

09-10 READY BY 21® Webinar Series



All youth ready for
college, work & life.

This webinar series will introduce participants to the core and advanced components of Ready by 21®. This challenge calls on states and communities to change the odds for youth by changing the way they do business. This requires broadening definitions of what it means for youth to be ready, for schools and communities to be supportive and for all leaders to be engaged. This innovative series will commence with a webinar introducing the core concepts of Ready by 21, which will be repeated. There will be three series of audio conferences and webinars focused on the following areas:

- 1. Engaging Stakeholders:** a series exploring the reasons and strategies for engaging, business, government, education, community catalysts and youth serving organizations – the full range of stakeholders critical for improving youth outcomes.
- 2. Big Picture Data and Planning Tools:** a series exploring tools and strategies for data collection and alignment and how to apply this information to a strategic planning process.
- 3. Blueprint For Action:** a series introducing the components of the Blueprint for Action, which charts a way forward in changing the way leaders do business for youth and describing how each element fits together in fostering change.

Introduction to the Ready by 21 Challenge Webinar

Ready by 21 isn't a program or a campaign or even an initiative. It is a challenge to all who care about children and youth to think differently – to learn a different way to approach all of the tasks associated with trying to manage, make or measure change at any level from the classroom to the capitol – so that they can act differently. Specifically, so that they can make decisions that lead to bigger goals, bolder strategies, better partnerships. This webinar will guide participants through the essential components of Ready by 21 – the Big Picture Vision, Strategic Planning and Priority Setting, Big Picture Changemakers and Ready by 21 Introductory Guides and Materials.

Wednesday, October 14, 2009 2:00-3:00 PM EDT

Tuesday, February 23, 2010 1:00-2:00 PM EST

About the Forum for Youth Investment

The Forum for Youth Investment is a nonprofit, nonpartisan “action tank” dedicated to helping communities and the nation make sure all young people are Ready by 21 – ready for college, work and life. Informed by rigorous research and practical experience, the Forum forges innovative ideas, strategies and partnerships to strengthen solutions for young people and those who care about them. A trusted resource for policy makers, advocates, researchers and practitioners, the Forum provides youth and adult leaders with the information, connections and tools they need to create greater opportunities and outcomes for young people.

Engaging Stakeholders

To get traction, issues need champions – insiders, outsiders, grassroots, grass-tops, advocates, providers and users. Stakeholder engagement can make or break change efforts. Change makers need to think more broadly about a range of strategies for engaging stakeholders, conveying urgency and broadening/deepening their commitment. This audio conference series will cover a range of major stakeholder groups and how they can best be engaged in Ready by 21. Participants will have an opportunity to dialogue with representatives of the stakeholder groups to gain first hand knowledge of their perspectives.

The Role of Educators in Ready by 21

Presented by the American Association of School Administrators

DATE TBD

The American Association of School Administrators, founded in 1865, is the professional organization for more than 13,000 educational leaders across the United States. AASA members range from chief executive officers, superintendents and senior level school administrators to cabinet members, professors and aspiring school system leaders. As school system leaders, AASA members set the pace for academic achievement. They help shape policy, oversee its implementation and represent school districts to the public at large. AASA has championed efforts to address non-academic issues that directly affect children in public schools, such as school climate, obesity and the physical environment, by working directly with local school district leaders, state affiliate directors and other strategic partners across sectors. Over the past 3 years, AASA has worked closely with the Forum to bring more focus and intentionality to their efforts. Learn about the role of educators in moving Ready by 21, how they are using these ideas to build strong school and community partnerships and ways to effectively engage superintendents and other education leaders in your efforts.

