

**Quarterly Report to the Partner Advisory Council
NOVEMBER 2010**

As we move into our second year, it is important to take a moment to document and acknowledge measurable indicators of change. We hope all of you had a chance to review our Year 1 report to Mott as it serves as a good review of our progress thus far on the goals outlined in our strategic plan. Several of the positive indicators that stand out from our first year include: more than 2,100 people have visited our website since March, 84 people joined our Facebook page, and over 650 people receive our email blasts; we've increased our funding from \$135k to over \$268k in 12 months; we've posted two video "Spotlights on Afterschool" from Vermont leaders (Senator Leahy and Senator Sanders); over 30 *Lights! Camera! Learning!* videos were submitted this year and more than 100 people participated in voting for the People's Choice award; 80 people attended the Vermont Afterschool Legislative Day last year and for two years in a row we've had over 350 participants at the Vermont Afterschool Conference.

Following the 2010 Vermont Afterschool Conference, we have another interesting indicator to consider. For three years now we have extended an invitation to conference participants to join the planning team for the conference. For the first two years we had no response to these requests. However, this year when we asked people to sign up if they were interested in joining the planning committee, 38 individuals gave their names and contact information. I had to count the responses several times to make sure I was seeing what I thought I was seeing: Thirty-eight people from all types of programs and all levels of staff signed up to join this committee. What brings about such a huge increase? What does it look like to plan a conference with 40+ people? What does it mean that so many people want to get involved?

Since the overall conference evaluations were very positive, we're hoping it means that people see the conference as a fun, effective, and exciting event—one that they want to be more involved in. We hope it also means that the energy we felt as a partner group forming the Center last year and writing the Mott grant the year before has spread. The trick on our end will be figuring out how to structure this involvement and make the most out of the time and effort that people are offering. If even half the people who signed up follow through it will show a meaningful increase in engagement and leadership across the state. The energy and contributions from the partner group throughout the year played an important role in making the above indicators possible, and I look forward to building on this positive energy into our second year.

Thank you for your continued support and participation,
Holly Morehouse, Director
Lynne Feal-Staub, Senior Project Manager

Partner Advisory Council 2010-2011

- Emanuel Betz, Vermont Department of Education
- Ginny Burley, Community Connections and Afterschool Ambassador Emeritus
- Jeff Fournier, Burlington Afterschool
- Sue Kamp, Vermont School Age Care Network
- Nicole Mace, Voices for Vermont's Children
- Ruth Matthews, Vermont Agency of Human Services, Child Development Division
- Mike Mrowicki, Putney Family Services and Vermont State Representative
- MaryBeth Pinard-Brace, Vermont Family Network
- Carmel Quinn, Girls Scouts of the Green and White Mountains
- Barb Russ, Winooski School District
- Karen Scott, Vermont Student Assistance Corporation
- Rich Tulikangas, Linking Learning to Life
- Darlene Worth, Champlain Valley Educator Development Center

Center Operations

- L. Feal-Staub and H. Morehouse attended the National Statewide Afterschool Networks Lead Meeting in Washington, DC, on September 30-October 1. An-Me Chung was there to pass the program reins to our new program officer at the Mott Foundation, Gwynn Hughes. Gwynn will be taking over An-Me's responsibilities regarding the networks at Mott.
- In addition to the regular conference sessions at the Mott meeting in DC, we also scheduled time to meet with Taliah Givens at the Council of Chief State School Officers (CCSSO), Jenifer Holland of the Finance Project, and our partners in the Northeast Networks (including a conversation with CT about their professional development and membership efforts).
- We submitted our first annual report to Mott on November 1st. Copies of both the narrative report and the financial report were sent to all members of the Partner Advisory Council in October.
- The Steering Committee completed the director's evaluation process and will discuss the aggregate results at the December meeting. Thanks to the partners who participated in this process and contributed their feedback and input.
- L. Feal-Staub created updated promotional materials for the Center in time for the Vermont Afterschool Conference. The new materials include: updated rack cards, a VCAE banner, and table displays showing images and products in each of our four focus areas: Partnerships, Advocacy, Training, and Resources. The displays and banner will be able to be used again at different events.
- We submitted a presentation proposal for the January Mott Conference. If accepted to be part of a session, our workshop would be about helping other networks start their social networking efforts with a focus on planning a successful Facebook launch.
- Mark Favazza has been working on updates to our webpage, including adding our tagline to the frame, building in links to our Facebook and Blog sites, and fixing the calendar function.
- Between 9/1/10 and 11/30/10, we had 25 new "subscribers" via the website, 1797 total visits, and 1141 absolute unique visitors to the website. Since March 1 when we first installed Google Analytics, we have had: 3,512 total visits and 2,143 absolute unique visitors to the website.
- Between September 1 and November 30, we have had an average of 33 visitors per week on our Facebook page and have collected a total of 84 fans.
- We continue to use our Mail Chimp account to communicate with programs, partners, and advocates. We have a total of 659 subscribers, 86 new subscribers since last December, and an open rate around 20%.

