

**Empower Youth Success 2024**

**NYS Community Schools  
Resilience & Equity Conference**

# Exhibit & Sponsor Opportunities



## WHY COMMUNITY SCHOOLS?



### 1 COMMUNITY SCHOOLS WORK.

- The Community School strategy is a cost-effective way to maximize multiple resources and funding streams to transform a school into a place where educators, local community members, families, and students work together to strengthen conditions for student success.
- By leveraging funds and resources that would not otherwise be available to schools, the community schools strategy creates a strong “return on investment” by ensuring that the funds can be leveraged efficiently and effectively to meet students’ needs.
  - ▶ A 2019 [study](#) shows that each \$1 invested in the Coordinator returns approximately \$7.11 in net benefits.<sup>1</sup>
  - ▶ New York’s Rome Connected Community Schools program reported an even higher ROI upward of \$20 for every \$1 invested in community school initiatives.<sup>2</sup>
  - ▶ In NYC, UFT’s United Community Schools data showed that a \$100,000 investment to hire a community school director can bring in more than \$600,000 in services and grants to the school community.<sup>3</sup>



- A RAND report published in 2020 shows that the community school model is working in New York City. Among other positive findings, New York City’s community schools were found to have:<sup>4</sup>
  - ▶ A positive impact on student attendance in all school levels
  - ▶ A reduction in disciplinary incidents for elementary and middle school students
  - ▶ A positive impact on math achievement and credit accumulation in the third and final year
  - ▶ Improvement in school climate for elementary and middle schools.

# Empower Youth Success 2024

## 2

### COMMUNITY SCHOOLS MEET NEEDS.

- If students are coming to their classes hungry; dealing with stress; lacking adequate mental or physical health care; or dealing with other social-emotional or hardships, it will only be that much harder to focus on academics. Community schools address these barriers and support all students in holistic and integrated ways.
- Community schools effectively leverage well-established partnerships built on trust to mobilize their community in times of uncertainty or hardship. These partnerships can often ensure that things like [food, books, diapers for families with young children](#), and other necessities are available to those who need them, or that when a child experiences a loss of a parent or caregiver due to death or illness, they have a support system.<sup>5</sup>
- Community schools can leverage funding streams and local partnerships to provide additional mental health services to meet the needs of students, including mental health care through School Based Health Centers.
- Throughout the COVID-19 pandemic, community schools were able to mobilize quickly and effectively to support the social, emotional, physical, and learning needs of students and their families as outlined in [Community Schools, An Effective, Evidence-Based Strategy for Reopening New York Schools](#).<sup>6</sup> Community Schools tap into their strong relationships, relational trust, agility, and coordination to help schools and their communities [better respond to and recover from the pandemic](#).<sup>7</sup>

- Attendance data shows that we have a crisis in attendance and engagement in schools. We need to bring in extra hands to ensure schools can reach out and build relationships. Core principles integral to community schools, including leveraging partnerships, reliance on data, and focus on family engagement have [positive impacts on school attendance in many cases](#).<sup>8</sup> The [2020 RAND report](#) on NYC Community Schools found improved attendance in all three years of the study.<sup>9</sup>

## 3

### COMMUNITY SCHOOLS ARE HYPER-LOCAL.

- Community schools engage local educators, partners, families, and community members in a deep and collaborative process to develop a comprehensive understanding of local needs and assets.

## 4

### COMMUNITY SCHOOLS ARE EVERYWHERE.

- Community schools work in any setting; rural, suburban, or urban, because it is place-based work that is locally contextualized and adapted based on a community's needs.
- The funds made available through public funding can make it much easier for any school to become a Community School. There is a strong field with a great deal of expertise that is ready to help students in our communities do better academically, prevent mental health issues, and support the whole community's capacity to thrive.

<sup>1</sup> (Bloodworth, Michelle R., & Horner, Anna C. (2020). "Return on Investment of a Community Schools Coordinator: A Case Study".

