

**Putting Together a Low-Cost Statewide  
Teleconference On Afterschool  
Quality and Funding:**

*The Background, Script and Needs Assessment  
from One Statewide Alliance*

*Dr. Terry Peterson, Director of the Afterschool and Community Learning Network, prepared the description of the teleconference. The actual text, format, and needs assessment were developed by several key leaders and supporters of the South Carolina Afterschool Alliance. Terry can be reached at 803-576-6162 or 803-238-4343 (cell).*

## Background

In the fall of 2001, the South Carolina Afterschool Alliance, along with others interested in quality after school and summer programs identified the pressing need for multiple opportunities for local providers to upgrade their skills and knowledge. Two areas were immediately identified as needing attention: quality ingredients and sustaining resource support.

A working committee proceeded to design a statewide teleconference for February 20, 2002 and put in motion the planning of a two-day statewide conference for May 1-2, 2002.

What follows is a brief description of the process of developing the teleconference. Due to state budget cuts there was no money available to produce the teleconference using a contractor. Therefore, the work had to be done through the efforts of key people in the Alliance and their organizations. For example, the script was written, format developed and panelists located by a small working committee.

The content of the teleconference was heavily influenced by the results of a telephone survey of training needs in the state (see Attachment 2), including holding the teleconference at 10 AM mid-week. The working committee included representatives from the SC Department of Education including a state Deputy Superintendent of Education, Calvin Jackson, several people knowledgeable about teleconferencing from the University of South Carolina, and input from the SC Department of Social Services. Linda Nalty, executive director of South Carolina Communities in Schools, coordinated the advice and prepared the initial script and format (see Attachment 1). Sisters of Charity and the SC Community Education Association also helped.

The actual teleconference originated in the studios of the University of South Carolina-College of Education and was hosted by the Dean of Education, Les Sternberg. This elevated the importance of the teleconference. Publicity for the teleconference was accomplished through the distribution of a simple one-page flyer by all the participating state agencies, organizations and the Afterschool Alliance network through e-mails, regular mail, newsletters and handouts at other major statewide meetings, such as the 21<sup>st</sup> Community Learning Centers. The SC School Administrators was helpful in publicizing the availability of the teleconference through their networks, and the SC Department of Social Services mailed the flyer to the after school providers identified through their inventory conducted statewide for the Afterschool Alliance.

While it would have been much easier and perhaps a little more professional to have hired consultants to prepare and deliver the teleconference, funds were not available to do it this way. The positive result from doing it through the “sweat equity” of many organizations and agencies was that there was a lot of “ownership” of the teleconference. Feedback from people who viewed it live was very positive, and many videotaped copies of the teleconference have been distributed. Many providers at sites can not “get away” to statewide or national meetings so teleconferencing is clearly one of a package of strategies that can be used to deliver training statewide to after school and summer providers—if organizations work together.

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## **Attachment 1**

### Script for the Initial South Carolina Afterschool Teleconference on Quality And Sustainability on February 20, 2002

#### **Dean Les Sternberg, Moderator**

#### **10:00**

Welcome to our teleconference: Afterschool Programming: Quality & Sustainability. I'm Les Sternberg, Dean of the College of Education at the University of South Carolina. We're excited about the tremendous interest in this teleconference! Our audience consists of individuals from across our state, representing a wide variety of afterschool programs—public, private, and nonprofit. We have folks here from 21<sup>st</sup> Century Learning Centers and Homework Centers. We also have people from Communities in Schools and faith-based programs. Organizations such as Boys and Girls Clubs and YMCA's are also represented, as well as afterschool care providers, and other groups.

The University of South Carolina College of Education is pleased to join in partnership with the Afterschool Alliance of SC to sponsor this event. We hope that this will be the first of a series of informational events to help you provide quality, effective afterschool programs for children and youth in our State.

For those of you who are not familiar with the Afterschool Alliance, here is Dr. Elizabeth Patterson, chair of the Alliance and Director of the South Carolina Department of Social Services, to give you a brief history.

#### **INSERT VIDEO OF LIBBA PATTERSON**

During the next 90 minutes, we will focus on 2 key topics that are important to all of us. First, we'll look at the key ingredients of quality, effective afterschool programs. And second, we'll look at how to sustain our programs through funding, resources, and collaboration.

Afterschool programs are relatively new in South Carolina. Together we're learning how to build good programs—through research, experience, and sharing. Today, You are going to hear from individuals around our State who have put research into practice. They will share their experiences with you and provide good practical advice and examples. Throughout the broadcast, you will have the opportunity to call in and ask questions of our panelists.

Our number is 1-800-613-2912. Someone will be available to take your calls and pass your questions on to me continuously throughout our broadcast.