Highlights

- Since March we have had over 2,100 unique visitors to our website and 86 new "subscribers"
- Submitted our Year 1 report to Mott documenting our progress to-date and updating our Strategic Plan

Partnership Development

- Conversations with the Core Leaders of the Vermont School Age Care Network (VSACN) to bring their work over under the Center have progressed. The leadership groups of both organizations will vote on the official merger plan in early December. Over the past couple months H. Morehouse has met with the full Core Leaders group as well as with a smaller transition team. H. Morehouse and S. Kamp have developed supporting documentation for the transition, including: a revised job description for the staff position, Project Manager for Training and Membership; a detailed merger plan; relevant modifications to the Center's strategic plan; and committee outlines for a new Membership Committee and an expanded Professional Development Committee. R. Matthews is working on the final wording for the revised Scope

of Work for the grant. If approved, the official transition will take place on March 1, 2011.

- H. Morehouse met with Emily Glover at the Vermont Campaign to End Childhood Hunger to look for ways to collaborate, especially around the afterschool snack and meals programs. One simple way we will start is by posting announcements for each other. For example, VTCECH posted a registration announcement for us about the Vermont Afterschool Conference in their monthly e-newsletter and we promoted their webinar on the meal programs on our e-mail blasts. We decided not to combine messages for our Legislative Day but rather invited VTCECH to have a table presence at the event. VTCECH also presented a workshop of the afterschool snack and meal programs and tabled at the Vermont Afterschool Conference. We'll be looking for other collaborations, especially around summer food programs, in the future.
- The Vermont Center for Afterschool Excellence signed on as one of 50 state organizations co-sponsoring the Kids Are Priority One State House Open House in November. This event is held each year to bring childcare providers, families, and children into the Vermont State House to learn about the law making process.
- H. Morehouse has been invited by Nicole Mace to participate on a sub-committee of the Vermont Poverty Council to focus on policies and strategies to address Vermont's education achievement gap.
- We are currently forming our team for the Mott Afterschool Networks Conference in late January. The theme of this year's conference is Afterschool and Expanded Learning Opportunities: Engaging Learners for Success in School and Life. At this point, we have invited the following state leaders to attend: Armando Vilaseca, Vermont Education Commissioner; Rae-Ann Knopf, Deputy Commissioner, Vermont Department of Education (VTDOE); Reeva Murphy, Deputy Commissioner, Department of Children and Families; Emanuel Betz, 21C State Director, VTDOE; Ken Page, Executive Director, Vermont Principals' Association; and Johanna Donovan, State Representative, House Education Committee.
- At this year's Mott conference, the Council of Chief State School Officers (CCSSO) is hosting a pre-conference institute for State Education Agencies (SEA's) and Network Leads on Extended Learning Opportunities and State Education Policy. We have been working with Taliah Givens of CCSSO to ensure that Vermont will be represented by high-level SEA officials at this meeting.

Highlights

- Partner Advisory Council will vote at December meeting on the proposed merger to bring VSACN's work over under the Center.

Next Steps and Partner Points

- If the VSACN merger is approved by both organizations members of the Partner Advisory Council (PAC) will be asked to select two new partner members from a list of nominees provided by the VSACN Core Leaders. The new members would join the PAC in March 2011.

Policy and Advocacy

- During the month of October, *Lights On! Afterschool* was celebrated at over 46 local events in Vermont. Lights On! Afterschool is a great way for families, community members, and state and local leaders to learn more about afterschool programs in Vermont.
- In response to our request, Governor Jim Douglas issued an official proclamation declaring October 21, 2010, *Lights On Afterschool Day* in Vermont. A copy of the Governor's Proclamation is posted on the Center's website
- H. Morehouse and S. Kamp have been participating in CDD's Challenges for Change Stakeholder Group III on professional development systems for early childhood and afterschool. The work of this group will

wrap up in December with the final report being presented to the legislature in January.

