

2010-2011 Annual Report

Spotlight on Learning

Our Vision

To be a leader in Palm Beach County and beyond in improving quality afterschool programming and setting the standards for afterschool professionals.

Our Mission

As an intermediary organization, Prime Time's mission is to ensure that afterschool programs are of high quality in terms of delivery, practice and standards.

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Message from Prime Time Board of Directors Chair



This year has been one of continued growth and progress for Prime Time. As chair of the board of directors and on behalf of its members, I am proud of the work that is being done to professionalize the field of afterschool and focus more on learning.

I believe I speak for the full board when I say we are especially thrilled about the new STEM (science, technology, engineering and math) initiative and the opportunities to impact youth through after-school activities to get them excited about these high-demand career fields.

In keeping with the learning theme, we are also extremely proud of the adoption of the Palm Beach County Afterschool Educator Certificate program as a state-recognized alternate curriculum of the School Age Professional Certificate. This is no small feat and is a product of a strong partnership with Palm Beach State College. We are appreciative of the hard work and tenacity required to achieve this goal. Kudos to you all!

Thanks to the ongoing support of generous funders and a dedicated Board, Prime Time is well-positioned to keep shining its 'spotlight on learning.'

Best regards,

A handwritten signature in black ink, appearing to read "W. Eldridge". The signature is fluid and cursive.

Warren Eldridge
Chair, Board of Directors

Message from Prime Time Executive Director

Prime Time has entered its second decade of service to the afterschool community with a renewed sense of purpose. We realize that for all the strides that have been made to improve the quality of afterschool programming, there is still much work to be done. While we certainly continue to focus on positive youth development, we have begun to focus more acutely on learning.

We recognize that the hours between 3 p.m. and 6 p.m. are not only a “prime time” to have a positive influence on our young people but also to offer additional, often non-traditional, learning opportunities. As always, professional development is a primary focus for Prime Time as we help practitioners put “theory into practice” – that is, guiding them to apply principles for helping children and youth learn in new and exciting ways. Prime Time began to explore fun ways to engage youth in STEM (science, technology, engineering, and math) and to better prepare practitioners to supplement STEM activities. In addition, we partnered with the Literacy Coalition of Palm Beach County to address bullying – an impediment to learning – through reading and literacy.



Prime Time is grateful for the leadership of its board of directors, the generous support of its funders, the participation of talented afterschool professionals and the expertise of our partners. Thank you for all that you do to support Prime Time as we continue to put a ‘spotlight on learning’ in afterschool.

Warm regards,

A handwritten signature in cursive script that reads "Suzette L. Harvey". The signature is written in a dark ink and is positioned above the printed name.

Suzette L. Harvey
Executive Director



About Prime Time Palm Beach County

Prime Time Palm Beach County is a nonprofit intermediary organization that serves afterschool programs and practitioners. It provides supports and resources that increase program quality to positively impact school-age youth. Prime Time offers networking opportunities, training, technical assistance and professional development to build a more skilled and responsive workforce for the afterschool field. It also provides a broad and diverse range of curriculum enhancements, a set of quality standards and a system for reaching these quality standards through assessment, program improvement plans and resource referrals for youth providers in the county.

As an afterschool intermediary, Prime Time performs several essential functions:

- **Brokering Relationships** – Prime Time consistently seeks to develop relationships with afterschool stakeholders to form alliances on issues of mutual importance.
- **Convening Local Organizations** – The Prime Time Afterschool Consortium provides a collaborative network to allow for the sharing of ideas and information as well as peer and partner networking.
- **Expanding Services** – Prime Time procures support from funding sources to further expand the activities of afterschool providers and to encourage the development of new programs.
- **Increasing Program Quality** – With quality standards as its foundation, Prime Time empowers providers to build and sustain quality afterschool programs through use of the Palm Beach County Program Quality Assessment tool and technical assistance.
- **Strengthening and Supporting the Afterschool Workforce** – Prime Time partners with educational institutions like Palm Beach State College to develop credit and noncredit educational pathways for afterschool practitioners.



