



**Member Position / Title:** Extended Learning Coordinator

**Member Immediate Supervisor:** Zakiya Cornish

**Days / Hours of Service:** Mon – Fri 10 a.m. – 6 p.m.

**Service Locations: Primary Office:** 3900 General Taylor Street STE 201, New Orleans, LA 70125

Although the responsibilities of the position will include visits to all of our partner sites in Orleans and Jefferson Parishes, the six schools/campuses we work most closely with are as follows:

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| 1. Young Audiences Charter School at Kate Middleton<br>417 Virgil Street, Gretna, LA 70053 | 2. Young Audiences Charter School at Crocker<br>2301 Marengo Street, New Orleans, LA 70115 |
| 3. Young Audiences Charter School at Burmaster<br>1000 Burmaster Street, Gretna, LA 70053  | 4. Morris Jeff Community School<br>211 S. Lopez Street, New Orleans, LA 70119              |
| 5. Lincoln Elementary for the Arts<br>1429 Ames Blvd., Marrero, LA 70072                   | 6. 2200 8th Street, Harvey, LA 70058   |

**Member Immediate Supervisor Title:** Director of Extended Learning

**Partner Organization Name:** Young Audiences of Louisiana

**Website:** [www.ya4la.org](http://www.ya4la.org)

**Organization/Agency Mission and/or Goals:**

For over 58 years, Young Audiences of Louisiana (YALA) has invested in the children of New Orleans, becoming the leading resource for arts education in the state by "inspiring, empowering, and uniting children and communities through education, arts, and culture." One of 31 YA affiliates nationwide, YALA's purpose is to: (1) provide students access to high-quality arts learning experiences that are integrated into the general school curricula; (2) place teaching artists in classrooms to implement diversified instructional strategies that fulfill the academic needs of all students, regardless of learning style or differences; (3) ensure that local students have access to safe, quality afterschool enrichment programs; (4) instruct local educators on proven arts-integrated pedagogical techniques through professional development workshops; and (5) prepare professional artists with the skills necessary to effectively enter the classroom. Although our programs, including afterschool, were transitioned to virtual during 2020 in response to COVID-19, YALA expects to resume in-person instruction during the 2021-22 academic year.

YALA serves a diverse and inclusive audience on local and regional levels. Educational programs and family events reach persons of all races, ethnicities, economic descriptors, ages, genders, and abilities. YALA's afterschool and summer programming serves students grades K through 12th, with an average of 80% of participants qualifying for the free and reduced lunch program.

YALA's program initiatives align with and support our institutional goals. Organizational goals are evaluated annually to ensure congruence with mission and YALA's strategic plan. Current goals include: (1) strategically grow YALA organizational staff to best serve current and future constituents; (2) develop new public programming in response to community demand; (3) improve customer service and stewardship of partners and stakeholders; (4) increase institutional visibility; (5) more effectively manage stakeholder and evaluation data to improve programming and promote successes; and (6) diversify revenue streams through fundraising and new business to increase institutional capacity.

**Program Mission and/or Goals:**

Many of YALA's current institutional goals center on increasing organizational capacity to serve our community

and to achieve these goals, YALA needs to do a more robust job of outreach to and communication with the families we serve. With the shift in a more “whole child” approach to education, demand for our services had greatly increased prior to the pandemic closures. We believe as schools reopen, our services will be more in need than ever: teachers will require creative ways to combat learning loss and students will benefit from artistic outlets to cope with the stress of the past year. As such, the mission of our Serve Louisiana program is to: "Increase YALA’s capacity for communication and meaningful dialog with Extended Learning Program families, partners, artists, and the community at large to more effectively and joyfully impact the students we serve." AmeriCorps program goals align directly with current institutional goals, with the exclusion of Goal 6 as it relates to fundraising.

