



Innovative Program Design, Outreach, and Recruitment

FIRST LITERACY

FRIDAY, MARCH 11 AND 25, 2022

1:00 - 2:30 PM

SESSION 1

SARAH POOLE

DIRECTOR OF NEW AMERICAN WELCOME
CENTERS AND WORKFORCE INITIATIVES

YMCA OF GREATER BOSTON

Learning Objectives

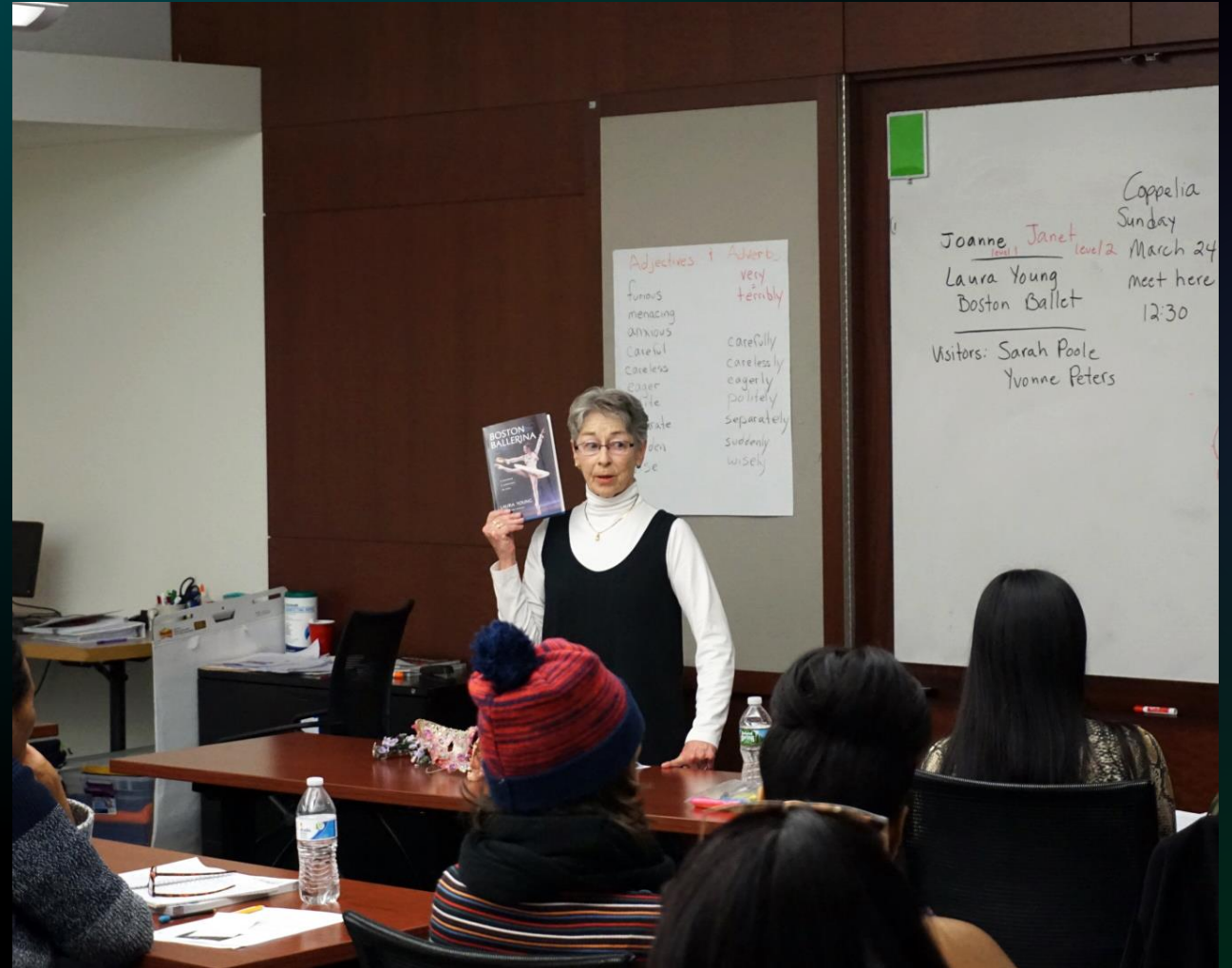
Participants will be able to

- implement tools and strategies to conduct an assets and opportunities assessment;
- use data to identify opportunities for innovative programming;
- use student and staff feedback to inform program design; and
- identify and implement outreach and recruitment strategies to enroll the right students in the right classes.



