



## **FAST Five Friday 12-09-11**



### **Marketing Kids Care Center Style:**

**What do we enter in Kids Care Center? Well for starters we enter attendance, grades, and MAP scores. I know there is much more than this entered but for fun lets keep it at these three items.**

**Now I am not an expert in data analysis but, I think we have a pattern for marketing here. As advocates for afterschool programs we are constantly faced with “how can we prove afterschool programs are successful both academically and socially”. I personally believe we can prove this by simply looking at the data you record in Kids Care Center.**

**Humor me with this scenario: child A attends your 21st CCLC program for 75 days out of the school year. Right there we have measurable data. To continue, throughout the school year Child A's grades improve (measurable) and receives no referrals for behavior (also measurable). We can already see great improvement in Child A (that we can measure. Just as important as the measure is the marketability to parents, administrators, partners, and legislators.**

**Now imagine if you enter your data regularly (as you should) what kind of reports we could use to market not only your program but afterschool as a whole for the state of Missouri!**