The first part of this teleconference is going to focus on characteristics of quality programs. While there is a great need for quality afterschool programs in our State, you might be surprised to learn how many programs already exist. The Afterschool Alliance of SC conducted an extensive statewide survey. They found a number of interesting things.

#### **INSERT POWER POINT SLIDES**

**SLIDE 2:** There are over 822 programs in our State, serving over 23,000 students.

**SLIDE 3:** We have a variety of providers in South Carolina. These include: private for profit, private non-profit, faith-based, school districts and others.

**SLIDE 4:** Most of our afterschool programs serve relatively small numbers of children.

**SLIDE 5:** Over half of afterschool providers also provide before-school care. Most programs also offer summer activities. But only 53% of afterschool programs remain open until 6:00 pm. That time between 3:00 and 6:00 is when many children are more likely not to have adult supervision at home.

**SLIDE 6:** The majority of afterschool programs offer homework assistance, tutoring, and recreation. Fewer programs offer enrichment and special services such as life preparation skills.

**SLIDE 7:** In South Carolina, most afterschool programs charge some type of fee. 45% of providers receive federal and state funding to serve children from lower income families.

Here is Dr. Terry Peterson, director of a national network of afterschool programs, to introduce you to three overarching principles for successful afterschool and summer programs

**INSERT TERRY PETERSON VIDEO**

The National School Age Care Alliance has developed standards that should be basics in any program.

**VISUAL OF BROCHURE WITH OVERHEAD CAMERA**

Lynne Rogers, Director of the Office of Safe Schools and Youth Services, of the State Department of Education, will provide information about some of these standards. Then she will briefly address effective afterschool programs that go beyond these basic standards.

**INSERT VIDEO OF LYNNE ROGERS**

We have 4 panelists in the studio who are going to talk with you about their quality programs. They are:

Ginny Deerin, Director of WINGS for Kids in Charleston

Kerry Able, Director of Connections in Richland 1 School District here in Columbia

Michelle Simpkins, Executive Director of Communities In Schools of Saluda County

Yvette Elsey, Executive Director of Communities In Schools of Berkeley County

As we mentioned earlier, there are many different types of afterschool programs in South Carolina. Could each of you please tell us a little bit about your program; like its main goal, the number and ages of children you serve; and your chief funding source?

**(NOTE: PANELISTS WILL BE PREPARED TO PROVIDE ONE-TWO MINUTE OVERVIEW OF THEIR PROGRAMS)**

Thank you. There are obviously a lot of questions we could ask you about your programs.

1. One that immediately comes to mind has to do with what type of activities you provide children and how you make those activities engaging and interesting?
2. Given the big push on standards in our schools, what types of enrichment activities do you offer and how do these link to basic academic skills such as reading, writing, math, and science?
3. Are there other ways you connect afterschool programs with activities of the school day (e.g., homework, conferences with teachers)?
4. Afterschool programs rely on community involvement, especially adults. How do you connect youth with caring adults? What groups and individuals from your community are involved? What kinds of activities are involved?

5. Do you evaluate your program to see how it's working and, if so, what do you measure or monitor?

### **Additional Questions**

6. **What are the most important considerations regarding staffing of your afterschool program? How do you ensure competent staff and adequate adult to child ratios? (For example, what training does your staff receive?)**
7. **What are some programming issues to think about before starting an afterschool program, especially regarding the need to ensure consistent quality programming?**
8. **I know we're focusing on afterschool programs for kids, but do you provide learning opportunities for families as well (e.g., adult literacy, special interest classes, computer training, parenting)?**
9. **Why do you think parental involvement is important to the quality of afterschool programs? How are parents involved in you program?**
10. **What is the most important lesson you've learned about running an effective program?**

### **Wrap-Up Of Elements of Quality**

Thank you Ginny, Kerry, Michelle, and Yvette for giving us some ideas about quality programs. You have provided good examples of how afterschool programs can be engaging, enriching, and connect youth with caring adults in their communities.

#### **10:45**

Now we are going to shift to the second segment of our program and talk about how we sustain these programs. Quality afterschool and summer programs can be expensive. Comprehensive programs frequently provide academic support, transportation, healthy snacks, and meals. Many of you told us that the greatest challenge of your afterschool program is keeping your doors open. In this segment we'll explore strategies to sustain programs—not only current funding sources, but also ways to maximize resources in our State and in our communities.

Here is Dr. Linda Nalty, State Director of Communities In Schools, to share information on sustainability.