- H. Morehouse met with Jessica Cardichon, Senator Sanders' new education policy person, twice in the last two months. Conversations have been about Vermont's education scene, possibilities for and potential barriers to building more expanded learning opportunities, and estimated cost differences between extended day and afterschool.
- Prior to the Vermont Afterschool Conference, we invited the gubernatorial candidates to submit short 2-3 minute videos describing their positions on education, youth programs, and afterschool. We have a good video from Governor-elect Shumlin and are currently seeking his permission to post it on our website as a new video spotlight.
- We've formed advocacy team for the Vermont Afterschool Legislative Day on February 23, 2011. The team will have a planning call on November 30th at 11am. We are expecting the day to include: Legislative Breakfast at the State House; House and Senate Resolutions on Afterschool; keynote by Paul Young, Executive Director of the National Afterschool Association; lunch with legislators and *Lights! Camera! Learning!* video awards; celebration of VSACN's history and announcement of possible combination with the Center ; Youth Ambassadors' Program; legislative panel discussion; and local advocacy training.
- Senator Bernie Sanders stopped by the Vermont Afterschool Conference and shared a few words about "expanded education" during the conference luncheon. The video spotlight of Senator Sanders speaking at the luncheon is posted on the Center's website.
- Senator Sanders was a co-sponsor of Senate Resolution 659 passed on September 28th reaffirming Senate support for afterschool programs and celebrating *Lights On Afterschool*. He is also a member of the Afterschool Caucus in Congress.
- Work on the Fund Mapping for Expanded Learning Opportunities in Vermont is progressing. Erin Rutenberg has done a wonderful job building a database of programs, including all licensed school age care programs, all 21st CCLC programs, teen centers, Boys & Girls Clubs, and YMCA sites. We plan to have the funding report and mapping project ready for release at the Vermont Afterschool Legislative Day in February.

Highlights

- Senator Bernie Sanders spoke at the Vermont Afterschool Conference
- Governor Douglas issued a Proclamation declaring October 21, 2010, *Lights On Afterschool Day* in Vermont.
- We can now map afterschool in Vermont! Using the database created this fall we loaded all the program locations and data into ArcView and can create dynamic maps of programs by type, funder, size, location, and more.

Next Steps and Partner Points

- Save the Date! February 23, 2011 for the next Vermont Afterschool Legislative Day in Montpelier

Professional Development and High-quality Programs

- The 2010 Vermont Afterschool Conference had over 360 participants and speakers. There were approximately 290 paying registrations, 40 speakers, 30 workshops, and 20 exhibitors.
- Responding to an invitation on the conference evaluation form, 38 individuals signed up to join the planning committee for the 2011 Vermont Afterschool Conference. We haven't figured out how to structure this yet, but we hope the large response indicates strong support for the conference and a desire to get more involved.
- K. Workman is organizing a Professional Development work group meeting in partnership with the Center on December 1st in Waterbury. The purpose of the meeting is to get feedback and direction on evaluation

measures and tools for several key components of Vermont's Professional Development system for afterschool professionals.

- Ray McNulty of the International Center for Educational Leadership has agreed to be Vermont's guest speaker for the New England Networks webinar series. Ray's webinar will focus on supporting student learning. Vermont is part of a seven state effort to deliver these webinar series for afterschool programs and providers throughout the Northeast.
- Three licensed programs are currently participating in ISS-AP through the scholarships funded by CDD. These programs are participating in the following strands: tutoring, experiential learning, and the YPQI pilot.
- ISS-AP Coaching Strands that have been running this fall include:
 - Building Programming and Administrative Skills (New Directors' Strand)
 - Developing a School-Linked Tutoring Program
 - Creating a Positive Learning Community to Engage and Motivate Students
 - Raising Local Funding Through Town and School Budgets and Fundraising Campaigns
 - Youth Program Quality Intervention- Vermont Pilot
- Two more ISS-AP strands will start in December and January:
 - Enhancing Deep Youth Engagement within Program Design
 - Building and Guiding an Effective Advisory Board
- L. Feal-Staub is working with Jennifer Brady, formerly of the National Summer Learning Association, to plan a Summer Learning Strand for ISS-AP. The strand would be delivered in two parts with Part 1 on planning being held in the spring and Part 2 on student data offered as a follow up next fall.
- Stage 1 of the State Evaluation Report for VTDOE's 21C programs has been completed. As we solidify these numbers and measurements we'll be looking for indicators that can be extended to all afterschool programs in Vermont.
- The Center was invited to join a proposal to the National Science Foundation by the Institute for Dynamic Educational Advancement (IDEA) and Middlebury College. The proposed project, "Habitats," engages youth in learning about biodiversity through virtual exhibits (web and mobile) and through the use of social media. If funded, H. Morehouse will serve in an advisory role for the project and assist in various stages of evaluation recruiting both out-of-school time educators in Vermont and youth programs with potential subjects to test the exhibit.