**Community Need:**

YALA’s Extended Learning Program (afterschool and summer) is funded through a 21<sup>st</sup> Century Community Learning Centers grant, allowing us to offer the initiative free of charge for participants. We primarily work in three schools in Jefferson Parish (Young Audiences Charter Schools, Lincoln Elementary for the Arts, West Jeff High School) and two schools in Orleans (Young Audiences Charter School at Lawrence D. Crocker, Morris Jeff Community School) serving students K -12, but have a presence at a total of 15 schools and community centers. Our Extended Learning Program operates in partnership with New Orleans Recreation Development Commission at community centers across New Orleans neighborhoods during the summer.

YALA’s Extended Learning Program supports AmeriCorps’ Education and Economic Opportunities key areas, as experiencing a rich, well-rounded education leads to greater employment opportunities in the future. Access to quality out-of-school time programs is not equitable, meaning many lower-income students do not enjoy the same academic, enrichment, and athletic experiences as their more affluent peers. Often, in their efforts to provide for their families, caregivers must work in jobs that require them to be absent from the home during the afternoon or evening. Quality afterschool/summer programming alleviates the burdens of worrying about an unsupervised child or missing work to provide childcare, while supporting academic, artistic, and social/emotional growth.

**Member Position Summary:**

The Extended Learning Coordinator position will foster, strengthen, and streamline YALA’s relationships with our out-of-school time families and partner centers, thus creating a more accessible, welcoming, and effective experience for the 3,500 students we serve.

YALA’s current Extended Learning Programs department consists of a Director and an Arts-Integration Liaison who is responsible for working with our partner schools to make sure that our programs use the arts to support the academics that students are learning during the school day. The corps member will support in the following ways:

Technology: The Extended Learning Coordinator will research, develop, and implement new technology systems to streamline technological processes related to family registration, teaching artist on-boarding, artist timesheets, communications with participants, schools, and teaching artists.

Caregiver Communications: This position will also be responsible for both on-campus and electronic communications with site coordinators and families. Our programs serve a large number of families which has made comprehensive and sustained communication a challenge with our current limited staff. The corps members will develop and implement an overarching communications plan for afterschool/summer programs.

Outreach: YALA’s afterschool and summer programs for 2020 were virtual, with a few exceptions, due to COVID-19 restrictions and school closures. Many families elected not to participate, as students were fatigued from being online all day for virtual school. As schools transition back to in-person instruction, it is a priority for YALA to reconnect with our afterschool families – those that participated previously and new families.

Advisory Committee: The corps member will work with the Extended Learning team to develop an Afterschool/Summer

Advisory Committee consisting of parents/caregivers, educators, artists, and community members to improve services and increase community investment in out-of-school time learning.

**Artist Communications:** The Extended Learning Outreach, Communications, and Technology Manager will assist current program staff in the coordination of the teaching artists that work at afterschool and summer sites. Responsibilities include developing artist bio/headshots for the core members of the approximate 100 afterschool/summer teaching artists for promotion and communication with families, sharing pertinent information and answering questions, and ensuring that artists are compliant with state regulations for participating in afterschool instruction (current background checks, etc.).

**Program Development:** Working with the Extended Learning Program team, the corps member will work on special initiative programming for afterschool and summer sessions based on the specific needs of students at the individual sites. An example would be a “Monday Barber” program that brings a barber to the program to provide haircuts for students who struggle to afford them.

**Documentation and Collateral:** The corps member will attend afterschool sessions, special events, etc. to take photographs and videos for use in promotion and fundraising.

**Member Impact:**

The corps member will be the liaison to the families we serve in our afterschool and summer programs, opening the door to improving our work through feedback from families, better communicating the importance of arts in education, and increasing access to afterschool and summer programs that are vital to the wellbeing of students and the health of our community.