### **INSERT VIDEO: DR. LINDA NALTY, DIRECTOR OF COMMUNITIES IN SCHOOLS**

Our guest panelists represent very different types of effective afterschool programs that are making a positive difference in children's lives. These panelists will share with us their approaches to sustain programs through collaboration, use of local resources, and external funding. I would like to introduce:

Trisha Caulder, Director of Adult Education with Florence School District One

Antonio Boyd, Executive Director of Hope for Kids of the Midlands

Gwen Anderson, Site Coordinator of the JUMP program at Denmark-Olar Elementary School

As with our earlier panelists, would each of you tell us a little about your program, it's main goal, the number and ages of children you serve, and your chief funding source.

**(NOTE: PANELISTS WILL BE PREPARED TO PROVIDE ONE-TWO MINUTE OVERVIEW OF THEIR PROGRAMS)**

1. My first question has to do with the funding of your programs. How important do you think it is to diversify your funding; in other words, having multiple funding sources?
2. What are some of the key funding sources for afterschool programming currently? (Federal, State, Private, other). What do these funders look for in afterschool programming?
3. How have you collaborated with local partners to maximize your resources?
4. How important are in-kind services and resources to sustaining your program?
5. What do you feel is the one most important factor contributing to your “keeping your doors open” (i.e., sustaining your program)?

**Additional Questions**

6. **What are some funding and sustainability issues to think about BEFORE starting an afterschool program?**
7. **Does your funding and sustainability rely on the business community? Why or why not? What have been your experiences?**
8. **Are fund-raising activities (gift, cookie, and candy sales) good sources of revenue? What types of fund-raisers have your programs used?**
9. **Does your program charge a fee and if so, do you have a sliding fee schedule? How was the sliding fee schedule developed? Does this work well for you?**

**Wrap-Up Of Elements Of Resources For Sustainability**

Thank you to Trisha, Gwen and Antonio for providing helpful information about how we can sustain our afterschool programs.

**Final Conclusions**

For someone who has not been too familiar with afterschool programs, I think that this morning’s teleconference has provided me with quite a bit of information and, hopefully, some answers to questions that you might have had as well. My own fond recollections of formal, afterschool programs when I was in school were certainly nothing like those that have been described here today. To be honest, before I became engaged in conversations about afterschool programs of today, I kind of thought of those programs as after-thoughts --- as something that was nice to have if you could have it, but it really wasn’t as important as in-school programs. Well, with what our children and communities are facing today, afterschool programs have to be conceived of as necessities, as essential, as something that can address our needs as nothing else can. I wish we had more time, but as with all information sharing venues, we should only consider this as a start.

**(NOTE TO LES: IF TIME PERMITS YOU COULD GIVE 2-3 KEY POINTS FROM EACH SEGMENT)**

I want to thank all of you for your participation in our teleconference today. Very soon you will receive information about a statewide conference on afterschool programming that will be held in Columbia on May 1<sup>st</sup> and 2<sup>nd</sup>. Please reserve those dates. Once again, thanks for tuning in. If you would like a copy of this video or other information that we’ve shared today, please contact Joy Young, Training Coordinator at Communities In Schools of South Carolina at  
 [Insert Computer-Generated Phone Number at email address]

803-254-5520 or [jyoung@cissc.org](mailto:jyoung@cissc.org)

[Insert Computer-Generated Material as Below]

THIS PROGRAM HAS BEEN BROUGHT TO YOU BY  
THE COLLEGE OF EDUCATION OF THE UNIVERSITY OF SOUTH CAROLINA AND THE  
AFTERSCHOOL ALLIANCE OF SOUTH CAROLINA

SPECIAL THANKS TO THE TELECONFERENCE COMMITTEE:

DR. LINDA NALTY, COMMUNITIES IN SCHOOLS OF SC  
DR. TERRY PETERSON, USC AFTERSCHOOL RESOURCE  
CENTER  
DR. LES STERNBERG, COLLEGE OF EDUCATION, USC  
DR. JEAN NORMAN, SCHOOL IMPROVEMENT COUNCIL  
ASSISTANCE (SICA), USC  
DR. TERI KUHS, COLLEGE OF EDUCATION, USC  
BARRY DUVAL, COLLEGE OF EDUCATION, USC  
CALVIN JACKSON, STATE DEPARTMENT OF EDUCATION  
LEIGH BOLICK, DEPARTMENT OF SOCIAL SERVICES  
DIANA JUMPER, SOUTH CAROLINA ASSOCIATION OF  
SCHOOL ADMINISTRATORS  
JO PAULING JONES, SISTERS OF CHARITY  
JOHN KENNEDY, SOUTH CAROLINA COMMUNITY  
EDUCATION ASSOCIATION