Apex & ABC Community School Partnership. Retrieved from [https://www.communityschools.org/wp-content/uploads/sites/2/2020/11/ROI\\_Coordinator.pdf](https://www.communityschools.org/wp-content/uploads/sites/2/2020/11/ROI_Coordinator.pdf))

<sup>2</sup> (Future ForwardNY. (2022). Public Schools as the Centers of Our Communities. Retrieved from <https://futureforwardny.org/section>)

<sup>3</sup> (Future ForwardNY. (2022). Public Schools as the Centers of Our Communities. Retrieved from <https://futureforwardny.org/section>)

<sup>4</sup> (Johnston, W. R. et al. (2020). "Illustrating the Promise of Community Schools: An Assessment of the Impact of the New York City Community Schools Initiative".

Rand Corporation. Retrieved from [https://www.rand.org/pubs/research\\_reports/RR3245.html](https://www.rand.org/pubs/research_reports/RR3245.html))

<sup>5</sup> (Reuben, J. (April 18, 2022). Community Schools can Help Superintendents Transform Education. Community Schools Leader Insights. Brookings Institution. Retrieved from <https://www.brookings.edu/blog/education-plus-development/2022/04/18/community-schools-can-help-superintendents-transform-education/>)

<sup>6</sup> ("Community Schools, An Effective, Evidence-Based Strategy for Reopening New York Schools". (2020). New York State Community Schools Network. Retrieved from <https://networkforyouthsuccess.org/wp-content/uploads/2020/08/COMMUNITYSCHOOLSREOPEN.pdf>)

<sup>7</sup> (Long, C. (August 27, 2020). How Community Schools Were Better Prepared for COVID-19 Crisis. National Education Association (NEA). Retrieved from <https://www.nea.org/advocating-for-change/new-from-nea/how-community-schools-were-better-prepared-covid-19-crisis>)

<sup>8</sup> ("Community Schools". (n.d.). Attendance Works. Retrieved from <https://www.attendanceworks.org/take-action/educators/community-schools/>)

<sup>9</sup> "Illustrating the Promise of Community Schools: An Assessment of the Impact of the New York City Community Schools Initiative". Rand Corporation. Retrieved from [https://www.rand.org/pubs/research\\_reports/RR3245.html](https://www.rand.org/pubs/research_reports/RR3245.html))

# OUR PARTNERS

## Our Attendees

[The New York State Network for Youth Success](#) is dedicated to building a youth-serving system that increases the quality and availability of afterschool and expanded learning programs across New York. Our annual conference, [Empower Youth Success](#), now features the NYS Community Schools Resilience & Equity Conference (April 17 & 18), 21st Century Community Learning Center Conference (April 19) and School's Out, Make it Count! (April 19 & 20). This is one of the largest training and networking events for afterschool and expanded learning program providers in the state and the only state-wide community schools conference. We expect to see over 600 participants in Troy, NY this year, including afterschool professionals, school leaders, teachers, STEAM professionals, CEOs, program administrators, association leaders, government representatives, NYS Network for Youth Success advisory council members, and more.

