How Do You Promote the Value?

Administrators

- **Help the stakeholders** in your school and community to recognize that student activities are a bargain.

- **Determine what percentage** of your school district’s overall budget is devoted to supporting student activities. Share that information with all the stakeholders. Compare that with the national average of 1–3%.

- **Remind school board members, parents, and administrators** that student activities develop core social and emotional skills in ways the traditional curriculum does not.

- **Be a catalyst** for developing financial partnerships with local businesses, corporate sponsors, and community foundations.

- **Share the data** on college acceptance rates, career readiness, and civic-engagement benefits when asking for financial assistance and support from local businesses, corporate sponsors, and community foundations.

- **Collect, compile, and share data** about the real dollar value of community service hours contributed and funds raised by students to support local charities and causes.

- **Emphasize the long-term costs** of short-term cuts to student activities funding by pointing out the lost benefits and opportunities.

Teachers

- **Share the data** about the positive effects that student activities have on college acceptance rates, career readiness, and civic-engagement with your students and their parents.

- **Help the stakeholders** in your school and community to recognize that student activities are a bargain.

- **Determine what percentage** of your school district’s overall budget is devoted to supporting student activities. Compare that with the national average of 1–3%. Share that information with all the stakeholders in your community.

- **Remind school board members, parents, and administrators** that student activities develop core social and emotional skills in ways the traditional curriculum does not.

- **Be a catalyst** for developing financial partnerships with local businesses, corporate sponsors, and community foundations.

- **Emphasize the many benefits of involvement** in student activities when asking for financial assistance and support from local businesses, corporate sponsors, and community foundations.

- **Collect, compile, and share data** about the real dollar value of community service hours contributed and funds raised by students to support local charities and causes.

- **Emphasize the long-term consequences** of short-term funding cuts to student activities by pointing out the missed benefits and lost opportunities.
Advisers

• Show how your program supports the principal’s goals.

• Tie in with curriculum standards in as many areas as possible; connect to the curriculum for real-world practice of academic concepts.

• Tap into parental talents and networks.

• Write newspaper articles and send media releases highlighting your program.

• Partner with adult service organizations such as Kiwanis or Optimists whose goals include supporting the youth of the community.

• Connect with the local Chamber of Commerce and let them know you’d value their involvement in your program.

• Encourage students to find business sponsors for the activities they plan.

• Create an activities advisory board with members of business and industry from your community.

Parents and community Members

• Be a catalyst for developing financial partnerships between your school and local businesses, corporate sponsors, and community foundations.

• Share the data about the positive effects that student activities have on college acceptance rates, career readiness, and civic-engagement with your kids, with other parents, and with the members of your community.

• Emphasize the many benefits of involvement in student activities when asking for financial assistance and support from local businesses, corporate sponsors, and community foundations.

• Help the stakeholders in your school and community to recognize that student activities are a bargain.

• Determine what percentage of your school district’s overall budget is devoted to supporting student activities. Compare that with the national average of 1–3%. Share that information with all the stakeholders in your school and community.

• Remind school board members, elected officials, and other community members that student activities develop core social and emotional skills in ways the traditional curriculum does not.

• Emphasize the long-term consequences of short-term funding cuts to student activities by pointing out the missed benefits and lost opportunities.