**Necessary Training or Training Plan to be implemented prior to Member Placement:**

YALA recognizes and respects that rigorous and ongoing staff development is critical to organizational success, and to our personal growth as nonprofit professionals and leaders. All onboarding staff participate in an orientation session conducted by their direct supervisor and have the opportunity to meet the YALA Board of Directors. YALA includes funds for professional development and employees are supported in their professional growth at the Board and Executive levels. Training specific to the new AmeriCorps member position will be as follows:

- Salesforce: YALA’s AmeriCorps member will receive comprehensive training on how to use the system to communicate with teaching artists and site coordinators.
- Customer Service Training: YALA’s AmeriCorps member will participate in introductory and ongoing customer service training in order to uphold our organization’s commitment to providing the highest quality services for our community.
- Storytelling/Documentation: Basic photography and video training will be provided so that the AmeriCorps member can photo-document programs for promotion and advancing partnerships.
- Adobe Suite: YALA will provide basic training on the use of Adobe InDesign as needed.
- Basic Event Planning: YALA will provide guidance on how to organize, execute, and evaluate special programs and events.
- Initiatives and Mission: Community outreach and partnership development require in-depth understanding of an organization’s history, mission, and initiatives.

**Essential Functions of Position:**

**Technology:**

- Analyze current systems for distributing, collecting, and organizing registration/application forms, surveys, artist payroll, and other afterschool/summer-related forms and for sending automated messages to families and teaching artists
- Research digital options for distributing, collecting, and organizing registration forms, surveys, and other afterschool/summer-related forms and develop recommendations for a system or systems that will accomplish the above tasks
- Create a database or databases to house parent contact information
- Meets with site coordinators to review new digital processes
- Develops and manages an online system for teaching artist payroll
- Begins entering teaching artists in Salesforce

#### Caregiver Communications:

- Analyze current communications efforts to determine “what works” and “where improvements can be made”
- Determine what types of caregiver communications are needed and develop a framework/strategy for individual schools and the Extended Learning Program as a whole
- Create a year-in-review slide presentation to showcase the afterschool program

#### Outreach:

- Seek out and coordinate opportunities to share information about YALA’s afterschool and summer programs including tabling events at school open houses, events, fairs, orientation, etc.
- Maintain supplies needed for tabling events, including signage, collateral, swag, tablecloths, etc.

#### Advisory Committee:

- Work with YALA leadership to develop a structure for the committee including number of members, meeting schedule, goals, roles/responsibilities, etc.
- Work with YALA leadership/staff and partner schools to identify and recruit potential committee members including educators, caregivers, students, community leaders, artists, etc.

#### Artist Communications:

- Work with artists to ensure compliance to state afterschool and summer regulations
- Develop bios for all afterschool/summer teaching artists for promotion and to share with schools and families
- Establish a procedure for artists to share their accomplishments for promotion and sharing
- Be the “point person” for afterschool/summer artist questions, needs, etc.
- Collect teaching artist timesheets and answers questions regarding artist payroll

#### Program Development:

- Work with Extended Learning staff and site coordinators to determine “specialty areas of support” for students at each site to inform the development of new program elements (Barber Mondays, etc., extra computer/tech support, etc.)
- Implement “specialty area of support” programs and evaluate their success

#### Documentation and Collateral:

- Photo-document or video programs and initiatives for outreach and promotional purposes

#### **Required Knowledge, Skills, and Abilities**

- Knowledge and experience in working with diverse communities
- Experience in marketing, education, the performing or visual arts, and public relations preferred
- Knowledge of schools and educational groups which impact youth learning
- Detail-oriented
- Demonstrated ability to communicate effectively both verbally and in writing
- Exceptional interpersonal skills
- Strong organizational and planning skills
- Knowledge and command of Microsoft Suite (including PowerPoint) and Google Suite (Including Drive, Sheets, Calendar, and Meet), Mailchimp, and Canva
- Availability to attend evening and weekend outreach when needed
- Flexibility to work independently and as part of a team
- Spanish fluency is a bonus

#### **Required Academic and Experience Qualifications:**

Candidates should have credits toward or be working on a bachelor’s degree, preferably in communications, community relations, public affairs, education, or nonprofit management. Experience within arts organizations or educational nonprofits preferred (volunteer positions acceptable). Spanish fluency is a bonus. This position requires a car or reliable transportation to locations in Orleans and Jefferson Parishes.