



Public Relations and Marketing Committee

WORKING GOAL:

To promote the South Carolina Afterschool Alliance (SCAA) its' activities, goals and providers.

Objective 1

Increase public awareness of

- a. South Carolina Afterschool Alliance
- b. After school programs (out-of-school-time)
- c. Importance of quality after school programs

Strategies

ED's Recommendations	Responsible	Status
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1. Develop a marketing plan that provides for communications mechanisms and tools, to include a SCAA brochure, handouts, and model presentations.
2. Maintain a SCAA website with information about SCAA and its activities
 - (a) Provide web-based resources on after school programs in South Carolina, including links to programs' websites
 - (b) Include information related to the importance of after school programs
3. Develop strategies for providing to parents and others information regarding available after school services and how to access those services
4. Purchase a survey question to determine current public awareness of after school issues
5. Develop media contacts in all areas of the state who are interested in and familiar with afterschool programs
6. Coordinate with other persons and entities who are engaged in public education activities related to afterschool programs and issues
7. Support activities and events that increase public awareness of SCAA and quality afterschool programs

Regional reps. Serve on Alliance Partners Advisory Committee and other planning committees	To be included in Marketing Plan	<p>Strategy 1. Funding has been obtained from Clemson University Rural Compassion Grant to develop an after school tool kit that will provide an outline of policies and practices related to six performance categories: Management, Administration, Health, Safety, Program Structure, and Evaluation (See attachment for details)</p> <p>Strategies 2 & 3 A website has been established at www.scafterschool.com The website provides information about programs by county including contact information, schools served, services for each age group, hours of operation, transportation, etc.. See website info attachment for details)</p> <p>Strategies 6 &7 Met with Voices for Children, a coalition of statewide nonprofit organizations that work to improve the status of children through public policy, to collaborate and prevent duplication of efforts. Events/activities: Public Policy Forum, Lights On Afterschool, statewide conference, DSS' Palmetto STARS, Schools Out of the Low Country and Charleston</p>
Disseminate information to the regions through the networks	To be included in Marketing Plan	
Assist in coordination of training, provide and share resources	Directly Incorporated in strategies	
Promote networks and encourage providers to utilize resources through them	To be included in Marketing Plan	
Website Links	Directly incorporated in strategies	

Objective 2 Develop a statewide advocacy plan for after school resources

Strategies

1. Recruit influential leaders to serve on an ad hoc advisory and advocacy team
2. Identify after school champions in the South Carolina House and Senate
3. Identify one or more business leaders to serve as after school champions
4. [Purchase survey question about public attitudes in South Carolina](#)
5. Sponsor an “After School For All” Advocacy Day at the Statehouse
6. Identify a pro bono legislative advocate to assist the SCAA in developing and implementing a legislative strategy
7. Mobilize grassroots advocacy efforts, including both local publics and key community leaders
8. Provide workshops on advocacy and other assistance to state, regional, and local advocates for after school [including information about the legal parameters for advocacy activities by non-profit organizations](#)
9. Research advocacy practices among other state alliances
10. Coordinate with other [individuals and organizations engaged in advocacy activities related to afterschool programs and issues.](#)

ED’s Recommendations	Responsible	Staus
1. Establish an Ad Hoc Advocacy Committee	Directly incorporated in strategies	Strategy 1 & 6. Recruited Ted Riley and Mia Butler, local attorneys, to assist with advocacy and lobbying.
2. Join the Voices for SC’s Children	Directly incorporated in strategies To be included in Marketing Plan	Strategy 2. Three State Senators have agreed to champion after school. Senators Darrell Jackson, Gerald Malloy and James Ritchie. The Senators have been instrumental in obtaining \$1 million dollars for Boys & Girls Clubs statewide, \$7.9 Million for After school/Homework Centers and helped to launch the Dept. of Juvenile Justice Teen After School Centers. Strategy 3. Business Champion, Don Herriott, President of Roche Carolina, has committed staff and funds to transport students to after school programs in Florence County.
3. Identify after school champions in the State House and Senate	To be included in Marketing Plan	
4. Identify a business leader(s) to serve as champion	To Be Included in Marketing Plan	
5. Sponsor an After School for All Advocacy Day at the Statehouse	To be included in Marketing Plan	
6. Obtain assistance in advocacy training from various entities as needed	To be included in Marketing Plan	
7. Sponsor “train the trainers” advocacy workshop for regional representatives	To be included in Marketing Plan	
9. A marketing/public relations goal needs to be developed by the Marketing/Public Relations Committee to address issues identified at retreat	To be included in Marketing Plan	
10. Purchase question on a survey to determine knowledge and measure impact	To be included in Marketing Plan	
11. Breakfast/Conference Lights On, conference, publications....	To be included in Marketing Plan	Strategy 10. Address under Objective 1; strategy 6 & 7.