- SELF-EXPRESSION THROUGH PERFORMING ARTS
- BOSTON BALLET
- BOSTON SYMPHONY ORCHESTRA
- GUEST SPEAKERS

Performing Arts





Historical Tourism

- MASSACHUSETTS HISTORY
- VISITS TO HISTORICAL SITES
- STUDENT-MADE GUIDEBOOK

The Connections Project



- MULTIMEDIA BLOGGING CLASS

- PHOTOGRAPHY

- VIDEO

- WRITING

- PUBLISHED BLOG:

[HTTPS://SITES.GOOGLE.COM/VIEW/NEW-AMERICAN-VOICES/HOME?AUTHUSER=0](https://sites.google.com/view/new-american-voices/home?authuser=0)

Other Classes and Clubs



CROCHET CLUB



BOOK CLUB



STORYTELLING
CLUB



STUDENT
CONVERSATION
CLUB



STORYTELLING
CLUB

Breakout Room Discussion

What programs
do you offer
now?

What new
programs do
you want to
add?

What sources of
ideas do you
have?

What data do
you need?



Assets and Opportunities Assessment

- Students
- Teachers
- Volunteers
- Program Data
- External Sources
- Planning Tool



Student Data

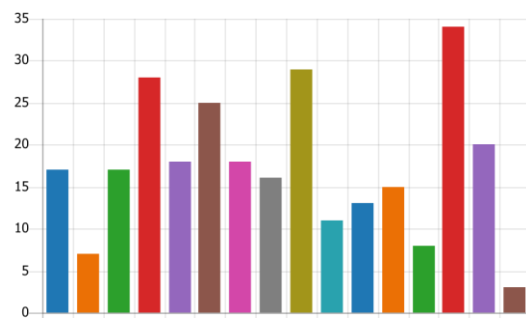
- Existing data
 - Test scores
 - Enrollment and attendance patterns
- Student requests for services
- Anecdotal data about interests and hobbies
- Surveys
- Focus groups

Student Survey

- Keep it simple
- 4-5 questions
- Multiple choice
- Contact information

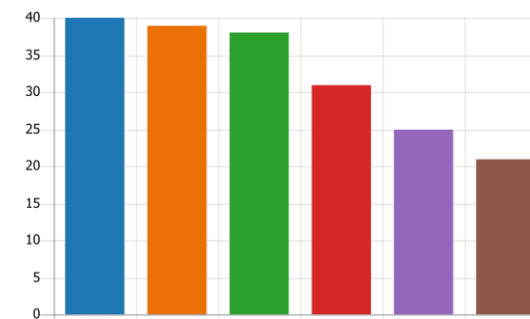
1. What kinds of activities would you like to have at the ILC?

Arts and crafts	17
Board games	7
Book club	17
Field trips to free cultural even...	28
Field trips to museums	18
Movies	25
Music	18
Outdoor games and picnics	16
Walking and conversation club	29
Computer coding	11
Making and editing videos	13
Taking and editing photographs	15
Student council	8
Language exchange	34
Volunteering in the community	20
Other	3



2. What days are you available?

Monday	40
Tuesday	39
Wednesday	38
Thursday	31
Friday	25
Saturday	21



3. What time of day do you prefer?

Morning	30
Afternoon	32
Evening	32



Planning Tool

Students		
What data do you have?	What data do you need?	How will you collect it?