## Community Schools Resilience & Equity Conference Committee Members

Kerri Levine

Alli Lidie

Kayla Ambesi

Cara Sherwood

Dina Faticone

Joseph Fantigrossi

Kristin Rivera

Luann Kida

Pamela Brannan

Rhea Hayes

Joseph Palmer

Margi Taber

Kelley Burt

Lieselle R Taylor

Jay Roscup

Kelly Sperduto

Lura Lunkenheimer

Naorah Rimkunas

Kelli Briggs

Ryan D Heath

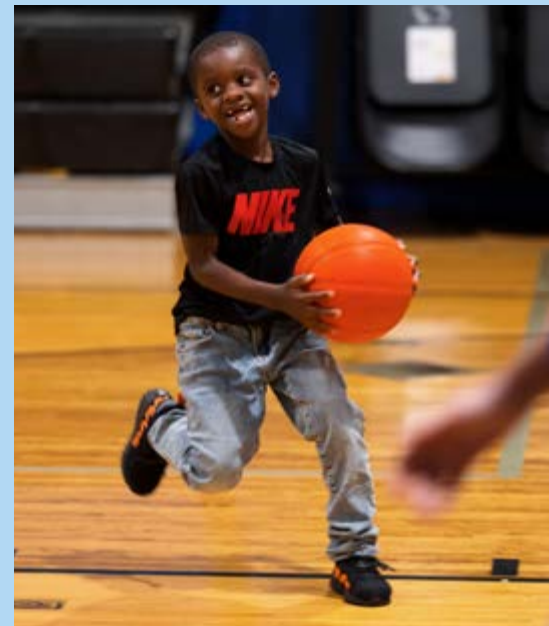
Melinda Sanderson

Tara Edmunds

Lisa Hackett

Kelly McMahon

Erin Broderick



# SPONSORSHIPS

## PLATINUM

\$1,300

Gain high-level exposure as a Platinum sponsor by having a presence throughout the Community Schools Equity & Resilience conference! Share your organization's resources and be prominently featured in the venue and website.

### CORE ENTITLEMENTS:

- Opportunity to put a one-page flyer (brochure, document) in participant folders
- Social media recognition
- Contact information, general information, photo of choice, website link on NYSNYS sponsorship page
- Logo displayed at the conference website,

unique slide for general session, event signage – PREMIUM size & placement

- Acknowledgement during the opening session (Wednesday)
- Logo on the NYSNYS conference home page

\* Items must be shipped to the Network at least three weeks in advance.

## GOLD

\$700

A golden opportunity to get recognition for your business by being advertised both digitally and at the event!

### CORE ENTITLEMENTS:

- Logo displayed at the conference website, event signage - STANDARD size & placement
- Contact information, general information, photo of choice, website link on NYSNYS sponsorship page (please no links that go directly to items for sale)
- Acknowledgement during the opening session (Wednesday)
- Social media recognition

## SILVER

\$375

You're in luck! The silver sponsorship is a great way to get your name out there at the event, while supporting NYSNYS!

### CORE ENTITLEMENTS:

- Logo displayed at the conference and on the conference brochure (STANDARD POSITIONING)
- Contact information, general information, photo of choice, website link on NYSNYS sponsorship page (please no links that go directly to items for sale)

[CLICK HERE TO SPONSOR](#)



# A LA CARTE SPONSOR OFFERINGS

Opportunity to sponsor a la carte opportunities at a flat cost. Does not require sponsoring at platinum, gold, or silver level and can indeed be stand-alone.

## **ROOM SPONSORSHIP:**

**\$500**

Available: 3 total

Sponsor one of our breakout spaces Wednesday & Thursday to receive signage at the door!

## **LUNCH SPONSORSHIP:**

**\$2,000**

Available: 2 total

After a busy morning, hunger sets in. Be a sponsor of one of the favorite parts of the day! Your logo recognized on our lunch display & all mentions of lunch will gain exposure for your business during everyone's favorite part of the day!

## **COFFEE BREAK SPONSORSHIP:**

**\$1,000**

Available: 2 total

Wake up attendees for our coffee break during the event! Provide cups and/or napkins with your logo and be the hero for everyone's pick-me-up. Your company will be mentioned on coffee break signage, and any announcements about the break. (cups and napkins are produced and shipped by sponsor)

## **ATTENDEE BAGS:**

**\$5,000**

Available: 1 (Exclusive)

Provide attendees with a fashionable insulated tote with your logo which will be great for carrying their belongings and for their trips to the grocery store.

## **RESOURCE TABLE ITEMS:**

**\$150**

Add your brochures or give aways to our resource table.

\* Items must be shipped to the Network at least three weeks in advance.

## **ART SHOW:**

**\$2,500**

Available: 1 (Exclusive)

Encourage the creativity of the children and sponsor this art display to show off their artistic ability! Students will submit art, with the winner featured in our conference brochure and social media posts. Cash prize awarded to the program the winner goes to.

[\*\*CLICK HERE TO SPONSOR\*\*](#)