

BUILDING LOCAL COMMUNITIES TO EXPAND LEARNING TIME

Rod Hsiao, CEO

What Is InPlay?

A community platform that provides strong systems of support for out-of-school time learning.

Our Nonprofit Mission:

To connect low-income children and youth with out-of-school programs to ignite their individual interests and talents.



www.inplay.org

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If we care about equity, we have to care for the 49% of kids who are not engaged in OST programs



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Conditions Shaping the OST Environment

LCAP goals

Mastery of Common Core Standards

New ways to deliver instruction

Emphasis on program quality

70% of moms work; dual-income households at 66%

Budget pressures

Potential cuts to 21st CCLC funding

As a result, districts and cities have similar goals and challenges

- Increase student participation in OST programs
- Blend academics with enrichment programs
- Implement program quality assessments

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Practices to Boost OST Learning

What We're Seeing Districts Try…

- Promoting importance of OST
- Producing activity directories
- Steering low-income students into programs
- Running/recruiting programs on-site
- Improving program quality by offering technical assistance

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But the Practices Have Difficulties

What We're Seeing Districts Try…	…and Their Limitations
• Promoting importance of OST	…Parents value OST but finding programs and signing up is hard
• Producing an activity directory	…Is laborious and expensive to maintain
• Steering low-income students into programs	…Parents are slow to respond, hard to get signed paperwork back.
• Running/recruiting programs on-site	…Only serves a small share of student population
• Improving program quality by offering technical assistance	…Assessments are time-consuming; expensive to track outcomes.

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What's Needed

- A common, city-wide platform that consolidates ALL providers
- A cost-effective way to update programs
- Accessibility to affordable programs and scholarships
- District/city visibility into program service coverage
- Data analytics to report on program outcomes
- An efficient cost model

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InPlay's Solution to Connect OST Stakeholders

School Districts
Cities/Funders

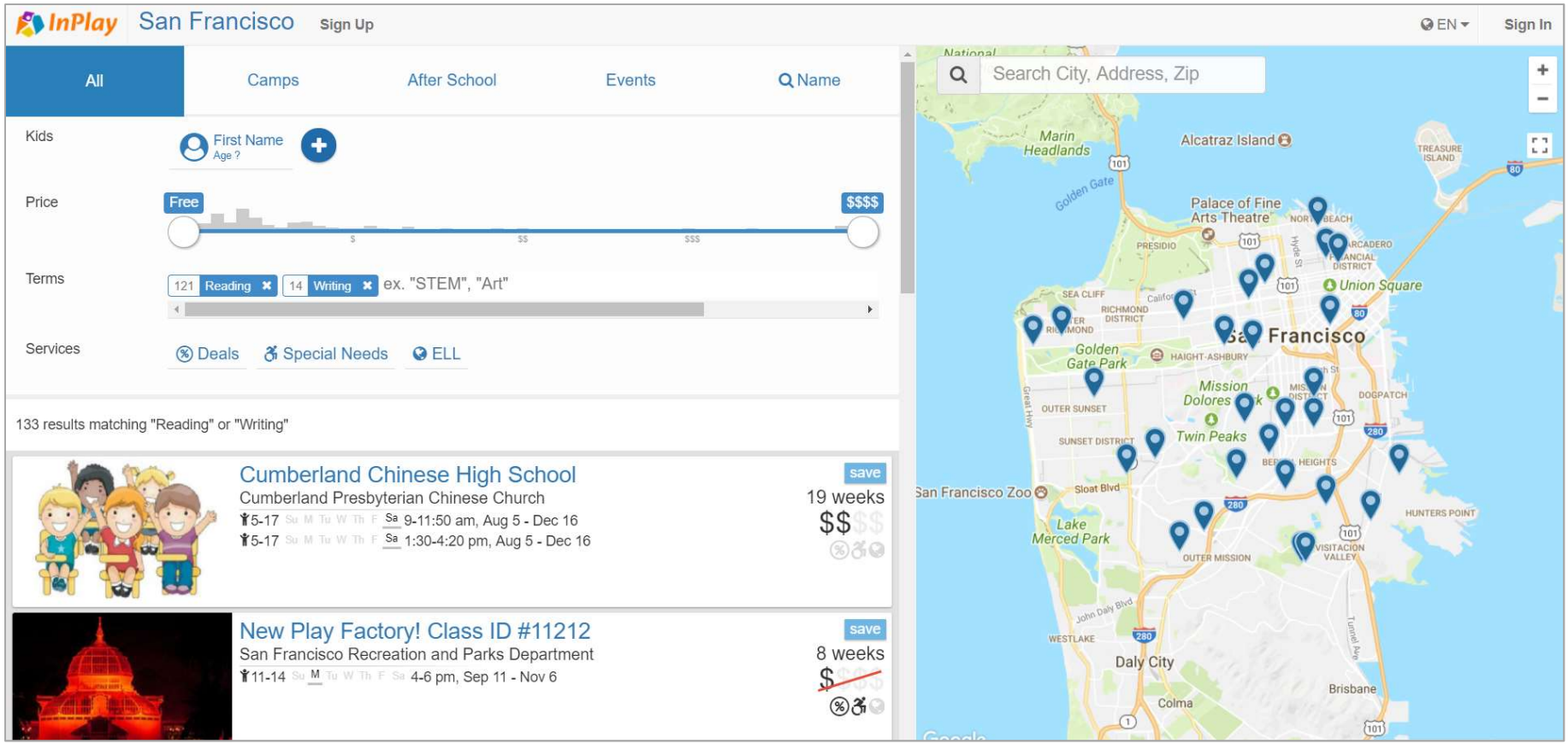
1. Searchable activity directory
2. Program data collection
3. Financial aid pre-qualification service
4. Map service areas & program recruitment