Formed in 2011, the mission of the Prime Time Advocacy Council is to promote and develop an increased awareness of the need for and value of afterschool. As part of its advocacy initiative, Prime Time sponsored a group of afterschool professionals and youth to attend 2011 Children's Week activities and to meet with legislators in Tallahassee, and has partnered with the Children's Movement of Florida to advance its advocacy agenda. It also hosted an event to educate afterschool professionals on how to effectively communicate with legislators.

- **Conducting Research and Evaluation** – System-level and program-level data collection and outcome reporting are critical to Prime Time’s success in ensuring continuous quality improvement and securing funding to continuously offer supports and resources to the Palm Beach County afterschool community.
- **Promoting Sustainability** – Prime Time increasingly strives to develop connections and supports that will ensure a steadfast and sustainable flow of resources for the afterschool field.

Community Engagement & Supports

The primary role of the Community Engagement & Supports (CES) team is to serve as the direct link to Prime Time services and supports for Palm Beach County afterschool and summer providers. Through the CES team, providers can access a range of enrichment programs and materials, attend convenings of afterschool professionals, and stay abreast of local and state issues.



Community Engagement & Supports by the numbers:

28,596* youth served through enhancement programs

654 youth served through summer enhancement pilots

28 afterschool/summer programs introduced to Prime Time’s services and resources served through outreach

987* practitioners participating in Afterschool Consortium networking events

150 attendees at 6th Annual Lights On Afterschool rally

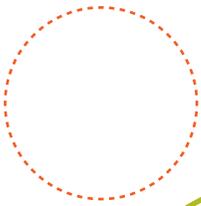
231 professionals attending the End-of-Year Celebration and Math Party

500 youth served through Health Science in Motion, an inquiry-based science curriculum using hands-on experiences, funded by Quantum Foundation

192 youth served through *Get in the Game* project, linking technology-driven gaming activities with fitness equipment to plant the seeds of healthy behavior patterns regarding proper nutrition and exercise, funded by Lost Tree Foundation

**Duplicated headcount*





Hosted through the generous support of the School District of Palm Beach County, Prime Time launched Train U Anytime – an online training platform for afterschool providers, managed by the Community Engagement & Supports team. Two courses developed by the Quality Improvement team – Getting Started in Afterschool and Quality Standards for Afterschool – serve as outreach tools to afterschool/summer program practitioners seeking easily accessible, practical assistance to improve the quality of their programs. A total of 21 registrants in the afterschool field enrolled in the inaugural offering of these courses.

The CES team oversees partnerships with local organizations to offer program enhancements – in such areas as arts and culture, literacy, academics, youth leadership, health and wellness, sports, environmental education and technology – at no cost to eligible afterschool providers.

The 2010 - 2011 enhancement partners are as follows:

- Afterschool Literacy Enrichment Initiative (ALEI), School District of Palm Beach County
- ASPIRA of Florida
- Center for Creative Education
- Green Mouse Academy
- Junior Achievement of Palm Beach County
- Literacy Coalition of Palm Beach County
- Palm Beach Zoo
- Pine Jog Environmental Center/Florida Atlantic University
- Raymond F. Kravis Center for the Performing Arts
- South Florida Science Museum
- The Arc of Palm Beach County
- The YMCA of South Palm Beach County
- Youth Speak Out International, Inc.

Five new summer pilot enhancement programs were launched, which addressed literacy skills, bullying issues, performing arts, informal science, and communication and teamwork skills:

- Blue Planet Writer’s Workshop
- Green Mouse Academy/JW PC Solutions (computer building)
- Lake Worth Playhouse
- Locomotion Theatre
- Young Singers of the Palm Beaches

Additionally, with the support of a dynamic advisory committee, the Prime Time Afterschool Consortium brings Palm Beach County afterschool and summer program providers together to share information from and for the field and to network with one another on a monthly basis.

For fiscal year 2010-2011, Prime Time hosted nine networking events throughout Palm Beach County including the *6th Annual Lights On Afterschool Palm Beach County*, with the theme “Tomorrow’s Leaders STEM from Today’s Learners,” and the Resource Fair “Networking for the Future,” in partnership with the City of Delray Beach Parks & Recreation Department.