## PANELISTS

### Quality Programs (First Segment)

1. **Ginny Deerin, Executive Director of WINGS for Kids, Charleston**
2. **Kerry Able, Executive Director of 21<sup>st</sup> Century Learning Center in Richland 1, Columbia**
3. **Michelle Simpkins, Executive Director of Communities In Schools of Saluda County (Middle School Afterschool project funded through SCDSS)**
4. **Yvette Elsey, Executive Director of CIS of Berkeley County (directs both district 21<sup>st</sup> Century Learning Center and CIS Middle School Afterschool project funded through SCDSS)**

### Sustainability (Second Segment)

1. **Trisha Caulder, Director of Adult Education, Florence School District 1**
2. **Antonio Boyd, Executive Director of Hope for Kids, Columbia**
3. **Gwen Anderson, Director of JUMP, a 21<sup>st</sup> Century Learning Center at Denmark-Olar Elementary School which also has a homework center**

### Alternates and Audience Guests

1. **Melissa Langford, Executive Director of CIS of Kershaw County**
2. **Reverend Ellis White, Associate Pastor of Bluff Road United Methodist Church**

Each panelist will bring 1 or 2 guests to be seated in audience

**Attachment 2**  
**AFTER SCHOOL TELECONFERENCE SURVEY RESULTS**  
*(Respondents Could Give Multiple Responses for Top Preferences)*

<b>I.</b>	<b><u>Preferred date for one-day meeting:</u></b>	
	a. Monday	41%
	b. Tuesday	52%
	c. Wednesday	52%
	d. Thursday	43%
	e. Friday	32%
	f. Saturday	44%
	g. Sunday	21%
<b>II.</b>	<b><u>Preferred time for one-day meeting:</u></b>	
	a. A.M.	73%
	b. P. M.	38%
	c. Evening	32%
<b>III.</b>	<b><u>Preferred dates for two-day meeting:</u></b>	
	a. Monday	35%
	b. Tuesday	54%
	c. Wednesday	49%
	d. Thursday	48%
	e. Friday	51%
	f. Saturday	46%
	g. Sunday	33%
<b>IV.</b>	<b><u>Financial Resources Participants want to learn more about:</u></b>	
	a. United Way	27%
	b. Snacks or lunches	31%
	c. City or County Government	32%
	d. Title One	24%
	e. State Money Approval	37%
	f. Twenty-First Century Grants	35%
	g. Child Development Grants	49%
	h. Funding for Transportation	24%
<b>V.</b>	<b><u>Information needed on how to improve After School Program:</u></b>	
	a. Literacy skills	32%
	b. Math skills	28%
	c. Science skills	14%
	d. Arts and music skills	19%
	e. Teaching children about their culture/environment	6%
	f. Helping children learn to solve problems	19%
	g. Coaching children to be cooperative and work in teams	19%
	h. Fitness and healthy diet	5%
	i. Foreign language	6%
	j. English for immigrants	8%
	k. Getting children involve in other outside activities	10%
	l. Involving children in community projects	17%

<b>VI.</b>	<b><u>Information needed on how to improve Summer Program:</u></b>	
	a. Literacy skills	14%
	b. Math skills	13%
	c. Science skills	6%
	d. Arts and music skills	16%
	e. Teaching children about their culture/environment	10%
	f. Helping children learn to solve problems	3%
	g. Coaching children to be cooperative and work in teams	11%
	h. Fitness and healthy diet	3%
	i. Foreign language	3%
	j. English for immigrants	3%
	k. Getting children involve in other outside activities	5%
	l. Involving children in community projects	10%
<b>VII.</b>	<b><u>Information needed on Developing Community Partnerships:</u></b>	
	a. Parents and other family members	16%
	b. College and high school tutors	46%
	c. Senior citizens to act as mentors	48%
	d. Businesses to act as buddies	29%
	e. Linking to cultural events	32%
	f. Connecting to youth groups	33%
	g. Working with faith-based groups	19%
	h. Support from civic groups	13%
	i. Recreation Activities	25%
	j. College and career opportunities	17%
	k. Using Classroom Learning Labs in Public Schools	21%
<b>VIII.</b>	<b><u>Participants Program Operates:</u></b>	
	a. After school	11%
	b. Summer Only	3%
	c. Both after school and summer	79%
<b>IX.</b>	<b><u>Location of Participants Program:</u></b>	
	a. Public School	10%
	b. Other	86%
<b>X.</b>	<b><u>Major Topics for Discussion:</u></b>	
	a. Funding (Programs, Computers, etc)	19%
	b. Transportation	6%
	c. Activities	18%
	d. Education/Homework Assistance	24%
	e. Counseling	10%
	f. Employee Training/Recruiting	5%
	g. Mentors/Volunteers	8%
	h. Partnerships/Community Resources	5%
	i. After school Snack Programs	1%
	All Other Resources Available	5%