The Role of Community Catalysts in Ready by 21

Presented by United Way of America

DATE TBD

United Way of America is a national network of nearly 1,300 local organizations that work to advance the common good, creating opportunities for a better life for all by focusing on the three key building blocks of education, financial stability and health. Local United Ways create long lasting community change by addressing the underlying causes of the most significant local issues. Common focus areas include helping children and youth achieve their potential, promoting financial stability and independence and improving people's health. United Way's goal is to create long-lasting changes by addressing the underlying causes of problems. Both United Way and the Forum for Youth Investment have deep commitments and demonstrated capacity to be catalysts and conveners at the national, state and local levels. Through the Forum's Ready by 21, United Way is offering its members a framework, metrics, strategies and supports that help local United Ways advance the common good. Find out more about the work of United Way at both the national and local level and determine strategies to engage this invaluable community resource.

The Role of Youth Serving Organizations in Ready by 21

Presented by the National Collaboration for Youth

DATE TBD

The National Collaboration for Youth, part of the National Human Services Assembly, is a coalition of more than 40 of the nation's leading youth-serving/youth development agencies. Its members collectively reach over 40 million children and youth annually. In 2007, the National Assembly made a bold commitment with NCY as the lead to collectively generate unique knowledge about the youth development sector and exercise leadership on behalf of those they serve. In 2008, NCY and the Forum formed a strategic alliance to use Ready by 21 as the basis for the development of NCY's member knowledge and leadership work. This session will explore the work of NCY members to build on their youth development expertise with Ready by 21 as a starting point for outlining core assumptions about youth, critical competencies of youth workers and the organizations that support them and explaining the interrelationship between these three components. This session will also explore effective methods to engage youth serving organizations and provider coalitions in community and state Ready by 21 change efforts.

Big Picture Data and Planning Tools

This webinar series will assist participants in the use of Ready by 21 tools for communities and states to collect, organize and analyze data about youth, community supports and leaders. Topics include landscape mapping (surveys and document review strategies to map current programs, initiatives, commissions and plans), developing report cards, workforce issues, developing a child and youth resource map, readiness assessments and program quality assessment and improvement.

Landscape Mapping

TBD

Landscape mapping is a process that enables community members, decision makers and stakeholders to identify or inventory existing youth services and organizations. The approach can help move communities and states to examine their current assets, help to create connections, improve efficiency in the use of limited resources and assist community members to know what is available to them. Explore the framework for creating a program landscape map as well as the Forum's web-based program landscape mapping survey developer and how that information can be used to guide decision making.

Assessing and Improving Youth Program Quality

Thursday, November 12, 2009 3:00-4:00 PM EST

As the youth development and out-of-school time fields expand and mature, practitioners, policy makers and researchers are increasingly rallying around the importance of assessing and improving program quality. A range of tools is now available to support these efforts. Learn about what kinds of tools and resources are available and how they are being used to drive improvement efforts. Specifically, hear about the Youth Program Quality Assessment (Youth PQA) and how it creates understanding and accountability focused on the "point of service" — where youth and adults come together to co-produce developmental experiences. Learn about how this tool is currently being used to improve quality across youth-serving systems and how it can be used in your community.

Youth Workforce Assessments

Thursday, March 18, 2010 2:00-3:00 PM EST

Youth workers play a critical role in today's society. For children and youth across the nation, youth workers serve as positive adult role models, mentors, coaches, tutors and friends. Despite their critical role and vast numbers, very little is known about youth workers. What is known is that recruitment and retention, compensation and working conditions all present major challenges. This session will include national data from the Next Generation Youth Work Coalition's study of frontline workers and will provide participants with instructions for how you can adapt and use the survey tool locally in order to get a better understanding of the workforce in your community or state.

Child and Youth Resource Mapping

DATE TBD

Government agencies, intergovernmental commissions, task forces and policy and advocacy organizations have always relied on some level of data on investments in children, youth, families and communities to do their jobs. That data is traditionally presented from a government centered rather than a child and youth centered perspective. Before making a new investment or cutback in spending, it is essential that policy makers know where investments are currently being made and how children and youth are faring. Examine how Child and Resource Mapping differs from traditional public reports and how the approach can be advantageous in delivering a bird's eye perspective on how much is being spent across departments and programs for youth services. The Forum collaborated with the

Finance Project to develop a *Guide to Mapping Public Resources for Children, Youth and Families* which is a great place for a state or community to start if embarking on this kind of mapping. Learn about this Guide and explore examples from places that have been mapping resources in a youth centered way.

