

Oregon Afterschool for Kids – 2012-13' Focus Group Notes

Date and Location

Sheridan School District Office, Sheridan, OR, January 24, 2013

Participants and Context

- Ten participants, six women and four males; nine white and one black; all are English speaking parents with one to three kids; one participant also has a high school kid.
- All participants utilize the Sheridan Afterschool Program. They are extremely thankful of the program and would hate to see it go away. Many participants have kids that participate in other community programs such as the Boys and Girls Scouts.
- The types of activities kids engage in are: science, Lego Robotics, Japanese, martial arts, dance, music, arts and crafts, zumba, chess, computer lab, sports (i.e. baseball, basketball and football) and homework help. Suggested and interested activities are: swimming lessons, Lego Robotics for young children and soccer; one participant would like to see a YMCA in the community.
- Participants utilize the program most during after school hours, but would love to see the program open during the holidays/breaks. There are alternatives during the summer that can substitute for a before and after school program, including family care (parents or grandparents), and play dates with friends.

Questions Used and Responses

1. **Please share briefly how many school-age kids are in your family and what grade they are in.** [5 min]

Answers are summarized above; here are details: female, with one child in 3rd grade; female with three kids in 4th, 5th and a Junior in HS; female with two kids in 2nd and 5th grade; female with two kids in 2nd and 3rd grade; male with three kids in 1st, 3rd and 5th grade; male and female with one kid in 2nd grade; female with one child in 1st grade; male with two kids in 2nd and 8th grade; male with two child in kindergarten and 2nd grade.

2. **Have your kids participated in afterschool programs in the past two years? If so, what kinds of activities have they done?**

Answers are summarized above; here are details: all kids participate in the Sheridan After School Program and some utilize the before school program as well; most participate in sports such as baseball, basketball and football that are offered through different organizations, and students participate in community service projects through Boys and Girls Scouts.

3. **Why do you send your child to an afterschool program – or if you don't, why not?** [List their responses on a flip chart, tally the number of people who endorse each idea. When discussion dies down, if it hasn't already come up, probe to see how many send kids (or would like to) because adults in the family aren't available to be with kids during these hours due to conflicting schedules. For how many is this an issue?] [10 min]

- Interest based activities (kids like the activities)*
- Help families during working hours/school hours-don't need childcare before and after work**
- Kids can spend more time with their friends
- Program is supervised and structured
- Kids get their homework done
- Kids get to try new things, and are interacting positively (exhibiting positive behavior)
- Kids can gain access to activities that parents do not/cannot provide
- Program is a safe environment
- Keeps kids out of trouble and out of the streets
- Kids are physically active through sports
- Transportation is not an issue since the program is on-site
- Reasonable price= affordable
- Kids get supper= extra nutrition

[Note: after generating this list, we didn't ask for a count or dot-vote of how many thought each item was important – we could do this in the future]

Other comments:

- Parents have seen improvement in the Sheridan Afterschool Program over the last 3 years because of added enrichment activities
- Question: is there an organized system for getting kids from class to the program? (safety concern)

4. Afterschool programs can focus on different things. Some programs focus mainly on providing a safe, secure place for kids to spend time with adults and other kids while parents are working. Some programs emphasize giving kids extra practice to learn the same things they learn during the school day, like reading or math. Some programs focus on learning different things that don't get as much time during the school day, like art, music, or science. Other programs focus more on sports, health, or physical fitness, or on helping others in the community through service projects. **Which of these do you think are the most important for afterschool programs to provide?** *[Show prepared flip chart with these options listed in large print to help spur discussion. After discussion, give each person 3 colored dots to place on the chart to vote for their priorities]. [15 min]*
5. Now, what would your kids say? What kind of program would interest them the most or make them the most enthusiastic about attending? *[Again, use a fresh prepared flip chart to stimulate discussion, then give each person 3 dots to vote.] [15 min]*

Parent votes	Program focus options offered	Votes for kids
9	Adult supervised, safe place	0
6	Homework help- reading and math	1
6	Art, Music	6
2	Science and Engineering	5
0	Writing	0
6	Sports, health or physical fitness	9
1	Trade skills	1
2	Life skills	1
0	Community Service Projects	0
0	Healthy snack/supper	4
4	Socializing with other kids	9

Comments:

- Having this program decreases parents' stress, as they know where their children are and what they're doing
- Didn't vote for community service, believe is geared towards older kids and can be provided elsewhere. Transportation may be an issue if school is doing community service projects.
- Writing is provided in school day.
- Kids love to eat, socialize and play sports
- Kids don't know any different than having an adult around, they wouldn't vote for it because it's assumed. One parent said her child would notice, and be concerned, if no adults were around. Most parents expressed they would not allow their children to play in the neighborhood without an adult—talked about how neighborhoods are changing.
- Socializing is important for kids because they don't have that kind of opportunity back at home.
- The program is a fun learning environment vs. a strict and structured school day curriculum. Low stress learning environment for kids.
- Kids like the program because they get the option to choose what they want to do, they're interested in the activities—they stay engaged.

