Care Aware
- Community Commons
- Land grant college surveys (Kansas Adolescent Health Survey)
- Juvenile Justice Reports
Developing partnerships and working for sustainability (cont.)

Funding sources
- 21st CCLC grants
- Dollar General or Walmart
- RGK Foundation
- Ben Cohen StandUp Foundation
- Community foundations
- NSF, Department of Defense, NASA

Watch your state network’s newsletters
Quality and Professional Development

- Afterschool Standards or Quality Guidelines
  - Kansas Guidelines/Self-Assessment
- Professional development, specialized training, conferences, technical assistance
- Dosage guidelines
- Benefits
Professional Development

- Webinars
- Click2Science: [http://www.click2sciencepd.org/](http://www.click2sciencepd.org/)
- Y4Y: [https://y4y.ed.gov/blog/](https://y4y.ed.gov/blog/)
- Center for the Collaborative Classroom: [https://www.collaborativeclassroom.org/professional-development-after-school-enrichment](https://www.collaborativeclassroom.org/professional-development-after-school-enrichment)
Rural

- Reciprocal partnerships
- Strong leadership councils
- Capitalize on community strengths
- Support for at-risk
- Celebrate being rural
- Thank them, appreciate them

Utilize your Statewide Afterschool Network
Altoona Campus Kids Klub

Steph Shepard
Director
ALTOONA CAMPUS KIDS KLUB

• Beginning our 25th year of service
• Before/After School Enrichment Program
• Day Camps, Winter Break & Spring Break camps
• Full Day Summer Camp programming
ALTOONA CAMPUS KIDS KLUB

• Beginning is fall of 2014, Kids Klub has provided a Full STEAM Ahead approach to learning by incorporating the use of Science, Technology, Engineering, Arts & Math into daily curriculum

• Program wide emphasis on literacy-Daily Read Aloud, D.E.A.R. time (drop everything and read)

• Providing ways for students to increase both social & emotional learning

• Continue to strive for best practices by aligning with both Iowa Afterschool Alliance & the State of Iowa Department of Human Services

• We put students first by keeping kids safe, supporting working families & helping to cultivate student success
Full STEAM Ahead Summer Camp
Available for students entering K-7th grades

11 weeks of Summer Camp
Monday-Friday
June 6th - August 19th, 2016
6:30-9:00am Morning Care
9:00am - 3:30pm Program Hours
3:30-6:00pm Afternoon Care

Camp Costs:
* 1 time $50.00 Registration fee per student
* Altoona Campus Members: $145.00 per week/student
* Non Members: $155.00 per week/student

Camp Includes:
* All Field trips/Guest Speakers/Swimming
* Camp T-shirt
* Meals (Breakfast, Lunch, and Snack)
* Before and After Care!

Now Registering
Altoona Campus Kids Klub
Full STEAM Ahead
Summer Camp 2016

altoona campus
Kids Klub
Community-based • School system-endorsed • Affordable, convenient, rewarding
Superior before- and after-school programs
School break camps
ALTOONA CAMPUS KIDS KLUB PARTNERS

• United Way Agency
• Governors STEM Council-Scale Up Program Awardee
• Southeast Polk School District
• Iowa Afterschool Alliance
• Iowa School Age Care Association
• Facebook Data Center in Altoona, Iowa
• Local Children’s Theatre
• Des Moines Performing Arts
• Dimensions of Success STEM tool-onsite certified DoS Observer
• Local Aquatics Center/Children’s hospital
ALTOONA CAMPUS KIDS KLUB
TRANSPORTATION

• Use school district buses for most everything

• Charter buses were used for our Omaha Zoo Trip-Summer 2015!
ALTOONA CAMPUS KIDS KLUB
STUDENT ENGAGEMENT

Readers Theater!

Wacky/Wet ‘n Wild Wednesdays!

Motivational Mondays!

Family Engagement!

Flat Stanley Project!

Teamwork Tuesdays!

Think About It Thursdays!

Zumba Kids!

Fitness Fridays!

Amazing Fieldtrips

Trips to State Capital!

Dance Marathon!

Hands On-Minds On Learning!
ALTOONA CAMPUS KIDS KLUB

Just 3 of the reasons why I love what I do!
If we don’t, who will?
Abilene’s Before and After School Program

Dan Brown
Before and After School Director
ABILENE’S BEFORE AND AFTER SCHOOL PROGRAM

- Pre K thru 5th grade program
- Over 110 enrolled
- Before School starts at 5:15 am
- Afterschool program is at two locations: K-1 and 2-5
- Afterschool program ends at 5:30 everyday that school is in session.

Program Fees:
- Fee structure: $5.00/$3.00/$2:00 based on lunch fee status
- We have several fully funded scholarships
COMMUNITY SUPPORTS

• City of Abilene was a major partner from the beginning with a yearly $10,000 contribution.

• City organizations were required to provide programming and staffing.
  o Parks & Rec. / Public Library / Fire and Police

• Local bank donated $10,000 to cover all scholarship costs. We were able to increase our enrollment by forty kids. No more limits on enrollment.

• Service groups (Rotary, Lions, Optimist and Kiwanis clubs) have donated time and money.

• Local News Paper: They have written many articles about the program.
RECRUITING & RETAINING PROGRAM STAFF

• Fellow teachers and para-professionals that work for the district.

• We provide a flexible working environment.

• We break up the week between different people. One works three days and another works two days.

• 10 student to every teacher ratio.

• They are given ownership in the program and their opinions are respected.

• They are supported in their discipline decisions. The Director is the one who contacts parents with areas of concern.
COMMUNICATING WITH STAFF, STUDENTS AND FAMILIES

- Page on district website. (Enrollment form, Policy handbook, Fees, Often Asked Questions, and contact numbers.

- Facebook for quick announcements and pictures of activities.

- Email and phone calls for quick contact.

- School Messenger service: A calling tree that is programmed to contact every parent in the program.

- We are also connected by district’s electronic grade book and attendance program. Parents are able to pay their fees electronically.
HOW TO BEST LEVERAGE RESOURCES

• You have to be willing to ASK.

• Ask for money.

• Ask for press/publicity.

• Ask for programs.

• Ask for volunteers

• Ask your parents to be ambassadors for your program. You will be amazed at what they are willing to say and do to keep a quality program going.

• Don’t be afraid to think outside the box.... yourself...
THANK YOU!

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Abilene’s Before and After School Program
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