

CONFERENCE PROGRAM

NEBRASKA'S
EXPANDED LEARNING
OPPORTUNITIES

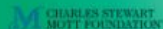
INNOVATION INVITATIONAL

Innovation for
Sustainability



MARCH 5-6, 2024

UNL Innovation Campus /
Innovation Commons
LINCOLN, NEBRASKA



Beyond School Bells
nebraskachildren

Data-Driven Marketing: Championing Economic Impact

**Joel Bramhall
Crete Public Schools**

Goals

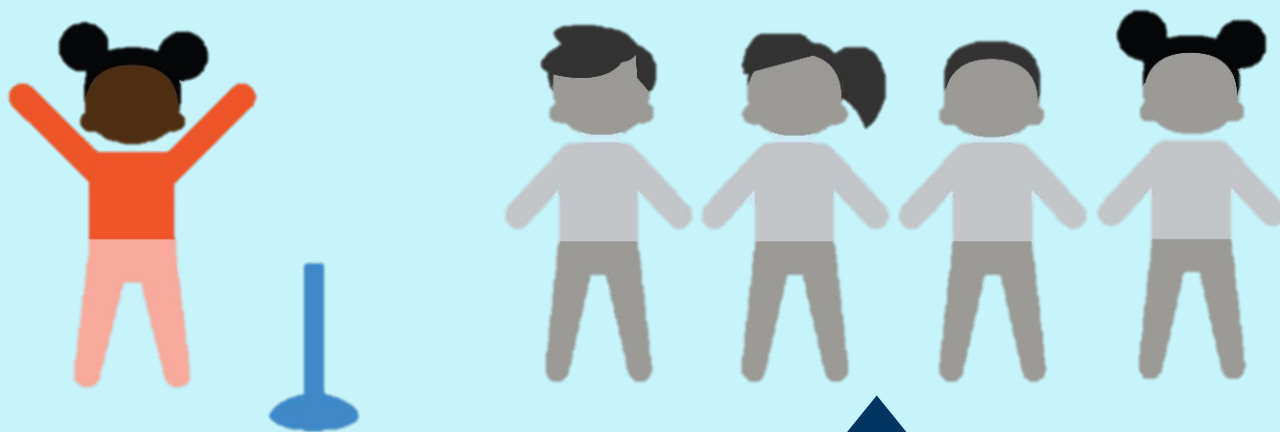
1. Equip you with basic templates and calculations that will allow you to better tell your program's story.
2. Provide an overview of the current value and demand of afterschool



CRETE

CARDINAL COMMUNITY
LEARNING CENTERS
CCLC

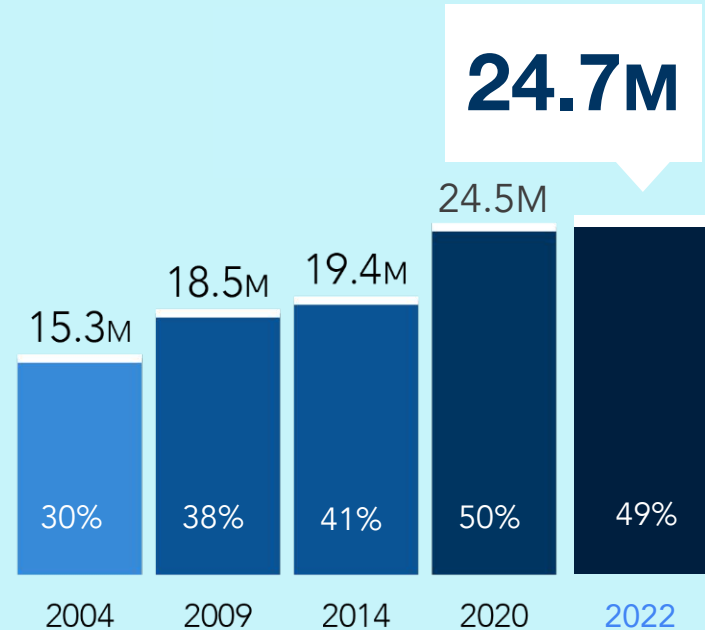
For every child in afterschool, 4 are waiting



State-level America After 3PM data available
at:
<http://www.afterschoolalliance.org/AA3PM/>

