

OSTRC Academy:
Funding \$ Sustaining OST
Professional Development

April 30, 2015

The OSTRC

**The OSTRC promotes youth achievement by supporting staff and enriching programs.
We:**

- **Identify and coordinate resources**
- **Conduct research and evaluation**
- **Recommend changes in policy and practice**

Workshop Goals

- Review key terms and PD format types
- Explore PD as a long-term investment
- Explore challenges to PD fundraising
- Provide tips and strategies to support your PD fundraising efforts
- Explore existing research and evaluation around impact of PD
- Provide additional resources

Who is Here?



OST Professional Development

Professional development refers to a spectrum of activities, resources, and supports that help practitioners work more effectively with or on behalf of children and youth. Professional development formats include workshops, technical assistance, apprenticeships, and additional diverse offerings. Practitioners can be full-time staff, part-time staff, volunteers, teenagers, parents, or other non-staff members, provided that the professional development experience culminates in supporting OST youth participants. (Peter, 2009)

Fundraising/Sustainability

Fundraising (noun): the raising of assets and resources from various sources for the support of an organization or a specific project. (Association of Fundraising Professionals, 2003)

Financial sustainability refers to the ability to maintain financial capacity over time. (Bowman, “Financial Capacity and Sustainability of Ordinary Nonprofits”, 2011)



Current Trends in OST (and OST PD)

- Health, Fitness, and Nutrition
 - Risk Reduction and Prevention
 - Cultural Competence and Inclusion
 - Youth Impact and Outcomes
 - Science, Technology, Engineering and Math (STEM)
 - Literacy
 - Systems-Building, Data Coordination, and Collaboration
 - Project-Based Learning?
 - Other?
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- **Key Question: How Do Trends Impact Funding (for PD in OST)?**

Alternative Approaches to Sustain PD

- Shadowing
- Coaching
- Mentoring
- Technical Assistance / On-site Consultation
- Newsletters and Publications (OSTRC, HFRP, NAA)
- Professional Membership Organizations (NAE4H, NAA, AFP)
- Professional Certifications and Coursework (PA Keys, CCP)
- Internet Tools (e.g., Social Media, Webinars)
- Online learning communities (Edutopia)
- Online PD Calendar
- Networking (OSTRC PNM, Sandbox Collective)
- Other?

Fundraising 101

Type	Pros	Cons
Foundations		
Corporations		
Donors		
Fee-For-Service		
Fundraisers		
Other?		

** Make friends before you need them*

Review and Reflection

- Comments?
- Questions?



Grant-Writing 101

- Make life easy for the reviewers
- Follow the instructions
- Cite your resources
- Avoid absolutes
- Avoid comparisons
- Connect the research dots
- Do your homework

The OSTRC Sustainability Story



Small Group Discussion

Challenge Cards



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