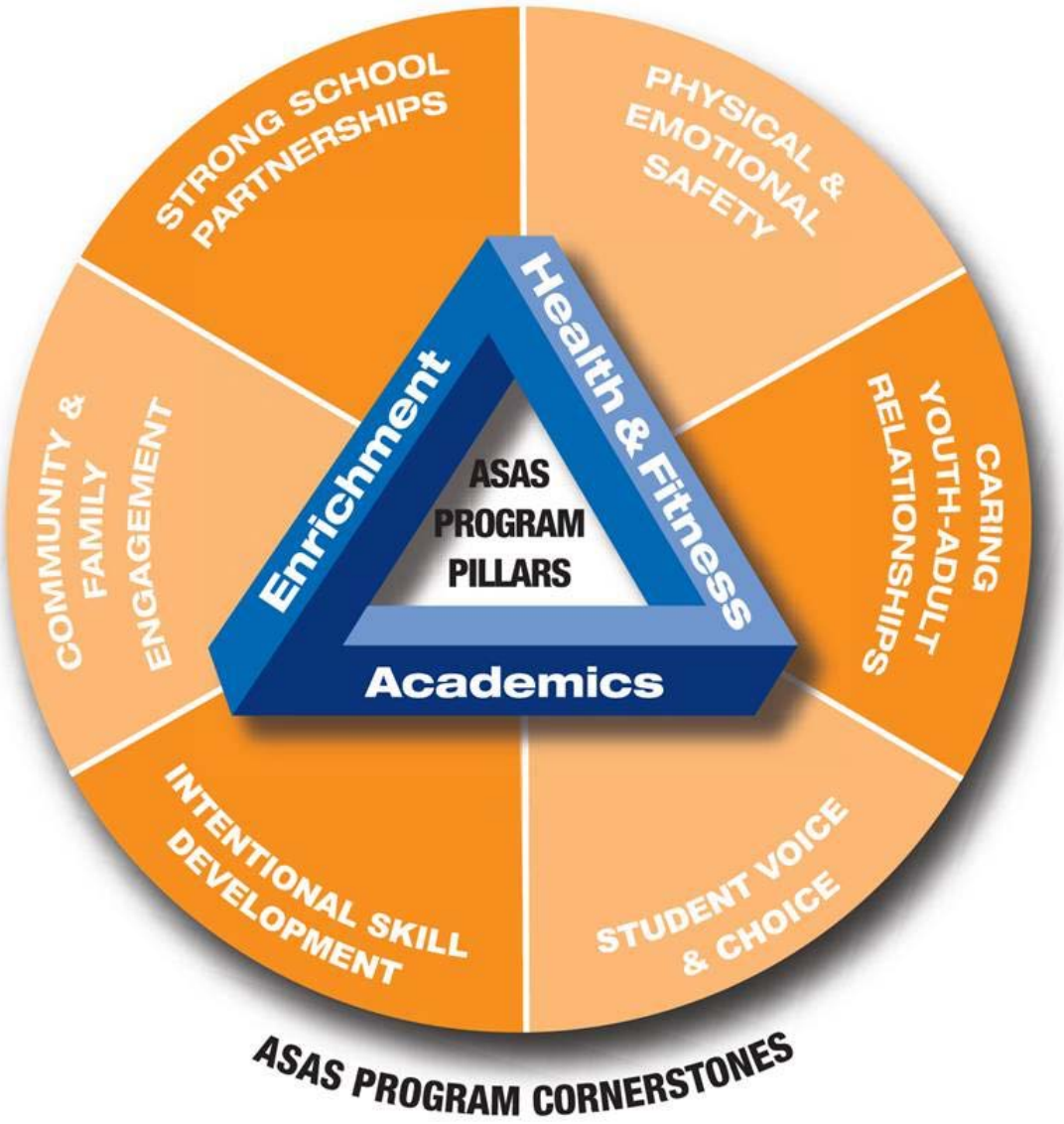
From Program Providers to Solution Providers

After-School All-Stars provides free, daily, comprehensive after-school programs that keep children safe and help them succeed in school and life.

Who ASAS Serves

- Serve 81,404 students
- 453 schools in 12 cities from NYC to Hawaii
- 451 schools are Title I
- 87% of kids qualify for Free and Reduced Lunch
- 50 / 50 gender split
- 63% Middle school students; 36% Elem
- 51% Latino, 32% Black, 10% White, 5% Asian, 2% other

The ASAS National Program Model



What we do is great, but America is asking more from us

ASAS National Initiatives

America's Economic Crisis

- 9.5% national unemployment
- Record mortgage foreclosures
- Automation, Outsourcing and Abundance – Dan Pink, A Whole New Mind
- Preparing kids for jobs yet to be invented
- Basic skills students need in knowledge economy: critical thinking and problem-solving; communication skills; ability to collaborate – Tony Wagner, Global Achievement gap

Shift Happens

ASAS CEO Program

- CEO: Career Exploration Opportunities
- Career Interviews tied to Enrichment Plan
- Personal Finance, Workplace Skills, Entrepreneurship and Problem-Solving Skills

Enrichment to Careers

Brainstorm

Workplace Skills

Build a Resume, Elevator Pitch

Don’t forget a thank you note!