OST Network

Families

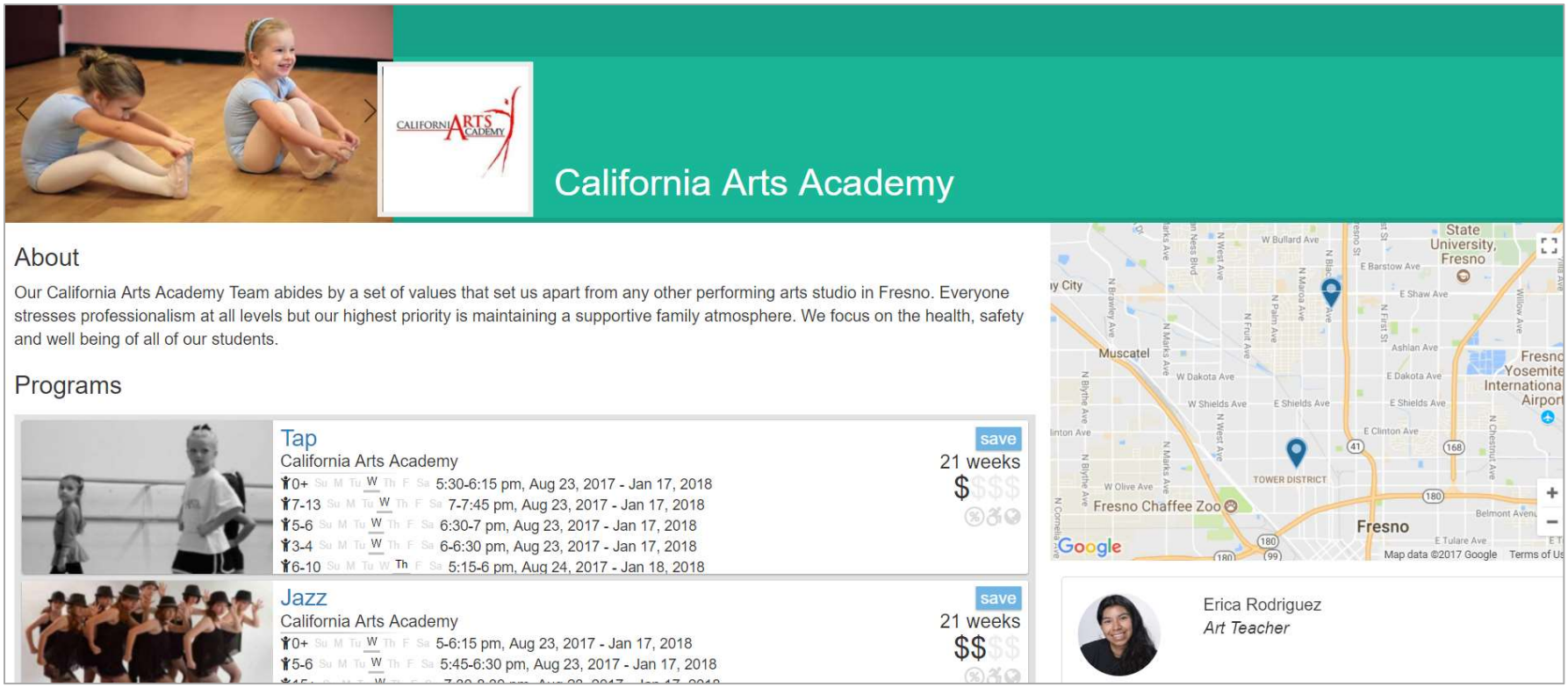
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1. A comprehensive, searchable directory that lists free & low-cost programs



