

9.14.18 OregonASK Partner Meeting Notes

Project and Policy Updates

- Access and Equity Survey
 - Focus groups this Fall in Southern OR, NE Oregon, Mid-Coast & Portland Metro
 - Preliminary survey results & focus group overview documents attached in email
- Student Success Committee
 - OregonASK participated in Beaverton Round Table and Public Hearing
 - Final 2 [Public Hearings](#) are coming up this fall
 - Sept 27th in Portland
 - Oct 10 in Coos Bay
 - Share the importance of afterschool
 - [Expanded Learning Talking Points](#) to amplify our voices

National STEM Summer Survey in partnership with PEAR Institute at Harvard

- 15 programs Observed & surveyed this summer, awaiting results
- In 2016, OregonASK participated in 16 state study looking at [impacts of STEM activities in Afterschool](#)

National Summer Learning & Meals Act introduced by Oregon Senators - SB 3307

- A first step in supporting summer learning nationally, includes small amount of funds and partnerships with state library systems

Participation in National Learning Communities

- 21stCCLC - Beth is serving on team of state networks reviewing systems
 - Funding mechanisms on a national level
 - Updated Comparison of systems, priorities, etc
- National STEM Hub - Beth has participated for several years. Currently, they are discussing options for greater connection with workforce and post-secondary

Upcoming Opportunities

- [Debate for Oregon's Future](#) on October 2nd
 - Organized by Children First with questions collected from youth and stakeholders, being asked directly by Youth in person
- Lights on Afterschool is October 25th
 - [Register Your Event](#) or [Look Up](#) Easy Ways to Participate
 - National Advocacy Campaign for Afterschool
 - Programs can request materials from Afterschool Alliance
- OAC 2018 - Express Yourself
 - Nov. 3rd
 - Interested in volunteering let us know
 - Early Bird registration \$89/person ends September 21st

Small Group Conversation Time

How have we been doing and what can we improve on working towards our goals as a network and partnerships. How will this influence our next 3 year plan?

This meeting focus is wrapping up June's Communication & Messaging conversation.

- [Additional Comments can be added online](#)

Does the network have a well-developed outreach plan that utilizes a broad mix of communication tools and is it being implemented?

- Email is very a useful communication tool
- Reminders are appreciated
- Targeting new groups?
 - Intentional outreach, setting meetings, networking at other meetings
 - OregonASK goes to programs and bring new people with them to other programs
- Partners giving out information about us to other organization
- Missing- programming for girls of color
- NE Portland is left out of the conversation with opportunities for STEM in afterschool in their area of Portland. Are we teaching kids about decision making and the inquiry process with STEM in afterschool?
- Feedback is that the partnership on the "first level" is done well and information is always available. Deeper information on the technical assistance how partners can disseminate the information that we are given. A clear understanding is needed on how to share information within our own organizations.
- Discussion of using "expanded learning opportunities" in lieu of Afterschool.

Range of tools to communicate the value of afterschool and summer programs?

If not, what tools should we use?

- Bringing more youth voice, using more youth centered language
- Fundamental relationships are important, meaningful overtime, build trust and credibility
- Consistent personnel communicating
 - Sending the right messenger for different organizations depending on their expertise
- The level of trust is one of the biggest strength
 - Makes partners feel comfortable with us delivering information
- Same language/ messaging across the state

YouTube and Twitch were discussed as a way to get more information out. X-Ed, would this be good for PD?

Using Instagram because that is where the kids are.

Phrasing the message depending on the audience. We are doing better, but really need to develop a “love language” and communication path to address each audience.

Create ways to reach out to specific groups and share that within the Partner network.

Write a white paper about how to talk to different groups.

Does the network conduct events that foster awareness and engage community and state leaders?

- Day at the capital that targets state legislators
- Large partner meeting are nice, but specialized events/meetings that are more involvement from other org. to come.
 - Helps give more networking opportunities
- OregonASK does a great job at showing up at events
- Putting together a Template for an event, give out toolkits to help other organization
 - Guided messaging stays consistent

How has the network built relationships with the media to publicize its work, raise awareness of afterschool, and support policy goals? What other strategies or partners can we use to strengthen these efforts?

- Google grants
- Tell your story

Whole Group Questions:

What are and should be the top short-term(12month) priorities for expanding and deepening efforts in communications and outreach?

- Instead of creating new systems of communication, talk to communities and organizations that are collecting info in their own network. Instead of giving them one more thing to do.
- Being intentional about seeing who's missing, making sure everyone's voice is heard.
 - Missing youth voice
- Differentiated communication systems
 - Collecting information that partners want to share with the network

- A clear system for ongoing feedback
- Getting info delivered specifically with frontline staff instead directors
- How to provide people assistance, for a variety of audiences/crafting message to specific audience
- How we present information/communication shouldn't be at only a higher level
- Clear communication of success
 - Expression of success/how it happened isn't always clear
 - Stories of success
- Generational communication
 - Engage youth more participating and sharing about programs
- "How To" on our website for press release, inviting media, etc

What are and should be the top long-term (2-3 years) priorities for expanding and deepening efforts in communications and outreach?

- Having materials available in multiple languages
 - Emails, trainings
- Different presentation style, not presenting the same information for everyone.
 - Knowing what the community needs
- Have more advocacy around having more community in afterschool time and the value it adds to afterschool

What does it mean to be a partner?

- Possible Zoom Meetings for people far from Wilsonville
- We try to go across the state for trainings
- Other comments about what does it mean to be a partner in the network? What's important?
 - Would we put a link on our websites to other websites
 - District map with information about who to contact that is one of our partners
 - Should we also list specific partner contact information with short blurb of said organizations
 - Consistent links
- State has a map with legislators on it, OregonASK website needs to add a quick link to Find Your Legislator
- Make a distinction between partners and associates/stakeholders
- Partners could be several groups that don't include advocacy but include education
- Could be listed as an individual, leave it up to each of you

- Stakeholder Team
 - Inclusive of individuals, parents, different organizations
- We'll make a form to get your sign off for your info, logo, etc.
 - Do you have info that you'd like us to share? It'd be helpful to have guidance of what is valuable to share
 - We can also send an official letter request
- Anyone can come to partner meetings, don't have to be a specific partner.
- There is a General@oregonask.org email that can be shared with anyone as general outreach to connect with the network
- How do people feel about sharing their "Secret Sauce" within the network
 - If one org. reached out to another org. would it be well received?
 - "Secret Sauce" Meeting? What really works in afterschool?
 - Under a technical assist or toolkit? Maybe programs provide training to other orgs?
 - Getting together and talking about what works/support on how tos
 - What is the mantra of this group that aligns us all.

Help identify our group as a collective

- We need to offer something in the evening
- Give credit where credit is do
- Norms needed for how/when partners interact with each other

Partner Updates

- Wes Rivers is with Oregon Health Authority working on combining 3 different surveys into 1 comprehensive data collection tool that would not require students and educators to take as much time. If you would like to provide feedback or view the draft surveys they are working on, contact WESLEY.R.RIVERS@dhsosha.state.or.us
- Robotics season is upon us - contact David with questions or inquiries- david-perry@ortop.org
- Election Season is here, there are several Ballot Measures that have direct budget impacts. If you would like more information for yourself or to share with your partners and parents, Oregon PTA uses information provided by <http://www.defendoregon.org/>
- Salem-Keizer Education Foundation - Long time Executive Director Krina Lee has resigned. While they look for their next ED, Board President Brent Neilsen will be helping keep all the wheels turning. If you have questions, you are welcome to reach out to him directly - neilsenbrent68@gmail.com