Highlights

- Over 350 people attended the Vermont Afterschool Conference in October; 38 people signed on to join the planning committee next year
- ISS-AP Strands are running with over 30 programs participating
- Early feedback from the sites participating in the YPQI pilot has been positive with many seeing improvement in program intentionality already

Lights! Camera! Learning! Project and Video Vignette Competition

- Wrapping up the *Summer Lights!* video competition, winning projects were presented with awards at the Vermont Afterschool Conference. The winning video in the Middle/High School category was Tech Savvy Girls submitted by Lucie deLaBruere. The winning video in the Elementary School category was the Craftsbury Summer Learning Camp submitted by Julie Donaghy.
- The winning video in the student produced category was the Winooski Video Project by Community Connections submitted by Bill Merrylees with student producers Luke Hammer, Ian Watkins, and Cerri McCaffrey. The winning program included students in all aspects of the production process, from filming and editing to the creation of voice-overs and other behind the scenes details.
- A new addition in this competition was the People's Choice Award (thanks to MB Pinard-Brace for the

suggestion!). All the *Summer Lights!* videos were posted on the Center's website. In all 116 votes were cast in the People's Choice competition. Geocaching by the Hunt Middle School Summer Program (submitted by Kathy Olwell) won with a total of 43 votes.

- L. Feal-Staub is working with Jen Stanchfield and Barb Russ on developing program resources for the *Lights!* video library. Jen will be working on resources for experiential-based programming. Barb will be working on resources for literacy-based programming. Both pieces will be available online and connected to *Lights!* videos as part of the video resource library.
- The next *Lights! Camera! Learning!* competition is now open with a due date of 1/14/11. We will be inviting a panel for state legislators to serve as judges for the Winter 2011 competition.

Funding and Sustainability Efforts

- Jessie B. Cox Grant (\$80,000 over 2 years)
 - Out of 81 Concept Applications submitted in September in the area of "education," ours was 1 of 5 projects invited to submit a full proposal (due January 5th).
 - The application is for the Burlington Citywide Afterschool Coalition made up of 10 afterschool program partners in Burlington.
 - The proposal requests funding for three main areas: Collaboration Activities; Expanding Programming Hours (especially on weekends and over the summer); and Support for Special Populations (e.g., 1-on-1 support, translation services, etc.).
 - We have a strong letter of support from Mayor Kiss and his backing behind the project
- Supporting Student Success Grant (\$50,000 over 18 months)
 - At the suggestion of Taliah Givens from the Council of Chief State School Officers (CCSSO) we will be applying for an S3 grant this year.
 - This grant is funded by Mott and supported by CCSSO and the National Council of State Legislatures (NCSL).
 - The grant is for \$50,000 over 18 months to support high-level state policy efforts to increase expanded learning opportunities. Applications will be due in March 2011.
- Jenifer Holland from the Finance Project will be attending the Partner Advisory Council meeting in December to assist us in starting our work on sustainability planning. For this first exercise, we will focus on building a sustainability plan for our Quality Initiatives.

Highlights

- Out of 81 Concept Applications submitted to Jessie B. Cox, we were 1 of 5 projects invited to submit a full proposal in January

Next Steps and Partner Points

- We will be forming an S3 Team in January and will be asking key partners to participate in these efforts. The grant also requires the involvement of at least two of the following: state legislator, high-level VTDOE official, and governor's education policy director.

The Vermont Center for Afterschool Excellence is a statewide public-private partnership committed to building a strong foundation for Vermont's youth. The work of the Center directly supports programs that provide innovative learning opportunities beyond the school day for all Vermont's children and youth. The Center's activities are directed toward building the capacity and commitment of communities to increase the quality and availability of programs during non-school hours.

For more information about the Vermont Center for Afterschool Excellence visit:

www.vermontafterschool.org