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2. Cost-effective provider data ingestion, marketing and registration for +540 providers



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3. Financial aid pre-qualification service with 2-way, text-based communication platform

Need financial help for afterschool programs?

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Because learning doesn't stop after school

Dear Parent,

You are invited to participate in a special service for Bayview Hunters Point parents to help register your children for free and discounted afterschool programs.

This is a FREE service. Enroll in 3 easy steps!







1. Take a picture of this flyer
2. Make sure it is readable
3. Text it to 415-969-4090 so we know you received the invitation

Then you will:

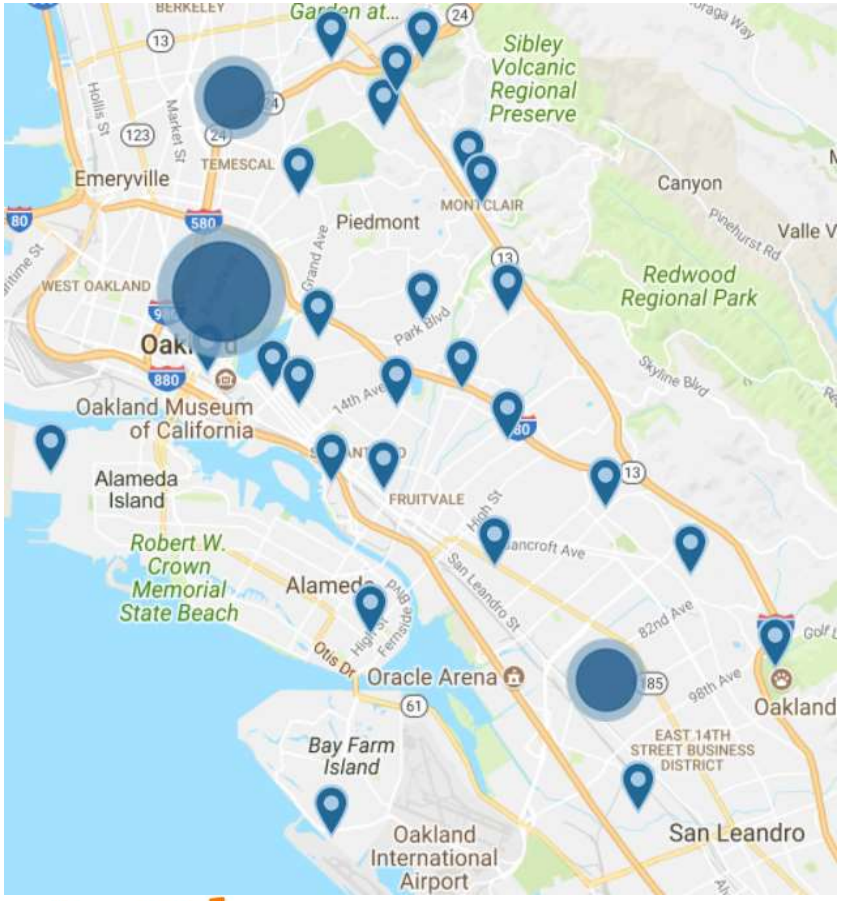
- Be automatically pre-qualified for free and discounted programs



