



Steal This Message: Explaining the Value of Expanded- Learning Systems and Intermediaries

October 28, 2013

Access audio by broadcast or dial in:

415-655-0001

Code: 666 581 277 #

Introduction

Jessica Donner

Director, Every Hour Counts



First: A Quick Poll

Describe your organization

- OST Program Provider
- Intermediary
- Funder
- School District
- Public Agency
- National Organization
- Other

Why Messaging, Why Now

- It's hard to communicate the value of system-building
- Goals:
 - Develop clear, compelling value proposition for expanded-learning systems and intermediaries
 - Develop new brand identity for the *Collaborative for Building After-School Systems*

Agenda

- Messages

Andrea Sussman, KSA Plus Communications

- Intermediary Response

Susan Brenna, ExpandedED Schools by TASC

Ellie Mitchell, Maryland Out-of-School Time Network

- Policy Perspective

Kara Marchione, Penn Hill Group

- Q&A

Messaging

Andrea Sussman
Senior Vice President
KSA Plus Communications

Which tagline do you find most compelling?

Every Hour Counts

Expanding learning so every student can succeed.

Every Hour Counts

Expanding learning so every student can thrive.

Getting Started



What we heard

- “The words we use don’t work.”
- “We need a common language.”

Key Strategies

- Focus on outcomes rather than process.
- Use language that makes sense to external audiences. Avoid jargon.
- Tell key audiences what's in it for them.

Testing Messages



What We Heard: Every Hour Counts

- “Conveys urgency.”
- “Is original and speaks to the purpose of extended learning.”
- “Says this work is about the quality of what kids are getting every hour.”
- “Is a call to action.”

What We Heard: Taglines and Other Messaging

- “It should be about the what, not about the how.”
- “Focus on the kids, not the system, not the entity that is building something.”
- “The human being wants to know what happens to other human beings. Talk about the systems work after you talk about the impact.”

What We Heard:

Taglines and Other Messaging

- “I know the goal is quality enrichment, but that’s an input. It would be better to know the outcomes.”
- “People who work in niches often believe the things that make sense to them implicitly have value to others. You have to show why it matters.”
- “Don’t tell your process. Tell your goals and outcomes. Talk to people about people.”

The devil at least some people know...

Expanded-learning system and Intermediary

- “I don’t like the word *intermediary* ... But when you described it, I liked it better.”
- “If I used the term *intermediary*, my boss would say, ‘Use real people language.’ But if people already use the term, that’s a powerful reason to use it.”
- “It’s more important to define *intermediary* [than to rename it]. This definition captures it.”

Definition of Expanded-Learning System

- An expanded-learning system replaces a patchwork of fragmented service providers with a cohesive team...
- The team engages students in high-quality learning and enrichment ...
- The system improves access, uses resources efficiently, improves quality, and delivers results.
- Expanded-learning activities vary, but they all help students be more connected to school, build self-confidence, develop critical-thinking skills, and connect with caring adults.

Definition of Intermediary

An intermediary is the engine of an expanded-learning system. It unites stakeholders around a shared mission, coordinates and maximizes resources, and drives improvement throughout the community.

An intermediary's work includes:

- Increasing access ...
- Driving improved student outcomes ...
- Improving efficiency ...
- Promoting continuous improvement ...

Which tagline do you find most compelling?

Every Hour Counts

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Every Hour Counts

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every hour counts

expanding learning so
every student can thrive

Use these messages



<http://www.afterschoolsystems.org/>

Intermediary Response

Susan Brenna
Chief Communications Officer
ExpandedED Schools by TASC



Intermediary Response

Ellie Mitchell

Director

Maryland Out-of-School Time Network



42 SANS, 3 Goals

Goal 1: Create a sustainable structure of partnerships

Goal 2: Support the development and growth of statewide policies that will secure resources

Goal 3: Support statewide systems to ensure programs are of high quality.

Conversations with Stakeholders

- How do you describe what you do to the person who sits next to you on the plane?
- Making meaning for non-inside constituencies
 - Policy Makers, Business, Higher Education

Using the Tools

- Upcoming Statewide Policy Forum
 - MOST will utilize Every Hour Counts Values Document to:
 - Provide Concrete examples of how expanded learning systems leverage better outcomes
 - Make the case for shared vision



Messaging for Every Hour Counts: A Policy Perspective

October 28, 2013

Kara Marchione, Vice President
Penn Hill Group

Trends



From a policy perspective it is very important to understand trends in Congress and the Administration as you frame your messaging.

Trends:

- Capacity building, partnerships, and expanded learning
- Flexibility
- Accountability



Messaging tips



- Social and emotional learning/ 21st century skills/ life experiences
- Outcomes
- Extended day/after school/expanded learning

Q & A

We hope you use this message.

- Hope that expanded-learning systems and intermediaries in the field will adopt this language to make the case to diverse audiences
- Download the messages on our website:
<http://www.afterschoolsystems.org/>

Stay Connected

Jessica Donner, Director

jdonner@everyhourcounts.org



@everyhrcounts



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