

Thirty⁺ Ways State Education Agencies Can Build Public Support for After-school

1. Create a Statewide Advisory Committee on after-school to assist you in your development of policy and procedures for 21st Century Community Learning Centers (21st CCLC) programs in your state.
2. Draw your committee membership from the organizations and agencies in your state that are associated with after-school activities and the successful personnel you identify through visits to the 21st CCLCs in your state.
3. Conduct targeted site visits to a diverse mix of 21st CCLCs operating in your state. Include meetings with the parents of the children who participate and the advisory board that helps guide the local program.
4. Build sustainability and expand capacity by linking 21st CCLC with state after-school and other education programs.
5. Create a State Interagency Taskforce to identify mutually agreeable funding sources to augment the financial demands for after-school funding. Invite the Taskforce to be part of the Statewide Advisory Committee and to accompany you on your 21st CCLC site visits.
6. Ask your Statewide Advisory Committee to assess the needs and costs of after-school on a statewide basis.
7. Ask your Statewide Advisory Committee to identify funding opportunities for after-school within communities.
8. Meet with your Attorney General and Health/Human Services Directors and learn what they are doing to promote after-school programs.
9. Convene a strategic planning session with the Directors of Human Services to specifically map a strategy of using the after-school programs to serve lower income families.
10. Invite representatives from the Girl Scouts, YMCAs, YWCAs, Big Brothers Big Sisters, Boys and Girls Clubs, Junior Achievement, United Way, and other mentoring related programs to contribute their ideas to your formulation of a state plan for after-school programs.
11. Direct your academic standards experts to review the academic enrichment components of after-school for guidance on developing statewide goals.
12. Develop and sustain a database of people/organizations interested in after-school programs. Compile a list of 21st CCLC applicants that have applied for grants.
13. Develop a database of existing after-school programs that are currently operating in the school districts of the state.
14. Brief your statewide and locally elected officials on the developments in after-school programming occurring in your state.
15. Initiate an elected officials' Futures Seminar on after-school programs comprised of representatives from the Federal, State and Municipal Governments within your state.
16. Meet with the superintendents', principals', teachers', and service employees' organizations to address the challenges and opportunities that after-school programs provide public schools.
17. Form a Business Roundtable to advise in the development of after-school programs in your state. Brief your business leaders on how employee productivity improves when parents know their children are in a safe after-school environment.

18. Conduct a one-day forum involving law enforcement, juvenile justice workers, and judges to formulate a strategy on how to use after-school to reduce violence among youth.
19. Develop a web based interactive tool to allow you to involve citizens in your planning process.
20. Produce a statewide satellite video or audio conference to involve after-school participants in town meetings on the future of after-school in your state.
21. Integrate your after-school planning needs into your existing communications plan. Incorporate the Afterschool Alliance's *Lights On Afterschool!* event into your future media and event planning.
22. Share and distribute your assessment and evaluation data on after-school student outcomes with elected officials, state agencies, parents, the media, and the community at-large.
23. Approach the television, radio, and cable industry in your state and urge them to run after-school public service announcements (PSA) during prime time. You can localize the Afterschool Alliance "What Is a Hero?" PSA by emailing afterschool_in_my_state@mg.com.
24. Have your public broadcasting system do a special report on after-school programs in your state and dedicate a portion of the show to invite viewers to talk to you about the after-school needs in their communities.
25. Establish an 800 number to receive calls regarding after-school. Allow people to call and leave a message. Utilize the 800 number and the website on all your printed and media material to solicit individual information for your planning process.
26. Hold an after-school Fair to highlight the after-school programs operating in your state and to solicit input on your planning process.
27. Create an after-school briefing packet for your state's journalists. Meet with the editorial boards of your state's newspapers and invite their ideas of after-school programs.
28. Convene a meeting of higher education educators and discuss ways to accelerate higher education and local school district partnerships that utilize after-school programs for work-study, student placement, and training.
29. Survey your Department's employees to see how many of them utilize after-school programs and gain their insights into what works and what doesn't.
30. Survey retired teacher and senior citizen organizations about the interest and availability of retirees to assist in the development and operation of after-school programs.
31. Ask the professional association of school counselors to assess the demand for behavioral health services within the after-school programs.
32. Gather the leaders of the state's arts and music community and encourage them to link up with the after-school programs in their communities.
33. Retreat and reflect with your staff on what the after-school initiatives mean to your operation. What are the new expectations on your agency? How do they mesh with your mission? What new human and technological resources are needed for your agency to meet these new expectations? Can you integrate the after-school initiative into any of your ongoing core activities? How do you use the after-school initiatives as an opportunity to further your agency's pursuit of the best education for the children and youth of your State?