



Friday Enrichment Program

Introductions: The Friday Enrichment Program and SOSS

My name is Shannon Daileader and I am the Friday Enrichment Coordinator for the City of Salida. My position has come to fruition through the generous donation of High Country Bank. Their relationship with Support Our Schools Salida (SOSS) and the City of Salida has been of great value. A great deal of thanks is due to these three entities for their support and advocacy for the children of Salida.

In Salida, Friday is a day when many working and non-working parents are looking for worthwhile activities for their children and when children can be attracted to things they see as fun and useful. With the help of High Country Bank, the Support Our Schools Salida organization supports the educational programs of the Salida Public Schools and is a resource for after school and Friday Enrichment child care activities. SOSS provides funds and referrals for educational programs and activities which have been under-funded by the normal operating budget. It is the mission of SOSS to provide a referral service and disseminate information to assist parents and students in obtaining quality child care activities as part of our community's Friday Enrichment program.

As the Friday Enrichment Coordinator, my job is to work with the Recreation Supervisor of Salida Recreation to promote Friday Enrichment activities for children under the age of 12 in the Arkansas Valley region. I promote activities through our "hub" website, www.salidarec.com/fridays. I also provide a link for this calendar and information via Facebook, chamber newsletters, the school district webpage, SOSS website, etc. I get information out through Mountain Mail articles and through Shout Point, the school district email system. I collaborate with local non-profits and local businesses to create CAMP Friday for our youngest students, ages 5-8 years old and work with Salida Recreation to manage camper registration, staffing, and materials.

History of the Friday Enrichment Program

When the 4-day school week first took effect in 2011, the community took an immediate role in stepping up to offer programs on Fridays. However, this uncoordinated effort produced lots of randomly scheduled, often competing programs that did not come close to covering a typical parent's workday. With the formalization of the Friday Enrichment program with the City of Salida, we have begun addressing these needs. Friday Enrichment is working to create an environment where programmers can increase enrollment by working together, stretching our funding by proactive scheduling.

Project Summary, Spaces, and Partners

Friday Enrichment is coordinated through the City of Salida Recreation Department. Support Our Schools Salida is our conduit for funding, receiving donations from High Country Bank, Moonlight Pizza, Amica's as our main financial partners.

Our major partnerships include the Boys and Girls Club, Guidestone, Greater Arkansas River Nature Association (GARNA), Articipate, the Maverick Potter, and Salida Circus. Part of the mission of each of these groups is to provide education and enrichment for youth. The people who lead Friday Enrichment programs are educating our children in real world skills, enriching their lives and supplementing their school education. Our smaller partnerships include local businesses we contract with for programming and independent programming outside of the Rec Department, including Western Archery, Salida Mountain Kids, and Absolute Bikes.

Friday Enrichment Programs utilize our partner spaces as well as the public spaces of Salida Recreation (the Scout Hut, Chisholm Park, etc.). We partner with the Salida School District for use of Longfellow Elementary, the Salida Community Center and Articipate studio, and the facilities of the Salida Recreation.

These partnerships increase the effectiveness of programming because we can share costs, avoid competition with one another, share transportation, and create one-stop shopping for parents in search of opportunities for their children.

Please take a look at the CAMP Friday flyer and the ShoutPoint document for the full scope of our Winter/Spring 2017 Semester Friday options. We strive to expand programming even further.

Friday Enrichment Program Activities and Target Population

Arts/Music	Outdoor Education	Health/Wellness
Sports/Recreation	Environment/Ecology	Acrobatics/Dance
Youth Empowerment	Language Learning	Literacy

The Target Population is all pre-k – 8th grade students.

Direct Impact: 881; Indirect Impact: 5000

These numbers are based on total number of children enrolled pre-K through 8th grade students within the Salida School District. There are also some children that are in private schools, though on a 5-day week do attend some of our programs. Homeschool children also enroll.

Project Needs

The Friday Enrichment Program seeks to expand and connect opportunities for students on Fridays. Excellent programs (though limited) are being offered, but what is presently hindering families is program cost and transportation to and from different programs. Salida does not have a public transportation system. Buses are available through the school system but the cost for a driver and rental fee make it unreasonable for many Friday programs. The Friday Enrichment program promotes the Monarch School Bus on Fridays and Saturdays and utilizes Chaffee Shuttle service for out of town program (for example, to Hutchinson Homestead). The limited options for transportation do hinder the ability of kids attending programs.

In addition, the Friday Enrichment Program is looking for funds to assist with instructor and material fees for free programs. If we have funding to support these programs in a way other than program fees, kids of different income strata will be able to engage each other in extracurricular activities, rather than being separated into those who can and those who cannot. This request fits with SOSS's mission to enhance the quality of education outside of the classroom setting and provide students with opportunities to be contributing citizens.

Capacity to Implement Funding

Programming for the Winter/Spring 2017 semester has already been implemented (see additional materials for details). We are always looking to add new programs, but we want to focus on building our program numbers. We feel that if we can have low to no-cost programs, we will increase our numbers. Because of the generous donations of our sponsors, we continue to offer scholarships for Salida Recreation sponsored programs, but there is only so much we can do.

High Country Bank has made it clear that they will continue to assist Friday Enrichment if we can secure additional funding to assist with fees, materials, and program costs. High Country Bank has pledged to match 50% if we attain our \$8,000 funding goal. We continue to make grassroots requests for donations.

Because funding is being requested from a non-profit which supports child care, there is a significant tax benefit for donors. If we have more local partners, we are in a better position to solicit more donations from our community. If we have a way to market our partners, other than monthly news articles and online media, we have a better chance of keeping our programs sustainable.