Teachers and Volunteers

Other professional experience

Hobbies

Interests

Connections in the community

Data collected from students

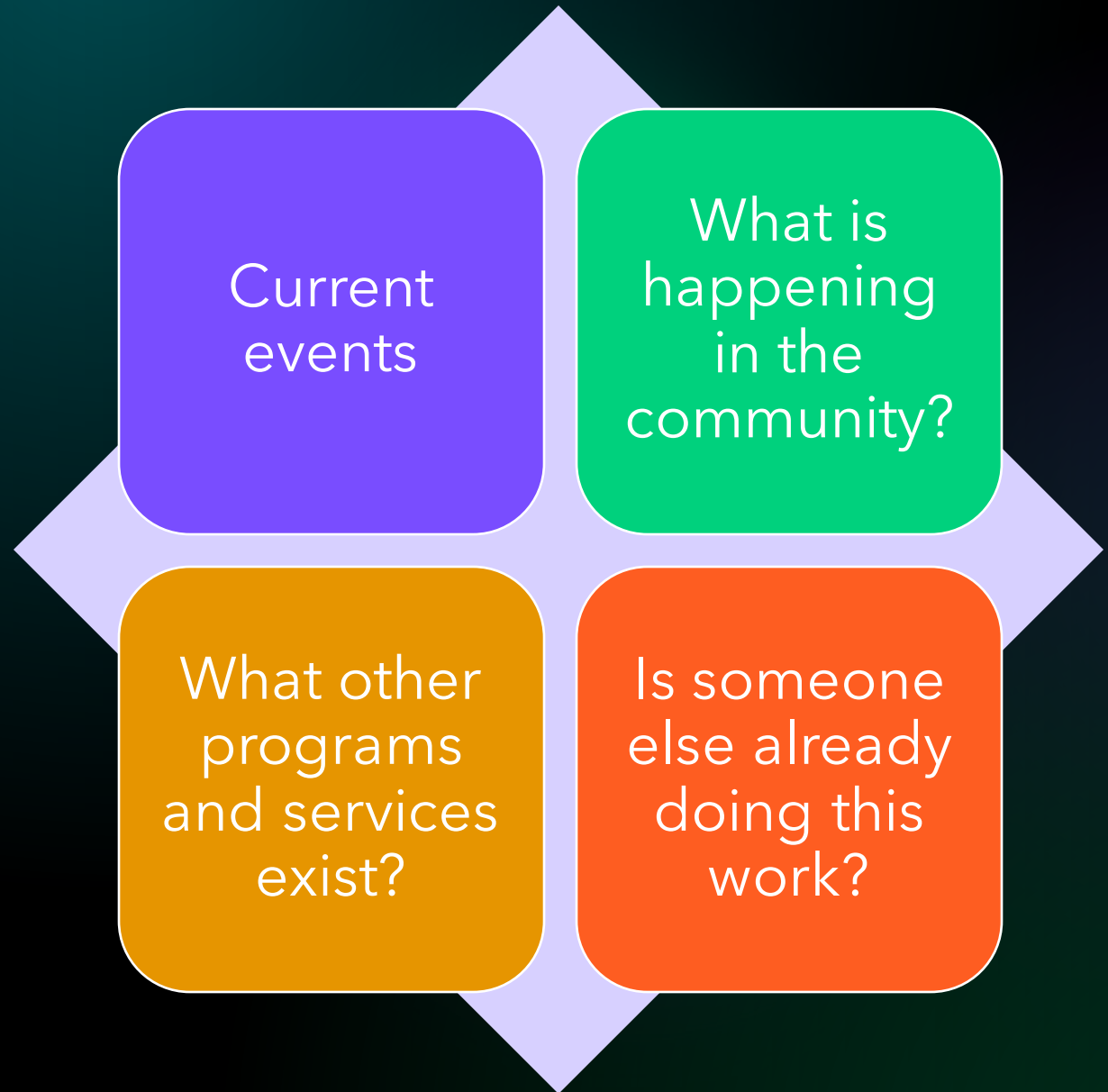
Interest in participating in pilot

Time

Planning Tool

Teachers/Volunteers			
Name	Skills	Time & Interest	Follow-Up

External Data

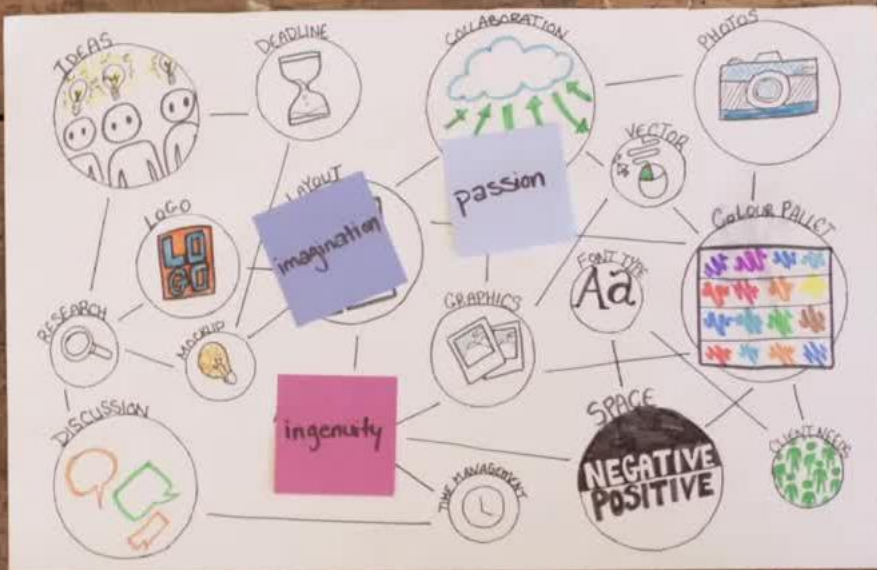


Planning Tool

External			
Idea	Relevance	Existing Resources	Resources Needed

Breakout Room Discussion

- How will you use the planning tool?
- What data will you collect from
 - Students?
 - Teachers?
 - Volunteers?
- How will you collect data from each group?
- What data do you already have?
- What external data do you have/need and how will you collect it?





Homework

- Use the planning tool
- Bring your new program idea(s)
- Bring some data from your program to use in planning

Next Session

