

Attendees:

Sharon Tenorio of Big Brothers Big Sisters
Randy Woodcock of United Way
Vernon Butler of Families United for Education
Suzan Reagan of NMDWS
Bahati Ansari of Robert F Kennedy Charter
Franklin Schargel of School Success Network
Chi-Hsin Chang of New Mexico Asian Family Center
Marvin Johnson of District Attorney's Office
Melissa Harris of Generation Justice
Kay Provolt of JAG NM Rio Grande HS
Rick Albright of RAES
Kristin Johansson of ATF
David Cox of Horizon Academy West
Franz Joachim of New Mexico PBS
Rose M. Poston of New Mexico PBS
Hollie Lovely of New Mexico PBS
Jodie Douglass-Parker of New Mexico PBS

What is Public Media Doing Now?

American Graduate Day September 22 broadcast from WNET New York will broadcast on KNME Channel 5 from 1:00pm-5:00pm. ON SCREEN is the message: Become an American Graduate Champion! Call 1-800-313-2477 or visit americangraduate.org/champion". We will receive any contact information from the national hotline. National partners include: ACE Mentor Program, Big Brothers Big Sisters, Boys and Girls Club of America, City Year, Communities in Schools United Way, YMCA.

New Local Television Content: viewed excerpt from *Art and At-Risk Youth* which aired on August 18 on Public Square. Relates to community priority *student engagement*.

National Content: *Frontline DROPOUT NATION* on Tuesday, September 25 @ 8:00pm-10:00pm

Community Cinema: *Half the Sky*: FREE public screening on Wednesday, September 26 from 7:00pm-9:00pm. Doors open at 6:30pm at the KiMo Theatre. An interactive discussion to follow on women's economic empowerment in New Mexico moderated by Sophie Martin, Editor of the UNM Law Journal and frequent panelist on "The line" part of New Mexico in Focus..

Sustainability discussion:

Components of American Graduate: What should we sustain? What are the priorities?

- Broadcast Programs (New Mexico in Focus segments, Public Square, etc.)
- Public Awareness Campaign-Spanish and English radio, Comcast spots, KASA Fox 2, New Mexico PBS channels including Vme

- Youth Media-Generation Justice
- Online/Web Strategies/Social Media
- Early Childhood Focused Work-not officially part of American Graduate but vital to getting kids ready to learn and succeed in school
- Community Engagement
- Teacher Training and Digital Resources for the classroom –NM PBS LearningMedia
- Community Events/Town Hall discussions

New Mexico In Focus:

- RFK Charter High School
- Citizen Schools
- Next gen High School
- Gordon Bernell Charter School
- AVID
- Elev8
- NACA
- Dual Language Education
- Working Classroom
- Rockin' Rhythm
- Teacher Town Hall & ½ hour leadership to follow-up
- 3 half-hour segments yet to come

Public Square:

- Preventing Family Homelessness, coming up September 27 @ 7:00pm
- Art and At-Risk Youth (available online)
- Teen Suicide
- Access to Childcare
- Special Needs Education
- Bullying
- New Mexico Drop Out Rate
- Opiate/Heroin Addiction
- Preventing Childhood Obesity, Promoting Healthy Weight
- Hunger
- Teen Pregnancy
- Improving Graduation Rates in Albuquerque's South Valley

Public Awareness Campaign:

- Print-Ventana (New Mexico PBS monthly program guide)
- Community Message spots on all four channels, including Vme
- Media buys—radio spots, Comcast cable, Kasa Fox2, KANW
- Online media-website, links to resources and partners, and social media

Youth Media Creation:

Generation Justice offers “Little Feet Walk Loud” early childhood trainings: youth training about early childhood education (brain development, socio-emotional, indicators). Participants understand why early childhood development is not just about babies--it’s about your whole life.

Online Digital Engagement Strategy:

NM PBS American Graduate Site: contains local content, local engagement resources, national content, social media, blogs and forums.

Raising Readers site: contains reading tips, activities, Super Why Reading Camps, Martha Speaks Reading Buddies, The Electric Company, resources, and research. NMPBS will continue looking for partners for these programs.

Community Partners Take the Lead

- Teachers/schools
- Nonprofit organizations
- Advocacy groups
- Economic groups and think tanks
- Family/parent groups
- Youth groups
- Faith organizations
- Foundations & sponsors
- Employers
- What’s the best way to use these incredible resources?

Digital Resources for Teachers/Teacher Professional Development: Mission US, NMPBS LearningMedia

Community events can be done in the community, such as: Community Town Hall Discussions, Teacher & Community Town hall, Parent & Educator Town Hall, Other?

Discussion: A suggestion was made to do more youth oriented activities by working with a journalism class or maybe broadcast snippets on their radio station; another suggestion was made to package different ideas and do outreach to the youth market by providing different booths at the parks in Albuquerque.

Laurel will be distributing a survey to see what else could be done for American Graduate.

Next meeting will be October 22, same time and location.

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

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