

	ACCESS	COMMUNITY WILL	MARKETING	RESOURCES	QUALITY
Schools could...	<ul style="list-style-type: none"> • Get demographic information to find transportation. • Fundraising class to class to help defray costs • Help build community events @ school • Provide space for OST programs free of charge 	<ul style="list-style-type: none"> • Advertise OST programs in school (even if it is not "school affiliated") • Provide transportation and/or facility • Lobby the school board for support around funds and endorsements 	<ul style="list-style-type: none"> • Announce what's happening • Provide access/web calendar for students, teachers, parents • Encourage kids to participate 	<ul style="list-style-type: none"> • Offer space for programs and storage • Survey youth about their interests and mail information with report cards about programs that match • Announce/advertise programs • Provide adult volunteers • Tell students about safe places to go • Promote programs through school assemblies 	<ul style="list-style-type: none"> • Define quality • Provide transportation (school buses) • Fundraise • Get youth demographics to help figure out locations • Help build community • Classroom donations
Youth could...	<ul style="list-style-type: none"> • Talk one-on-one to adults about supporting the cause • Carpool • Spread the word to friends • Use each other as resources • Show <u>everyone</u> your interest- talk about it 	<ul style="list-style-type: none"> • Reach out to friends • Ask parents to get involved • Set an example for peers by doing outreach and participating • Volunteer 	<ul style="list-style-type: none"> • Advocate for OST • Listen 	<ul style="list-style-type: none"> • Recruit volunteers • Be volunteers • Maintain enthusiasm • Evaluate projects 	<ul style="list-style-type: none"> • Outcry and refuse to go to unqualified programs • Define quality
I could...	<ul style="list-style-type: none"> • Offer rides • Collect donations • Help fundraise 	<ul style="list-style-type: none"> • Tell friends about OST • Present to people and groups who have influence • Organize and participate • Be the change I want to be • Have a voice • Volunteer • Spread the word • Be a positive influence • Have an open mind 	<ul style="list-style-type: none"> • Recruit others to participate---talk to student body, news reports • Help with younger organizations (role model/mentor/tutor/co-lead) 	<ul style="list-style-type: none"> • Set up volunteer programs for kids • Develop training for youth volunteers • Spread the word 	<ul style="list-style-type: none"> • Voice opinions at my program • Only participate in quality programs • Define quality

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Community organizations (for profits & non-profits) could d...	<ul style="list-style-type: none"> Find buildings closer to home Provide volunteer drivers Do more outreach efforts (start small then expand when resources are available) Maybe different schools or community centers could house classes put on by traveling team. Teams could provide a variety of programs...i.e., business skills, art, sports, etc., interview resumes, etc. 	<ul style="list-style-type: none"> Use their credibility to influence communities and government Partner Provide space and more locations Field trips Reasonable fees Develop ways for youth to be involved in governance Be a little more helpful toward organizing youth programs 	<ul style="list-style-type: none"> Include youth in marketing planning Collaborate across programs to expose youth to new opportunities Provide funding and donations 	<ul style="list-style-type: none"> Visit schools to recruit Donate time with free cable access Develop peace poles to sell Write letters to bigger foundations and bigger organizations asking for money and donations Apply for federal grants since they're free or ask the government for money since this will benefit the community. 	<ul style="list-style-type: none"> Come together to create quality standards Include youth in testing quality Go where youth are Less programs/more open doors
Parents & families could d...	<ul style="list-style-type: none"> Carpool Volunteer Get politically active when it comes to youth 	<ul style="list-style-type: none"> Pay taxes Give of their time Make OST a priority by making time for it 	<ul style="list-style-type: none"> Carpool + add other kids to activities Volunteer to pay for others - consider investment by kids Calendar on 'frig & encourage kids 	<ul style="list-style-type: none"> Assist with transportation and food Volunteer time to select a product, sell it, give profits to youth programs and have the state of MN match funds. Help find programs Could take part in the programs and encourage kids to be in the programs Come and visit the school 	<ul style="list-style-type: none"> Define quality Don't support non-quality programs Get involved in the decision-making process Carpool, volunteer Get politically active on behalf of youth Open their homes
Cities could d...				<ul style="list-style-type: none"> Provide more programs for variety Give out ads with newspapers Give money Provide sponsors & media coverage Arrange programs on local TV access 	<ul style="list-style-type: none"> Do a study to figure out locations Interact more with suburbs Get more involved - "primary events and experiences."

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The state could d...	<ul style="list-style-type: none"> Allocate/provide funding to ensure transportation is not a barrier to OST participation. Provide discount bus/taxi passes for youth who participate in OST activities Provide tax benefits for gas use for adults who volunteer their vehicle to drive youth to activities 	<ul style="list-style-type: none"> Provide \$\$ Establish policies Generate publicity campaign RE: OST benefits and to dispel generational misconceptions Promote benefits of OST Establish policies Provide money publicity 	<ul style="list-style-type: none"> Create umbrella organization to support MN OST Fund marketing efforts for OST (like Target Market) 	<ul style="list-style-type: none"> Spend more money on schools & stop laying off teachers Send money Require large corporations that make over a certain amount to donate ½% to OST to the state for distribution. 	<ul style="list-style-type: none"> Make requirements/ standards Define quality Require quality before funding
Additional comments & suggestions	<ul style="list-style-type: none"> Programs need to be creative in how they reach out to different communities based on demographics (e.g. culturally appropriate, inclusive) Programs need to be general in whom they're targeting to get all youth involved. Make a traveling program! i.e. art program in a van comes to different communities w/ a dark room, paints, chalk, etc. work w/youth in different communities, rotating locations. 	<ul style="list-style-type: none"> Communicate and work together Take interest in each other Make priority to get involved. Throw a yearly youth rally/carnival put on by local agencies—get the whole community involved or put on a walk-a-thon & youth could be pledged volunteer hours at their agency for walking by community members. Train youth & adults from different ethnicities on how to be inclusive in making a difference in the community. Provide pamphlets and on line info on how parents can become supporters for OST. 	<ul style="list-style-type: none"> Have a weekly OST update on the news Have an OST website that is accessible to all students which has info, pictures, & a calendar on it. On website, have a link that lets you put in your zip code to bring up the closest opportunities/ a pull down calendar. 	<ul style="list-style-type: none"> Form youth and adult committees for each community/county to give perspective & make decisions on OST and programming. This will ensure youth voice is heard & will close generation gap. We need outside help Youth need to reply more on each other than the adults in their community - "take matters into their own hands to make things happen." Create a board for youth by youth to make decisions regarding funding, etc. for OST Get visa/master card to create a card where for each person who uses it the company will give a certain % back to a foundation that will give \$\$ to programs that support OST. 	<ul style="list-style-type: none"> Instead of leaving the final definition of "quality" up to each group, maybe the youth should sit down and decide on ONE definition. What about a longitudinal research study? University students could lead this, learning how to research, while meeting a community need. Evaluations may provide validity increasing credibility & possible funding. Instead of adult leaders, there should be a youth leader who is trained to lead a youth group. We need a board that is statewide that is accessible to identify quality.

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Additional comments & suggestions		<ul style="list-style-type: none"> • Somehow at some point of time, both youth and adults need to trade places so youth can become adults and adults can become youth so there wouldn't be any misunderstanding about a certain situation. • Adults need to adjust their attitudes a bit when working w/youth (be looser) just as youth need to adjust their attitudes (language, focus, etc.) 			<ul style="list-style-type: none"> • The state needs an infrastructure to help sustain this. • Schools should have to or could partner w/ OST programs to ensure all student have access to opportunities. • Youth could get involved in decision-making around how to improve programs