Spotlight on:

Four new trainings to help practitioners meet the emerging needs of the field

Professional Development

One of Prime Time's top priorities is to professionalize the afterschool field. Through continued learning opportunities and ongoing professional development, out-of-school time professionals become better prepared to promote positive youth development within their programs. As such, in addition to offering its own trainings, Prime Time has worked with Palm Beach State College to develop formal and informal pathways for afterschool practitioners to pursue a college education with a focus on youth development.

The Progressive Afterschool Practitioner: Designed

to heighten a practitioner's insight into their own professional development, by infusing facets of job satisfaction and professional development planning.

Super Kids! A Guideline for Empowering Kids to Be Heroes of Health: Designed to empower afterschool practitioners to assist youth in cultivating a positive attitude and perception about food, fostering the love of movement and exercise and building a positive self image.

STEM and The Magic of Inquiry Based Learning in Afterschool: Designed to equip practitioners to use the 5E's instructional model to facilitate inquiry based learning within STEM activities (Science, Technology, Engineering and Math) presented in afterschool. The 5E's instructional model provides a format for lessons that builds on what students already know. Each phase of the learning sequence can be described using five words that begin with "E": engage, explore, explain, extend, and evaluate.

Global Graffiti Wall: Exploring and Embracing Our Uniqueness: Designed to provide practitioners with fun, fast-paced transitional activities for youth that incorporate global competency and critical thinking.



As of the end of the 2010 - 2011 academic year,

5 practitioners had received the Youth Development College Credit Certificate (YDCCC), which marks the first educational step to a professional career in Human Services with emphasis in Youth Services

113 practitioners completed the Palm Beach County Afterschool Educator Certificate (PBC-AEC)

22 were the first to take the PBC-AEC as the newly adopted curriculum for the School Age Professional Certificate (SAPC)

In addition, Prime Time awarded ...

106 scholarships toward the Youth Development College Credit Certificate (YDCCC)

9 scholarships toward the Associate of Applied Science Degree in Human Services

34 scholarships toward the Bachelor of Applied Science Degree in Supervision and Management



Prime Time is pleased to announce that its Palm Beach County Afterschool Educator Certificate (PBC-AEC) was officially adopted as a state-recognized supplemental curriculum for the School Age Professional Certificate (SAPC). Thus, afterschool practitioners who take the PBC-AEC course are now eligible to receive their staff credential upon successful completion of the course. This is a major step toward professionalizing the afterschool field. With the approval of this curriculum, afterschool practitioners in Palm Beach County receive coursework that is relevant, timely and uses an approach that includes practical application of best practices in the field of afterschool/youth work.

To help practitioners put 'theory into practice,' the Prime Time Professional Development team provided technical assistance, by means of observation reflection sessions, to afterschool staff who completed the Palm Beach County Afterschool Educator Certificate (PBC-AEC). During the PBC-AEC course, participants learned various techniques related to implementing academics in afterschool, creating positive social/emotional environments, inclusion strategies, play strategies, youth leadership, cooperative learning, planning and reflection. The Prime Time career advisor provided practitioners with observation reflection sessions that focused on transferring of knowledge into concrete, observable skills. Practitioners were provided with feedback and follow-up on implementation, support to achieve learning goals, reinforcement of youth development

concepts and assistance in connecting professional development to classroom practice. As a result, practitioners were able to successfully apply numerous techniques and skills and deliver exciting hands-on activities that are instrumental in providing environments that are safe, supportive and engaging for youth.

With grant funding from the Noyce Foundation under the auspices of the Collaborative for Building After School Systems, Prime Time launched a multilevel STEM (science, technology, engineering and math) initiative in Palm Beach County. This initiative began with the development of a series of six trainings, which are extensive and progressive in nature. Practitioners learned the following:

- The role of the afterschool practitioner in providing STEM activities in afterschool, both in theory and practice
- How to use the 5E's instructional model as a basis for inquiry based learning
- How to use the 5E's competencies as a method to improve practice
- How to effectively implement STEM curriculum
- How to create exceptional STEM related activities that are relevant, meaningful and fun

As practitioners progressed in the series, they implemented STEM activities at their programs and received technical assistance from the STEM Professional Development Specialist. Practitioners took part in observation reflection sessions to strengthen their practice.