6. **When in your schedule do you most need a program or place for your kids to be?** Are there certain times of day, or days of the week, when you need this but there is no afterschool program or activity available? What about school holidays or summer? *[5 min]*

- Before
- Hours after school****
- Summer*
- Holidays*
- Summer alternative: Community volunteering with the parents; have grandma babysits; spouse is off from work during the summer
- ***denotes importance/agreement

7. There are always questions about how to pay for afterschool programs. **Would your family be able and willing to pay for part of the cost of these programs, say \$5 per day**, for a child to attend a good afterschool program? [5 min]

- 20% from families and 80% from government
- Hard to answer, depends on how much is cost---\$10/day on avg.
- Some families can afford \$5/day and some cannot
- Kids who can't afford programs, are the ones who need it the most, and these kids' parents might not be aware of the benefits of afterschool, or home is not a good place for many kids=they should be in afterschool programs.
- Some families have multiple kids (family discount)
- Income-based
- Parents can volunteer time to offset payment (school provide opportunities)
- Currently paying \$35-\$40/term (6 weeks)
- Increasing pay to \$5/day, the program will lose a lot of participants

8. **Tell us about the programs that are available in your community.** Are there enough high quality programs to meet the needs of families in the area? What is most needed? [5 min]

Answers are summarized above; here are details:

- Want a swimming pool; swimming lessons
- Want a YMCA in the community
- Need soccer (soccer only goes up until 6th grade)
- There is a Parks and Rec in McMinnville but is more costly
- Kids miss out on a lot of opportunities living in the rural vs. the big cities
- Willamina (neighboring town) does not have an after school program and schools only runs 4 days a week

9. **What else can afterschool programs offer your kids that would be helpful?** [5 min]

- More technology for younger (below 4th grade) age groups (Robotics)
- Need separate sheet for age appropriate activities when signing kids up—parents noted confusion in which classes were available to the younger kids. If there were separate sheets, there would be less confusion.

10. **What other ideas, questions, or concerns do you have about afterschool options in your community?**

- Hate to see the program go away because it made a big difference in the community
- Keep kids out of trouble and prevent them from bad habits
- A lot of parents do not have the skill sets to teach their kids
- Donations of newer technology
- Are there more ways to do more fundraising besides the auction?
 - Would have to check in with the Education Foundation
- Why would government give a 21st CCLC grant when they know it will not last?
 - Purpose: They give funding to school districts to create a program and have 5 years to make it a sustainable program.
- Lots of district are not sustainable because of lack of technical assistance and partnerships
 - The only one that will most likely continue its program after the grant runs out is McMinnville.

“It is hard for parents to entertain, occupy and educate their children.”

Strategic Financing					
Strategy	Action	Person (s)/Group Responsible	Timeline	Update – Feb 2013	
Community Fundraisers	Spring Fundraiser: Auction/Dinner	Sheridan Ed. Foundation	Spring 2012, ongoing	<ul style="list-style-type: none"> Organizing a Committee 	
	Fall: Auction/Dinner—oral & silent.	Sheridan Ed. Foundation.	Fall 2013, ongoing	<ul style="list-style-type: none"> Canceled 	
	Develop plan to increase size of Fall Fundraiser, perhaps modeled after Dayton's fundraiser	Sheridan Ed. Foundation.	2014-15 school year.	<ul style="list-style-type: none"> Continuing to build an Advisory group 	
Create & Maintain website for donations, with scholarship/ sponsorship function.	Seek out technical support, and host training for Sheridan ASP staff on how to manage website/donation center.	Sheridan ASP Director & Coordinator, ASP staff.	2012-13 school year.	<ul style="list-style-type: none"> Completed summer 2012 – website up and running. Training completed 	
	Identify key communications person on ASP staff following website training.	Sheridan ASP Director & Coordinator, ASP staff.	2012-13 school year.	<ul style="list-style-type: none"> Coordinator updates website 	
	Create & maintain ASP website with donation & scholarship/sponsorship function.	Previously identified key communications person.	2013-14 school year.	<ul style="list-style-type: none"> Need to Market & publicize this portion of our website 	
Increase Registration Fees	Develop communications plan re: donations, scholarship/sponsorship.	Sheridan ASP Director, Coordinator, Key communications person & Ed. Foundation	2013-14 school year.	<ul style="list-style-type: none"> Building a email database for our listserv mailing 	
	Create hypothetical fee structure using cost per student analysis.	Sheridan ASP Director, Coordinator & Ed. Foundation.	2012-13 school year.	<ul style="list-style-type: none"> Need updated survey information 	
	Conduct community outreach with parents to	Sheridan ASP	2012-13 school year.	In need of brochure	

	gain buy-in on new fee schedule.	Director, Coordinator & Ed. Foundation.		
	Develop schedule/plan for implementing new fee structure.	Sheridan ASP Director, Coordinator & Ed. Foundation.	2012-13 school year.	Need updated information
	Develop communications plan re: fee schedule.	Sheridan ASP Director, Coordinator, Key communications person & Ed. Foundation	2012-13 school year, and/or pending timeline of new fee implementation.	Building infrastructure for communication
Pursue Additional Grants	To support School Resource Officer & other ASP activities pursue additional grants.	Sheridan ASP Director, Coordinator & Ed. Foundation.	2012-13 school year & beyond.	Writing Captain Planet Grant Received ODE \$25,000 Sustainability Grant Reviewing other Grants