Dear _____:

Thank you for taking the time to meet with me at _____ on _____.

I am very interested in your company and the work you are doing. I am excited about this opportunity and I look forward to speaking with you soon.

Sincerely,

_____

C·E·O

CAREER EXPLORATION OPPORTUNITIES

Career Exploration Visits

Examples from ASAS Las Vegas and San Diego

C·E·O

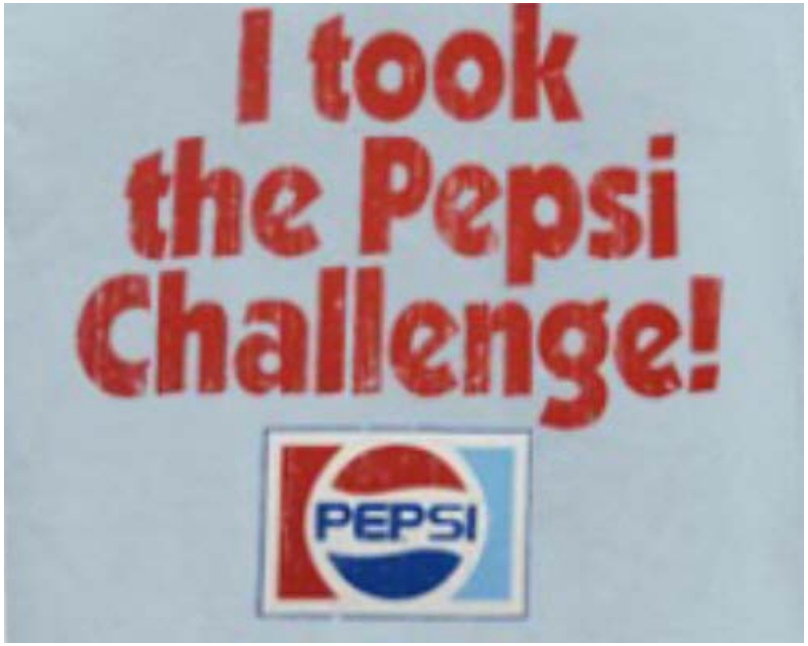
CAREER EXPLORATION OPPORTUNITIES

Leadership & Problem-Solving

Coke vs. Pepsi

A Harvard Business School Case Study

Coke vs. Pepsi



Personal Finance

M&M Savings

Career Exploration Examples

- ASAS NY
- ASAS National–Skechers

Thank you!

Please keep in touch!

www.afterschoolallstars.org

"When an adult asks a student 'What do you want to be when you grow up?', a student should feel free to say to the adult, 'can you please let me know my options?'" - Justin Weir, Director, Hoops & Leaders Basketball Camp

C. E. O.

Career Exploration Opportunities Program

AFTER-SCHOOL ALL-STARS: PREPARING STUDENTS FOR A CHANGING ECONOMY

Today's middle school students are growing up in an economy that is globally competitive and rapidly changing. Technology is making many traditional, well paying fields obsolete while creating entire new job sectors never dreamed of 10 years ago. The recent trends of outsourced jobs overseas, high unemployment, increased bankruptcy rates, financial scandals, credit card and mortgage defaults underscore the difficult economic times in which we live.

Long gone are the days when one person can enter the work force and expect to spend their whole career with one company. Today the US Department of Labor notes that the average US employee will have between 7 and 14 jobs during their career. Dan Pink, author of *A Whole New Mind*, asserts that in light of these changes successful workers in the future shouldn't just prepare for one job but instead be prepared to use and develop more of their own personal creativity, empathy, flexibility, interpersonal, leadership, and entrepreneurial skills than ever before.

Middle school is not always the perfect time in life for a person to choose their career. However, it is a great time for students to begin learning and exploring different life and career options.

After-School All-Stars CEO Program: Career Exploration Opportunities Program

To help the 80,000 students of After-school All-Stars (ASAS) thrive in a changing economy, ASAS is developing a national **Career Exploration Opportunities (CEO)** program. **CEO** will be designed for middle school students and piloted in middle school after-school programs across the country. **CEO** is designed to be a yearlong curriculum offered twice per week.

CEO Program Objectives:

1. Students will understand basic money management principles
2. Students will understand how to start and run their own business
3. Students will understand and demonstrate professional conduct in a workplace
4. Students will understand the role of government in shaping the economy
5. Students will develop mentors and see businesses in real life
6. Students will develop real world leadership and problem solving skills.

