

Peer Networking Meeting
Effective Advertising and Program Outreach
September 23rd, 2009 - 9am-11am

Introductions

Announcements

- **The Out-of-School Time Resource Center**, through funding from the William Penn Foundation, is conducting a citywide **out-of-school time (ost) professional development (PD) needs assessment**. Your input will help us understand the current state of OST PD in Philadelphia and assist the City, and others, with planning future PD opportunities. This survey will take 5 minutes. All responses are anonymous. Those who complete this survey can enter a raffle for a prize. Click [here](#) to take the survey OR paste this link into your browser: https://www.surveymonkey.com/s.aspx?sm=U0I0UyPiMB8waYLg7ybm5g_3d_3d

- **The Philadelphia Out-of-School Time Resource Fair** will be held at the Free Library of Philadelphia on November 19th, 10am-3pm. Come visit OST vendor tables, participate in workshops, and enjoy food and fun prizes. There is something for all OST professionals! Register [here](#).

-The **OSTRC Newsletter** is distributed on the first business day of the month. If you have an OST Job, Event, or Publication to advertise email it to Katie Derickson, kder@sp2.upenn.edu, at least 5 days before the last of the month.

-**The Mazzoni Center** offers free professional development opportunities for OST program staff focusing on helping programs create safer, more inclusive environments for LGBTQ youth and families. Contact: Allison Buehler, 215-563-0652x251, abuehler@mazzoni.org. Website: www.mazzonicenter.org.

-**MLK Villa Teen Center** will be holding a Literacy Lyric Launch Party on October 17th at 2pm at the MLK Jr. Recreation Center located at 2101 Cecil B. Moore Ave. Intended for youth ages 13-18, the program will engage students in literacy learning through arts, fashion, music, and radio production. The event will be hosted by Dyana Williams of 100.3 the Beat. Contact: Wanda Darden, 215-685-2733, wanda.darden@phila.gov.

-**Achieving Independence Center** will host open house events on Wednesday, October 21st, and Monday, October 26th, from 1-5pm. Come for a 1 hour time slot for information on mentoring foster care youth ages 16-21. Receive a tour of the center and meet program staff. Anyone older than 21 interested in mentoring can attend. Contact: Natashja Rinaldo, 215-574-9194x234, nrinaldo@aicenter.us. Website: www.aiphilly.com or www.pathwayspa.org.

-**Georgia E. Gregory Interdenominational School of Music** offers music instruction for youth ages K-12 on keyboard, guitar, violin, woodwinds, flute, voice, percussion, dance and drama. GEGISOM invites OST providers to bring their youth to the school for music and performing arts for reasonable rates. Contact: Joyce Drayton, 215-430-0435, gegisom@aol.com.

-**The George Washington Carver Exhibit** will be open at the Academy of Natural Sciences on November 14th. The exhibit is free with admission to the museum. Contact: Betsy Payne, 215-299-1064, payne@ansp.org. Website: www.ansp.org.

-**The Salvation Army Learning Zone** has openings in their academic afterschool programs located at 1340 Brown St. The center also offers free GED and Pre-GED programs through

partnership with Temple University and an Associate Degree in Leadership from Harcum College for parents. Contact: Reverend Carol Kendrick, 215-825-4636, ckendrick@use.salvationarmy.org.

-**Health Federation of Philadelphia** provides information on becoming enrolled in CHIP, Pennsylvania's free/reduced cost health care. For more information, Contact: Marina Acosta, 215-567-8001x3009, macosta@healthfederation.org.

-**The Center for Youth Development** has free Fall trainings. To register, please visit the Community Impact Training Institute Website. Contact: Richard Johnson, 215-665-2455, rjohnson@uwsepa.org. Website: citi.uwsepa.org.

-**The Free Library LEAP Program** will have Saturday hours in select branches beginning October 4th when Free Library hours change. For more information about a specific branch, inquire directly at the branch in question. Website: www.freelibrary.org.