Practitioners then implemented a STEM lesson, infusing their knowledge and skills gained from training and observation reflections.

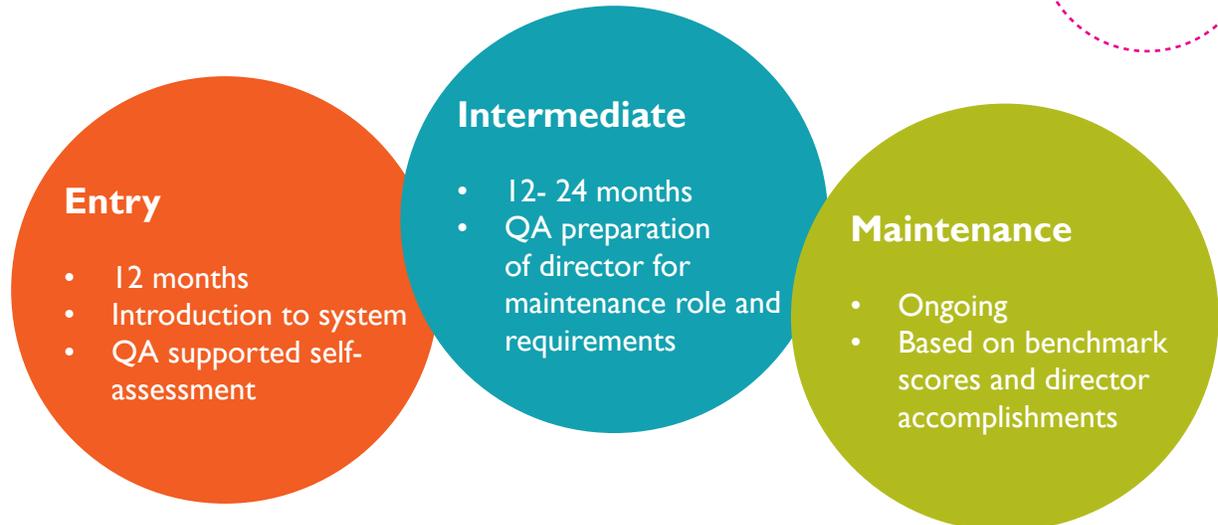


Quality Improvement

The Quality Improvement System (QIS) for afterschool consists of services and supports to increase afterschool program quality. Using the Palm Beach County Quality Standards for Afterschool as the foundation for the work, our quality advisors guide participating programs through a self-assessment process and development of an improvement plan. They assist executive directors, program managers and staff in identifying and implementing opportunities to improve quality for children and youth, and encourage the use of other Prime Time and community resources.

Involvement in the Quality Improvement System (QIS), a data-driven system coupled with technical assistance and supports, continues to result in increased quality of afterschool programs in Palm Beach County. In 2010-2011, 115 afterschool programs were enrolled in the QIS. Prime Time was proud to recognize 15 of those as having achieved maintenance level, indicated that these programs have achieved two consecutive scores of 4.1 or above under the leadership of a program director who has mastered effective skills in leading his/her staff through the system.

During this fiscal year, the Quality Improvement team was honored to make a formal presentation at the National Governors Association Center for Best Practices in Washington, D.C. The director of Quality Improvement also participated in the Chicago Out-of-School Time panel presentation for Chicago Public Schools on development and implementation of a quality improvement system at the local level.