THE CEO CURRICULUM

There will be six main sections to the **CEO** curriculum. Each section will include six fun activities covering essential skills related to that topic. ASAS will partner with existing organizations with specific experience and expertise in relevant areas for the benefit of our students.

PERSONAL FINANCE

The Need:

- Credit card defaults and personal bankruptcy rates increased significantly in 2010
- Repossessed and foreclosed homes in inner cities double that of those in other neighborhoods.

- Low income urban residents are more susceptible to predatory lending

The Curriculum:

- Students will learn about banking, budgeting, spending, borrowing, saving, credit cards, and investing

Potential Program Partners:

- Operation Hope, Junior Achievement, FDIC, Council on Economic Education, Stock Market Game

ENTREPRENEURSHIP

The Need:

- It is often said that "big businesses shed jobs and small businesses create Jobs"
- Entrepreneurship is a major driver of our economy and we want students to know they can create businesses they are passionate about
- A Harvard research study noted that studying entrepreneurship at an early age leads to a 32% increase in the interest of college and a 32% increase in occupational aspirations

The Curriculum:

- ASAS students will learn the steps for creating and running a small business. They will learn how to identify a business need, do market research, create a product, negotiate, market and sell
- Students will also learn about social entrepreneurship - using business skills to solve community problems
- Student teams will create, write and present their own business plans

Potential Partners:

- National Foundation for Teaching Entrepreneurship, National Lemonade Day, Endowment for Financial Education

GOVERNMENT and the ECONOMY

The Need:

- Most citizens do not understand the role government plays in the economy. As result, there is often anger, confusion and mismanaged expectations directed towards government
- Lack of information makes it is hard for citizens to access resources or help change policies

The Curriculum:

- Students will learn about how government creates and regulates money
- Students will learn about taxes and government powers to fix and monitor financial markets, create jobs and spur economic development
- Students will learn how government leaders and policies can affect the economies of a city, state or country and how countries do business together

Potential Partners

- Securities and Exchange Commission, Federal Reserve Bank, IRS and local Economic Development Corporations

WORK PLACE SKILLS

The Need:

- A 2006 survey of Human Resource professionals found 70% of survey participants cite deficiencies among incoming high school graduates in "applied" skills such as professionalism, work ethic, personal accountability, punctuality, working productively with others, time and workload management
- Research by Harvard Professors Dick Murnane and MIT's Frank Levy notes that successful future workers must be self-motivated, communicate and work well with diverse groups, and be able to connect disparate ideas and stakeholders

The Curriculum:

- Students will learn how to use Microsoft Office programs. Students will learn how to dress and act professionally in an office environment, properly write email, answer a phone, lead a meeting, make a presentation, conduct an interview, write a resume, cover letter and thank you note

Potential Partners:

- Year Up, Dress for Success, University Career Planning Centers, Partnership for 21st Century Skills

ROLE MODELS and SITE VISITS

The Need:

- Peter Cove and Lee Bowes, founders of AmericaWorks, note that most workers find jobs through personal relationships with people they know
- Mentoring Partnership notes few successful professional reach their goals without strong mentors
- Rarely are low income urban students exposed to an array of role models from their communities who can serve as mentors and offer insight and advice on the world of work

The Curriculum:

- Students will learn about jobs through field trips to businesses related to their enrichment activities
- Students will learn about leadership through interviews with local business leaders at their offices
- Students will create and learn from career panels on the government , business, non-profit sectors

Potential Partners:

- SPARK, Coro, Young Presidents Organization (YPO), US Chamber of Commerce, Society of Black Engineers

HARVARD BUSINESS SCHOOL CASE STUDIES

The Need:

- Many students appreciate learning new skills through real world, hands on problems and activities.
- Harvard Business School is the leader in teaching real world business skills through the case study method but only offers its cases to college and graduate students
- Students enjoy learning about problems facing companies and business leaders they know

The Curriculum:

- Students will learn creative problem solving and analytical skills through the case study method
- ASAS will make Harvard Case Studies on Nike, Coke, Apple, Starbucks and Nintendo
- Students will discuss and act out the case, identify the problems and discuss solutions
- Local MBA students will be invited to mentor our students and facilitate the discussion of the cases

Potential Partners:

- Local business school students, Harvard Business School Alumni Associations

PROGRAM EVALUATION

- After-School All-Stars will administer pre- and post-surveys to measure how much students have learned from participating in the CEO program
- After-School All-Stars will track the number of students who attend the CEO program and the number of staff who are trained to use the curriculum
- After-School All-Stars will work with its national evaluation partner, Learning Point Associates, to perform a national multi-phase, multi-year evaluation of the academic and social emotional impact of this program on students
- The data from the evaluation will be used to strengthen the curriculum and secure more support to expand the program