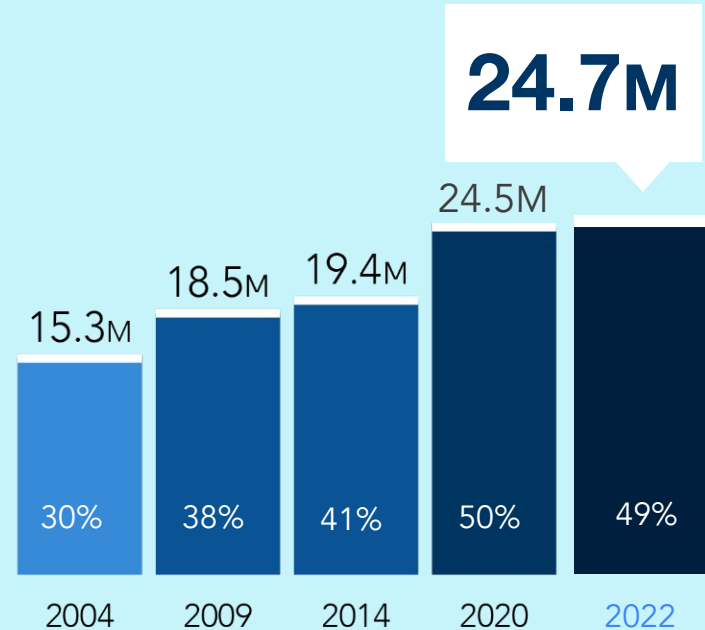
Unmet demand for afterschool skyrockets

Nearly 25 million children would enroll in an afterschool program, if one were available. Unmet demand for afterschool programs has consistently increased over nearly two decades.



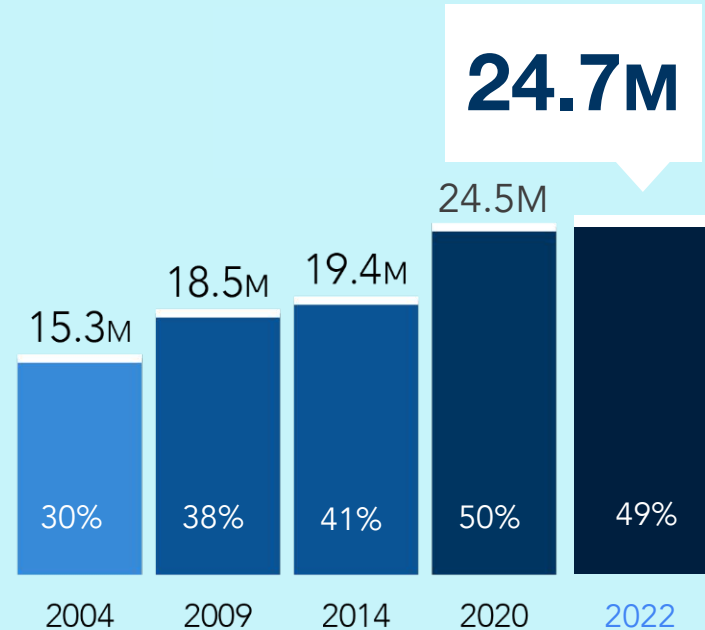
Unmet demand for afterschool skyrockets

In Spring 2022, still 24.7 million children would be enrolled in an afterschool program if one were available.



Unmet demand for afterschool skyrockets

IF afterschool programs were available to them, half of all non-participants, or nearly 25 million children, would take advantage of those programs.



More than 8 in 10 voters support more funding for afterschool programs

81% of voters want newly elected federal, state, and local leaders to provide more funding for afterschool programs.






Support is strong and bipartisan:



Afterschool helps families and communities

Brandeis Study #1: Found that parents with high levels of parental afterschool stress miss **8 unscheduled days of work per year** compared to 3 days for those with lower levels

Brandeis Study #2: Cost of parental stress to employers -- **\$50 to \$300B**

	Gives working parents peace of mind	85%
	Helps working parents keep their job	83%
	Keeps kids safe	82%

2022 Afterschool Alliance survey: **85% of parents** agree that afterschool programs **help give working parents peace of mind about their children when they are at work**— up from 75% in 2014

Programs providing academic and social supports for children



Templates & Calculations

Childcare

Food

Staff

Infographic

Be a Champion!

Infographics

Site-Level Management Meetings

Webpage

Social Media

Promotional Videos

Professional Brochures

Champions Club

Partner Luncheons