Research & Evaluation

The Research and Evaluation (R&E) team oversees the evaluation of all of Prime Time services and uses a team approach to make recommendations for continuous quality improvement. R&E staff provided information through the following reports, which inform other Prime Time departments so they can provide the best learning experiences for afterschool practitioners, programs, and youth:

- Annual Quality Improvement System Summary Report 2010-2011
- Afterschool Practitioner Demographic Survey 2011
- Enhancement Provider Performance Report 2010-2011: Youth and Practitioner Surveys

In addition, the R&E team worked closely with the David P. Weikart Center for Youth Program Quality. Its report, "Baseline Report on Enhancement Providers' Participation in Quality Improvement Efforts," helped the joint effort of the Community Engagement & Supports and the Quality Improvement teams to fine-tune their efforts to assist enhancement providers to maximize the quality of their work with youth and practitioners. Collaboration with Chapin Hall at the University of Chicago during 2010-2011 culminated with the "Moving from Afterschool Training to the Workplace: The Second Year of the Palm Beach County Educator Certificate Program" report, an important tool for the Professional Development team to ensure that the practitioners who participate in this certificate program are turning theory into practice.



Prime Time's Anti-Bullying Initiative

Since learning cannot flourish in threatening environments, Prime Time has partnered with the Literacy Coalition of Palm Beach County to offer a new anti-bullying literacy program, *Turning Bullies into Buddies*. The program was launched in five afterschool programs and offered strategies to enable afterschool programs to focus on positive learning experiences for youth in bully-free environments.



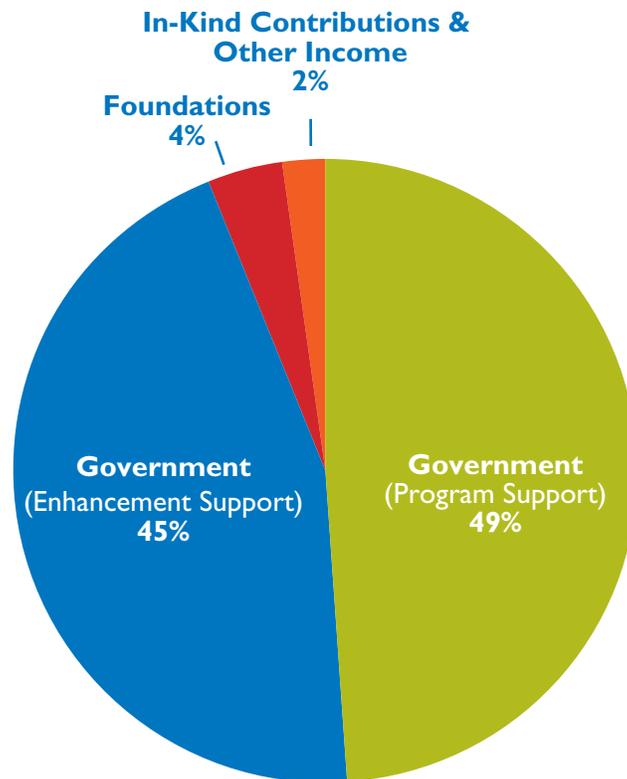
The R&E team also worked very closely with the South Florida Science Museum (SFSM) and an external evaluator, Davis Square Research Associates, to evaluate the Health Science in Motion project. The project, funded by the Quantum Foundation, uses real-world applications and creative, engaging activities to help youth learn about the body and how it works, and to excite them about health science careers. The R&E team worked collaboratively with the external evaluator to develop assessments and collect and analyze data used to inform the ongoing development and implementation in the second year of this three-year project.

Another key function of the R&E team is to support Prime Time to move beyond Palm Beach County, to share our expertise and lessons learned with others across the United States.

- Facilitated the submission of the proposal for the Center for Creative Education's presentation of Prime Time's Project GROW health and wellness project at the First Annual Health Behaviors Conference in California
- Teamed with South Florida Science Museum to share results of the Health Science in Motion project at the National Afterschool Association Convention, afterschool's largest conference, in Orlando, Florida
- Served on Editorial Advisory Board of *Afterschool Today*, the quarterly magazine of the National Afterschool Association (NAA), to ensure that articles are pertinent to afterschool practitioners; contributed an article entitled "Making the Most of your Data" for the Summer 2010 edition
- Participated on the Official NAA Platform committee to develop a statement of beliefs for the association and its members. The platform consists of resolutions, beliefs, and value statements intended to provide clarity and set the standard for what afterschool professionals strongly believe, desire, value, honor, and recognize as high quality, research-based practice in the field

Prime Time 2010 - 2011 Revenue

\$5,017,014



For the fiscal year ended September 30, 2011, Prime Time total revenue was \$5,017,014 consisting of grant revenues of \$4,917,750 and other revenue of \$99,264 for interest income and in-kind contributions.