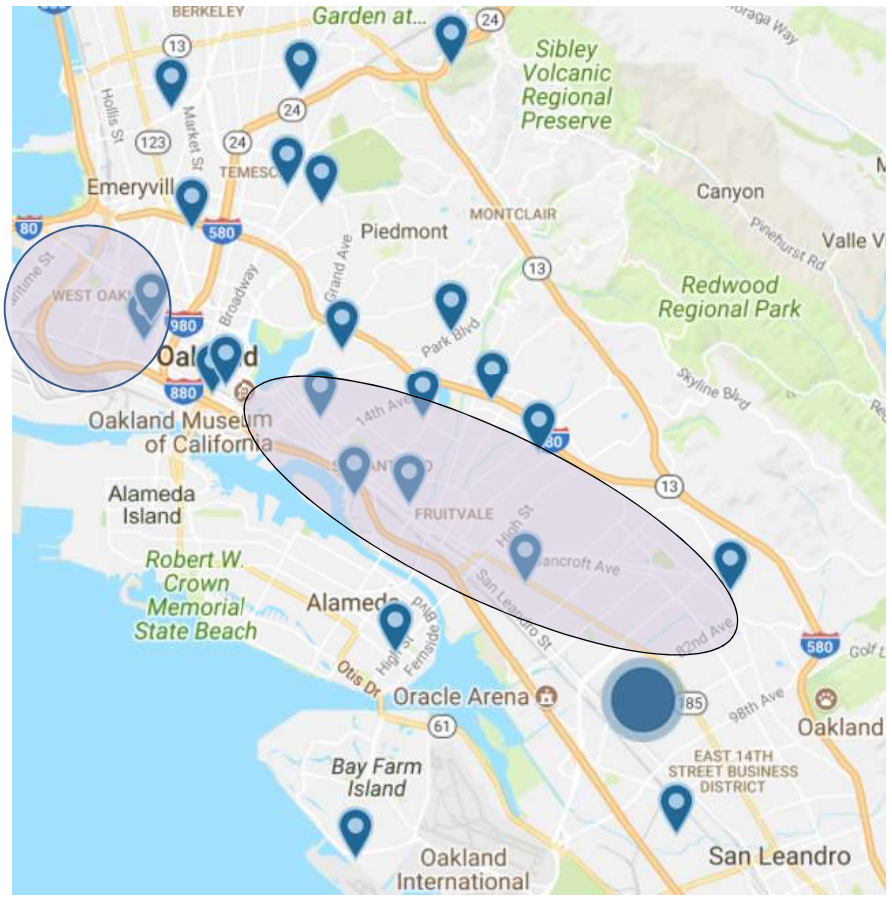
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4. Recruiting Service to Fill "Program Deserts" With More Affordable Programs

Ex. 5 year-olds in Oakland have 126 summer camp options if price is unlimited…



…but only 39 camps are free or low-cost (less than $160/week)



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Source: InPlay, Oakland 2017 summer camps for 5 Year-olds





Current District/City Sponsors

- Oakland
- San Francisco
- Fremont
- Fresno

Districts publicized site to parents

In Year 1, 13% of families used site with 40% returning later!

Our City-Wide Systems of Support Benefits Families and Districts

It's an easy site, very self-explanatory. I would definitely refer this to my friends!
Loretta P., Mother

As a single mom, I needed afterschool for my two kids so I can attend school. This spring I got the flyer for financial aid and submitted my letter. It was so easy!
Aresha D., Mother

Our partnership with InPlay strengthened our overall summer learning systems, enabling more families to get connected with a wide variety of summer programming across the city.

Julie McCalmont, Coordinator
Oakland Unified School District

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Can We Help You?

We're developing a cluster of cities/districts in Los Angeles County to launch Summer 2018.

In advance of an October Superintendents' luncheon, I would like to meet with you to demo InPlay's services, understand your OST needs, and see if your district would benefit from this initial cluster.

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