

APOST Communications & Advocacy Committee

Committee Meeting Minutes

8-26-11

APOST is a partnership of funders, intermediaries and providers dedicated to building a quality out-of-school time system that will contribute to the healthy, successful development of young people as they progress through their school years, graduate from high school and enter into adulthood.

Communications & Advocacy—Commitment Statement

APOST is committed to providing a forum to foster communications between all stakeholders while advancing a public policy agenda.

Out-of-School Time Programs...

- *Inspire Learning*
- *Keep Kids Safe*
- *Help Working Families*

In Attendance:

Lori Rue
Aimee LeFevers
Holly O'Donnell
Kathryn Vargas
Susan Brozek Scott
Angelica Cooper
Lane Colvin

I. Volunteer to take Meeting Minutes

Lori Rue

II. Review of Meeting Minutes from 8-3-11

Aimee

III. Review Timeline of Advocacy Activities (*handout*)

- Flesh out September and October activities
 - Agenda for Peer Network presentation—**September 14**

Formal presentation of LOA Event, Advocacy Day in Harrisburg and details about the video production project

Distribution of one pager to explain event and schedule of activities ; distribution of the video project application/media release

- Additional Events/workshop to drum-up excitement for LOA
 - **Video Production Project - filming videos of OST programs during month of September (2 min videos) to showcase activities and use before, during and after LOA event**
 - Lori and Susan will coordinate
 - Requesting 2 minute videos from all OST organizations/agencies
 - All videos must be in one format/no music
 - Primary use is to use during LOA event (also used for website)

- OST organizations/agencies can make their own video. Can also use Urban League (UL) Digital Connectors (youth) who can assist with project. Digital Connectors have their own flip cameras, which they can use to make the videos. Note: the partners for Digital Connectors are Comcast and PCTV, who can also be valuable resources for this project
- APOST Symposium—Sept. 29, table and committee members present to promote awareness
- LOA Proclamation at next City/County council October meeting to get the word out
 - Susan will set up and coordinate this activity
 - She will need the one pager LOA description
- Light up a Landmark event/contest on Oct 20
<http://www.afterschoolalliance.org/loalandmark.cfm>
 - Considered the following sites
 - Fred Rogers Memorial Statue (#1 pick)
 - UPMC building – Lori will ask Sabrina (UPMC on UL Board)
 - The Point
 - The Cultural District
 - PNC Park – Lori will ask Sabrina (she sits on the Diversity Board)
- OST Event /Provider Fair – Oct 20
 - Science Center (is our number one choice) – Holly
 - Arsenal School - Holly
- b. October 18 Advocacy Day
 - Will promote continuously through all other marketing

IV. **BLOG Posting & Support** Will revisit at Sept. 9 meeting

- a. Choose conversation topic
- b. Volunteer to post
- c. All members reply & invite a friend
- d. Timeline

V. **Committee Logistics**

- a. Temporary committee officers—Co-Chairs **Kathryn Vargas volunteered!**
- b. Ongoing Recruitment

VI. **Review of Action Items**

- Susan will work on getting our LOA info displayed on Comcast Network
- Susan and Lori will work on video production project
 - Videos due by September 28
 - Editing in October
- Kathryn will develop one page description of LOA in time for GPAN September meeting ; to be used for application of a proclamation as well
 - Will include definition of LOA, some details about last year's event and what's happening this year
- LOA activities to be displayed on Afterschool Pgh website
- Susan will develop a LOA Pittsburgh facebook page

- Kathryn and Steve will speak to Bill Isler to garner his support
- Holly will set up meeting with Science Center contact – our 1st choice for the Light Up a Landmark
- Committee members will get in touch with contacts for the other options for Light Up a Landmark as back up to Science Center
- If participating in the LOA Light up a Landmark contest, will need to submit application by deadline – September 23

VII. Next Meeting Date

September 9, 2011, 9:00-10:30, United Way