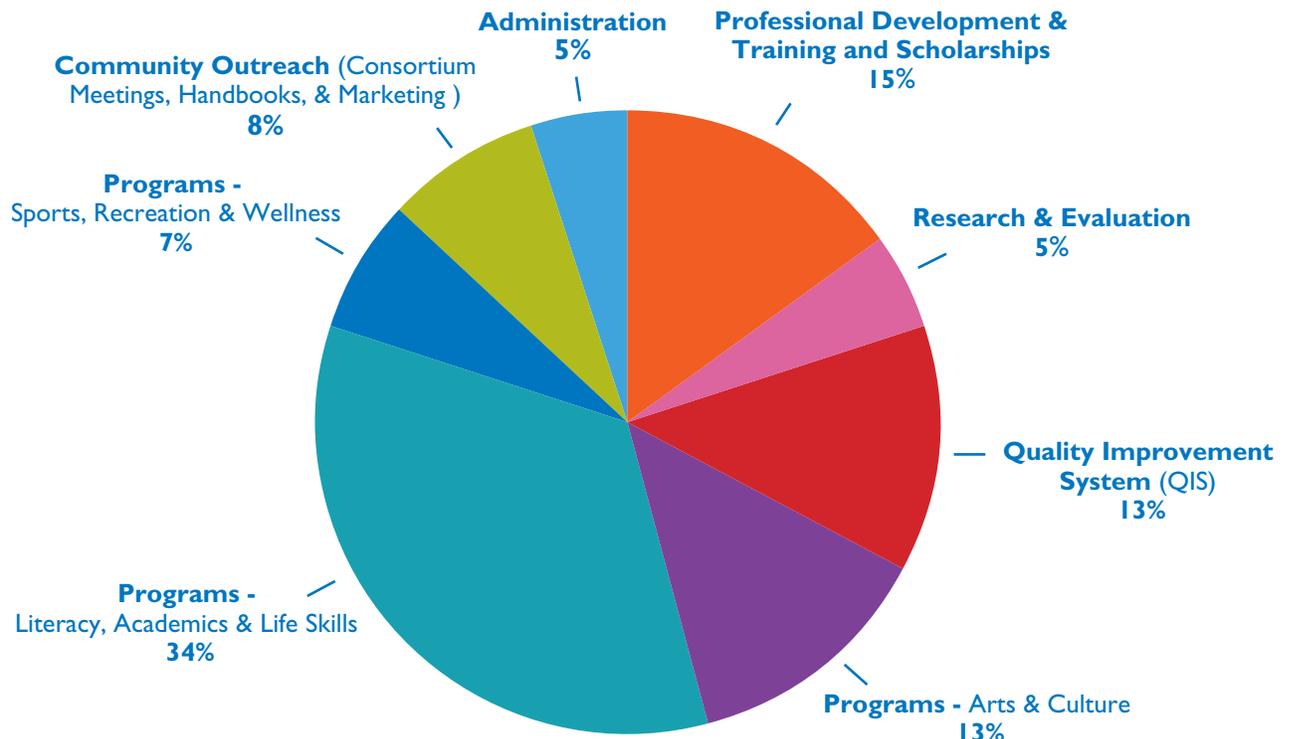
Grants were received from the Children's Services Council of Palm Beach County, Quantum Foundation, Lost Tree Village and Sun-Sentinel Children's Fund.

The above chart illustrates the amount of funds received from government support for program development represents 49% of total revenues. These funds are utilized for development and implementation of the quality improvement system, professional development, research and evaluation. Government support for enhancements represents 45% of total revenues. As an intermediary organization, Prime Time uses these funds to develop partnerships with local organizations to offer program enhancements.



