

American Graduate Community Meeting

Monday, October 22 10 AM to 11:30 AM
United Way of Central New Mexico

Notes

Introduction, Welcome, and Today's Goals by Laurel Wyckoff

Attendees:

Randy Woodcock of United Way
Vernon Butler of Families United for Education
Bahati Ansari of Robert F Kennedy Charter
Marvin Johnson of District Attorney's Office
Melissa Harris of Generation Justice
Kay Provolt of Jobs for America;s Graduates - NM Rio Grande HS
David Cox of Horizon Academy West
Angelo Gonzales of UNM CEPR
Jennifer Cornish of Robert F Kennedy Charter and Central NM Community College
Judy Baca of Department of Health
Judy Young – Gordon Bermell Charter School (?)
Hanh Nguyen – Family Advocate
Robert Baade of Robert F Kennedy Charter
Kay Monaco of Hogares, Inc
Michael Kamins of New Mexico PBS
Theresa Spencer of New Mexico PBS
Rose M. Poston of New Mexico PBS
Hollie Lovely of New Mexico PBS

What is Public Media Doing Now?

Viewed local production on dual language and introduced stories collected for future videos. In production are segments on NACA will be produced to see what barriers native students are facing and on Rockin' Rhythm at Jefferson Middle School.

Priority Results of survey:

About 25 people responded to our American Graduate sustainability survey. While nearly all the components of the initiative were deemed important, some were rated more highly than others

1. Youth Media Creation--Generation Justice
2. Public Awareness Campaign--Spanish and English radio, Comcast spots
3. Early Childhood Focused Work
4. New Mexico in Focus

5. Digital resources
6. Community Events—Town Hall discussions
7. Engaging community online (online public resources)

Open ended responses:

How else could we use new media and social media to advance solutions to our dropout crisis? (9 Responses)

- Find H.S. dropouts who never graduated and who are willing to speak to NM's kids about their current living situation or socioeconomic status, and what they should have done, would have done differently had they only known what they now - 'life ain't fair'.
- Invite attendees at workshops or conferences to become a follower of the social media sites. Offer an incentive to do so (poster, book, etc).
- Continue to stay up with the latest in "New Media and Social Media." I believe that this area is constantly remaking itself.
- Create a campaign to Graduate! Get more youth voice involved in this topic. They are the ones who know what is going on and their voice can help better reach others.
- Sharing stories of those who have come back and why. Share the success that goes on every day
- Just continue to have hope and staying engaged with youth.
- Using dramatization bits on the importance of internal family support of the students efforts and engaging & assisting their children with homework and field trips.
- Train key parent participants from Family United for Education (in Albuquerque) to start the "seed", water "it", in a couple of years "sow".
- Documentary interviewing success stories of real people in this community.

What else could your public media station do to help students to graduate from high school?

- Keep the pressure on elected officials, NMPED, school boards and parents of school-age kids to change the way New Mexico handles truancy, statewide testing and parent accountability.
- Make sure the youth videos and other resources can be accessible to those that do not have internet access or broadband capabilities.
- Continuing to raise awareness is key. Attend college fairs across the state to promote the work you do and to offer students ways to "spread the word" to their peers, again, thru social media.
- Continue to point out success stories in the community. Highlight teachers and practices that are working. Also make more real world connections to the importance of graduating.
- Internships
- some types of social gatherings, teen dances maybe free tickets to social or sports events as rewards for doing good in school
- Keep hammering the notion of declining "baby boomers" so the jobs will be there IF the students are educated and prepared for those vacancies.
- Bring more youth to speak. Find a way to help "youth" get on the school boards.

- Big brother/big sister type of mentorships developed

Small group discussions—Sustainability Top Four Priorities:

1. Youth Produced Media
2. Public Awareness Campaign
3. Early Childhood Education
4. New Mexico in Focus Shorts

1) Youth Produced Media:

- a) **What are some ideas for using the media?** Show the videos in elementary and middle schools during assembly or TV in the classroom; continue to air on other stations; billboards; collaborate with other initiatives
- b) **How do we demonstrate impact?** Ask youth involved about impact on family and friends; impact people with video; wider circle of friends
- c) **Where are Resources?** Other groups working with youth to combine work together; align efforts; resources from NM Film tax break; Hispanic Chamber of Commerce and business community; New Mexico Business Roundtable; United Way Education Initiative; Charter schools; CNM; Clear Channel donate space; Legislative Initiative (Youth Alliance)
- d) **Who else do we partner with?** Clear Channel; Hispanic Chamber of Commerce; schools

2) Public Awareness Campaign

- a) **What are the most effective channels?** Facebook; cable; face-to-face communication; YouTube; Hulu; CW channel, school broadcast program; school newspapers with series on staying in school or positive role models
- b) **How do we demonstrate impact?** Youth surveys to measure advertising effort; track number of users; surveys; focus groups
- c) **Where are resources?** Partner organizations that work with youth and can deploy common messages and help measure impact; local broadcasters; local advertising agencies may be willing to contribute in-kind support to help with branding; United Way Education Initiative, Lumina Grant
- d) **Who should we partner with?** Early Childhood providers; journalism department at schools; cable satellite networks, local networks; local high school alumni to highlight role models; United Way of Central New Mexico's Education Support Initiative; Generation Justice; Unidos Project. Would like to blanket the community. PBS could be a catalyst to work with other media stations CW and cable. Face to face like Generation Justice so youth could participate in conversations.

3) Early Childhood Professional Development

- a) **Which audience(s) should we target?** Children of young parents; childcare providers; home visiting programs, reach an audience of both parents and children
- b) **How do we demonstrate impact?** Monitor and evaluate

- c) **Where are resources?** Matching funds; investing in programs that are doing this
- d) **Who should we partner with?** St. Joseph home-visiting program; New Mexico CYFD; statewide collaborations

4) Short Segments (mini documentaries)--New Mexico in Focus Shorts

- a) **How can we expand the audience?** Reach out to major employers for their commitment to community; Intel, police department; hospitals, fire department; talk about American Graduate during NMPBS pledge drives
- b) **How do we demonstrate impact?** Create benchmarks with assessments; develop one-on-one relationships;
- c) **Where are resources?** Sandia Laboratories; Intel, UNM, Science Central sponsors
- d) **Who should we partner with?** Parent organizations; community groups; churches

Announcement - Community Cinema: *As Goes Janesville*, free public screening on Wednesday, October 24 from 7:00pm-9:00pm. Doors open at 6:30pm at the Kimo Theatre. An interactive discussion will follow.

Next meeting will be November 19, same time and location.

Thanks to everyone for your time and willingness to partner with New Mexico PBS.

*****Meeting concluded*****