Change Diagnostic and Readiness Assessments

DATE TBD

It may take five to ten years to see significant changes in child and youth outcomes at the population level. Changes in the coordination, continuity and consistency of community supports can be visible in three to five years. But changes in public and private planning and decision-making about priorities and resource use can happen even more quickly if there is sufficient demand and consensus for changing the way business is done. Use tools such as change diagnostics or readiness assessments in order to assess your community's horsepower for change.

Blueprint for Action

Most communities have big picture change makers who naturally embrace the idea that there are deep inefficiencies in the way we go about creating policies, programs and priorities for children and youth. They are those individuals, from all walks of life, who work to improve results for children and youth by finding effective ways to develop shared vision, shared accountability and interconnected change strategies. This series is for those individuals doing the day to day work and moving the action plan forward. We will dissect the Blueprint for Action into its various parts and examine how each part fits together in preparing young people for college, work and life. Each webinar will provide an in depth look at an example of a change maker tackling each component. Listeners will have an opportunity to ask questions and dialogue with presenters on how to implement these concepts.

Advocacy and Communications

DATE TBD

Effective leadership for changing the odds for children and youth requires motivating a number of distinct groups to act. It is essential for leaders to develop an aligned and focused advocacy and communications strategy that articulates and builds demand for changing the odds for children and youth. An effective communications approach will communicate consistent messages, goals and progress; will build political awareness and support; will secure buy-in from staff; and will assist in building partnerships with foundations, corporations and philanthropic entities. Find out more about creating an aligned communication strategy that both informs and increases demand for coordinated efforts to improve results for youth.

Aligning Policies and Funding

DATE TBD

What is the best way to establish and fund coordinated and aligned youth services? What are the different types of funding available? How can coordinating bodies pool and leverage their resources? It is questions such as these that are leading an increasing number of cities, counties and states to craft creative policy and funding solutions for the coordination of youth services. Hear from states and cities that have crafted innovative solutions to the chronic effects of siloed approaches to improve youth programs and services.

Improving Programs, Services and Settings

DATE TBD

In order to change the odds for youth in their community, leaders need to use the Big Picture Approach – sharpening the focus of the whole picture while setting priorities within it. Once Big Picture Goals are selected, it is essential for leaders to improve and coordinate existing programs and supports across systems and services. Strategies to improve existing services being used at the state and community levels include assessment and evaluation of current resources and programs; enhancement of data collection and tracking systems; and improvements in communication and sharing across programs, services and settings. Hear from a state and community working to improve their existing programs and supports to align with their Big Picture Goals.

Engaging Youth and Families

DATE TBD

Engaging young people and their families as partners in community change is a compelling idea, but translating that idea into effective practice requires focused attention to a range of issues. The Forum, through its research and engagement with a range of youth and community leaders, has identified critical yet simple principles for putting the ideas of youth engagement into practice. Learn about how these concepts can be implemented in settings such as schools, youth organizations, community centers, mayor's offices and state capitols to strengthen local and state efforts in engaging young people in decision making.

Big Tent Coalition Building

DATE TBD

Addressing the Big Picture of what's needed to improve children and youth outcomes requires building a Big Tent of actors who care about children and youth. In order to effectively create coalitions, leaders must understand and engage a wide range of stakeholders. Leaders must be aware that all stakeholders bring their own perspectives and interests to the table and that they don't have to be involved in every aspect of the change effort. In order for a coalition to be effective, all members must share responsibility and have accountability to the other members. Examine effective structures and strategies for creating and sustaining a Ready by 21 Big Picture Coalition.

Big Picture Coordinating Bodies

DATE TBD

Is your state or community struggling to coordinate overlapping systems and initiatives focused on children and youth? Learn more about the fundamental ways that states and communities who are committed to changing the odds for youth are developing organizing structures to provide a space for leaders to think differently and act together. This webinar will examine a range of organizing structures such as children's cabinets and councils, joint legislative committees and provider networks.