Panel Discussion

Effective Advertising and Program Outreach

Amalia Petherbridge from **Students Run Philly Style** began the discussion. There are 30 teams across Philadelphia who have an adult mentor. The program trains students to run half and full marathons. They are in their 5th season. After the first two years of not meeting numbers for their program and particular difficulty recruiting youth after second year SRPS recognized that they needed new strategies for recruitment. They overhauled and it worked and it resulted in quadrupled participants. The questions your organization should ask:

- 1) What is our message? Is it effective? Compelling? Example: "If you do this program, it will change your life."
- 2) Are we delivering on the message? Is it true? SRPS did a series of focus groups, talked to the participants and collected data. They found that the message was true and that it was delivering.
- 3) Where are we spreading message? SRPS fell short on this point. The original plan was to recruit through a nurse managed care center. This did not work because there weren't a lot of kids hanging out at the center. The program realized that they needed to partner with the school district to get kids. They attended a School Reform meeting to present program and had a successful meeting by connecting with the office of physical education.
- 4) Who is delivering message? Having a staff of two was ineffective and inefficient and they needed to have adult mentors to spread the message. SRPS expanded training for mentors from two to nine hours to help mentors have ownership over program and so the adults could recruit members. The youth in the program can deliver our message the best. SRPS provides incentives and recognizes youth participants in schools

Eric Doloway is the **Executive Director** of **Urban Blazers**. Urban Blazers is a three year old organization that provides under-served youth with the opportunity to engage in outdoor activities such as hiking and white water rafting. There are three ingredients that make Urban Blazers work:

- 1) Good partners. Urban Blazers does not actively recruit youth. They work with organizations that currently serve youth and provide the service. They found all of their best partners by coming to meetings like this [Peer Networking Meeting]. All other methods in seeking partnership were not as successful;
- 2) Adult Volunteers. Urban Blazers rely heavily on volunteers to help assist with running of programs. They recruit volunteers through idealist, posting flyers in REI, coffee shops,

- etc. The volunteers consist of 25-35 young professionals and the organization needed to identify where the volunteers were. They identified Facebook as a mechanism to ID volunteers. Eric noticed that in their e-newsletter only 25% open the email and only 5% do an action past that. Facebook provides a way to do “viral marketing.” It is a work in progress, but Facebook has been an effective strategy
- 3) Money.

Ricardo Martino has worked at **Educationworks** for the past nine years. Most of the staff are Americorps members and work in 30 different schools, afterschool programs. Ricardo currently works in Americorps recruitment and is passionate about youth and youth advocacy. He suggests the following to improve recruitment and retention processes:

- 1) Set mandatory meetings with parents to guarantee involvement;
- 2) Offer alternatives to older youth to encourage their participation. For example for a literacy project, take hip hop lyrics and make youth translate into standard English.
- 3) Have a diverse staff to help engage youth.

Discussion/Q&A

Q: In terms of paper communication, how is it done in your organization and how much does it cost?

Eric: We do all of our communications online.

Amalia: We leave it up to individual teams to design and implement. One creative paper recruitment flyer said: “Thursday, afterschool. Be there.” Other strategies we use include giving the kids sweatshirts, medals and sneakers for participation/completion.

Ricardo: The site coordinators use flyers (sometimes).

Q: What were the biggest challenges for getting in the schools? And who did you talk to?

Amalia: If you have fans, leverage them and describe how your program will benefit them. I recommend speaking at the school reform commission meeting because you are presenting a solution instead of another problem.

Q: Who did you target with your Facebook account?

Eric: I first used existing emails to recruit friends and found groups with similar missions. I “friended” local politicians, newscasters. If you don’t know about Facebook, you can get your young people to help with opening an account.

Q: As Philly’s demographics change, what are some best practices to promote programs to multi-cultural schools?

Ricardo: Celebrate different cultures with food and be open to provide different experiences to promote different cultures

Q: How do you gear your marketing with intent of recruiting students versus funding?

Eric: We don’t recruit individual kids, so we market for volunteers. We need to effectively tell a story to get volunteers. The story is also important for funding—we rely on many small donations.



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Amalia: We try to have youth come to meetings with potential funders and use baseball cards that tell the youth's story. We also partner with local businesses (Philadelphia Runner) and created a line of energy bars sold at coffee shops to promote name recognition.

Conclusion

Save the Date!

October Peer Networking Meeting
"Serving Students with Special Needs"
October 22nd, 9:30-11:30am