Prime Time 2010 - 2011 Expenses

\$4,960,119



For the fiscal year ended September 30, 2011, Prime Time total expenses were \$4,960,119 consisting of program expenses of \$4,698,394 (95%) and administrative & general expenses of \$261,725 (5%).

Prime Time's program expenses consist of five major areas. These areas along with percent of total expenses are as follows:

- Quality Improvement (13%)
- Professional Development and Training (15%)
- Research & Evaluation (5%)
- Community Outreach (8%)
- Program Enhancements (54%)

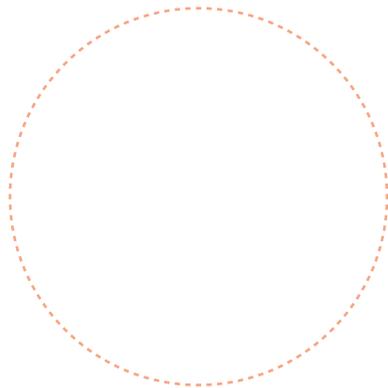
Program Enhancements include partnerships with local organizations to offer programming such as arts and culture, literacy, academics, youth leadership, bullying prevention, health and wellness, environmental education and technology. Expenditures are grouped in three main categories along with the percent of total expenses as follows:

- Arts & Culture (13%)
- Literacy, Academics & Life Skills (34%)
- Sports, Recreation & Wellness (7%)

Prime Time Palm Beach County Board of Directors 2010-2011*



Pictured left to right: Reuben Johnson, Lawrence Gordon, Suzette Harvey, Warren Eldridge, Jeanne Brossell, JoAnne Beckner, Upendo Shabazz-Phillips, Alison Adler, and Nate Nichols. Not pictured: Erin McColskey



Warren Eldridge, *Chair*

Erin McColskey, *Vice Chair*

Nate Nichols, *Treasurer*

Upendo Shabazz-Phillips, *Secretary*

Dr. Alison Adler, Ed.D., *Member*

JoAnne Beckner, *Member*

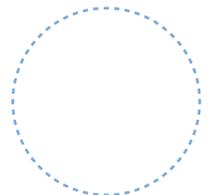
Jeanne Brossell, *Member*

Lawrence Gordon, *Member*

Reuben Johnson, *Member*

Suzette L. Harvey, *Ex Officio*

** as of September 30, 2011*



Prime Time Palm Beach County Staff 2010-2011*



Administration

Jerry Frenz, Chief Financial Officer/Chief Operating Officer
Sandy Gonzalez, Human Resources Manager
Tammy Greer, Director of Development & Marketing
Suzette L. Harvey, Executive Director
Brianna Nerette, Receptionist/Office Assistant
Katie Olavarria, Administrative Assistant
Kimberly Terranova, Operations Manager/Senior Bookkeeper

Community Engagement & Supports

Paola Cedeno, Community Resource Specialist
Rhonda Rogers, Director of Community Engagements & Supports
Mary Swinford, Community Resource Manager

Professional Development

Nicole Edwards, Professional Development Manager
Katherine Gopie, Director of Professional Development
Elisa Moro, Career Advisor
Nicole Tarsia, Scholarship Coordinator

Quality Improvement

Dominique Arrieux, Director of Quality Improvement
Teal Chance, Senior Advisor
Patrick Freeland, Quality Advisor
Debra Rivera, Quality Advisor
Stace Silverman, Quality Advisor
Lynn Stanavitch, Quality Advisor

Research & Evaluation

Carla Charoudis, Research Assistant
Diana Sinisterra, Director of Research & Evaluation

** as of September 30, 2011*

We gratefully acknowledge the generous support of our funders. Their resources and guidance have made it possible for Prime Time to develop an array of supports to increase capacity of afterschool providers to deliver high quality programs to the children and youth of Palm Beach County.

We are particularly grateful for the continued support of our primary funder.



In addition, we gratefully acknowledge the following funders for their contributions during the 2010 - 2011 fiscal year:

Bank of America

BankAtlantic

Community Foundation of Palm Beach and Martin Counties

Lost Tree Village Charitable Foundation

Quantum Foundation

Sun-Sentinel Children's Fund

United Way of Palm Beach County



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