Building Community Support					
Strategy	Action	Person (s)/Group Responsible	Timeline	Update – Feb 2013	
Expand & Enhance Local Sustainability Team	<ul style="list-style-type: none"> New Invites: <ul style="list-style-type: none"> Frank Sheridan (City Manager) Harry Cooley (City Council Member) Matt Bucknell (Tribe, Chess for Success) Denita Trombla (Tribe, parent) Clinton Vining (1st Wednesday, Rotary) Sue Chamberlain (community marketing) Wendy Bird Faith Representative? Create presentation/portfolio: <ul style="list-style-type: none"> Statistics re: ASP Funding gap analysis Strengths Needs How can you help? 	Current LST members.	ASAP after returning, invite to first LST meeting.	<ul style="list-style-type: none"> Community members were invited to first fall meeting – Clinton Vining & Frank Sheridan attended the meeting. Clinton will not be able to continue working with this group. 	
Create a presentation/portfolio to share with potential community supporters.	<ul style="list-style-type: none"> Devise specific “ask” & est. presenters & mode of presentation for community groups: <ul style="list-style-type: none"> City of Sheridan (City Manager Frank Sheridan, Mayor Val Adamson). Businesses/Cities where Sheridan residents work (Salem, Portland, 	OregonASK VISTA & LST	October/November 2012.	<ul style="list-style-type: none"> Not completed – 2/21 meeting? Have first Draft 	
		OregonASK VISTA (devising “asks” & mode of presentation).	2012-13 School Year.	Need Presentation material	

	<ul style="list-style-type: none"> McMinnville, Casino). Tribal Dept. in Willamina Boy Scouts/Girl Scouts Ford Family Foundation Group Boosters Rotary Fire Dept Chamber of Commerce Night Court/Links Art Conspiracy Other? 	present.		
Work with City & community to create strong, positive community image.	Connect with Ford Family Foundation Group (Clinton Vining & Sue Chamberlain) to inquire re: potential partnerships.	Relevant LST members.	Pending portfolio/presentation completion, 2012-13 school year.	<ul style="list-style-type: none"> Not completed.
	Participate in community events: <ul style="list-style-type: none"> Sheridan Days 1st Wednesday Mud Drags Other community events? 	Relevant LST members, students, families.	Dates of community events.	<ul style="list-style-type: none"> Not completed.
Frame the ASP to focus on workforce development in order to appeal to potential funders.	Connect with Work Experience Coordinator at the High School.	ASP Director	2012-13 School Year.	<ul style="list-style-type: none"> High school does not have a work experience coordinator this year
	Career Exploration curriculum/field trips.	ASP Director	2012-13 School Year.	<ul style="list-style-type: none"> Staff is exploring opportunities

Sheridan After School Components				2012-13			
	Current Costs	2012-2014 Cost	2015 & Beyond Costs	Resources	Gaps		
					From Current	From 2012-2014	2015 & Beyond Costs
Staff	\$173,753.00	\$127,661.00	\$139,500.00	Loss: 25% of 21C grant, STEM grant			
Vendors	\$10,000.00	\$10,000.00	\$10,000.00				
Materials	\$30,000.00	\$7,000.00	\$1,500.00				
Professional Development	\$23,500.00	\$6,500.00	\$2,300.00				
Transportation	\$9,000.00	\$9,000.00	\$9,000.00				
District Office	\$201,870.00	\$89,520.00	\$3,500.00				
Total	\$448,123.00	\$249,681.00	\$165,800.00	\$481,000.00	\$32,877.00	\$231,319.00	\$315,200.00

2014-15			
Resources	Gaps		
	From Current	From 2012-2014	2015 & Beyond Costs
Loss: remaing 21C			
\$186,850.00	-\$261,273.00	-\$62,831.00	\$21,050.00

2013-14			
Resources	Gaps		
	From Current	From 2012-2014	2015 & Beyond Costs
Loss: 25% more of 21C, Opportunity Funds			
\$406,850.00	-\$41,273.00	\$157,169.00	\$241,050.00

2015-16			
Resources	Gaps		
	From Current	From 2012-2014	2015 & Beyond Costs
\$386,850.00	-\$61,273.00	\$137,169.00	\$221,050.00