

Discussion Guide – ASES Rate Increase

Region 11, 9/18/2015

Poll Vote 1:

1) For those that did track and/or take action which outreach was the most useful?

A) Survey and results on impact of ASES financing, B) Enews blasts/updates, C) draft letters to members, D) bill factsheet, E) CalSac challenge, E) other

2) If you were not involved, what were the biggest challenges/barriers to being involved?

A) Lack of staff capacity, B) Organization/LEA not allowed to do policy/advocacy, C) Not enough awareness/information on the issue, D) Not a relevant/important issue to my work, E) other

Building up for 2016 – Discussion Questions

1. *What messages/data points/stories are the most important to make in support of the need for a rate increase? What should be the priorities?*

- Having quality programs costs significantly more than the current ASES funding – define the cost of quality and how large the gap is
- ASES serves students most in need – provide demographics and stories of underserved student groups in ASES including low-income, English learners, foster youth
- Programs are in crisis because of the funding shortfall - programs closing, cutbacks to staff and programming services
- Students speak up for the programs - Student voices (via video or other media) document the impact/what these programs mean to students?
- LCFF is not the solution for the underfunding of the ASES daily rate – talking points and data on the lack of LCFF \$\$ going into ASES
- ASES improves student academic and school outcomes – data on ASES impact
- ASES builds social-emotional skills that are essential to school, work and life success – stories/data on ASES impact
- Other ideas?

2. *What tools and/or engagement strategies would be most useful in increasing your and the broader ASES' field engagement? What should be the priorities?*

- Social media campaign
- Centralized web presence and campaign sign-on
- Monthly action updates emailed to the field
- Factsheets and talking points for Lights On activities
- Draft letters and factsheet for engaging local officials and school leaders
- Informational materials/factsheets for youth and parents to increase their awareness and involvement
- Guide on how to conduct site visit
- More information on legislative process and advocacy training 101
- Contact information for legislators and draft letters
- Other ideas?