

Advantage After School

Hispanic Brotherhood of Rockville
Centre, Inc.

59 Clinton Avenue

Rockville Centre, NY 11570



Topic: Attracting & retaining older youth

- This workshop will highlight some of the ideas employed by the Hispanic Brotherhood of Rockville Centre, Inc. to encourage participation from middle school and high school students with an emphasis on the minority population. We will discuss some innovative ideas that have worked successfully in our program and identify some problems we have tried to overcome in order to continue to meet the needs of the Hispanic community.

Hispanic Brotherhood



- Who we are: a nonprofit based in Rockville Centre, New York. Our clients are predominantly low income Hispanics residing in Nassau County, Long Island.
- What we offer: an After School Tutoring Program, a Senior Citizen Nutrition Program three days per week, a Housing Counseling Program, employment, a foreclosure prevention program, immigration services and many other programs.

Our most successful programs

- Advantage After School Program & an After School Tutorial Program.
 - We work with kids from the age of 5 to 18.
 - We employ certified Teachers to help the different ages with homework.
 - We employ Tutors or Recreational Aides. They are kids aged 14 to 18 to assist the Teachers and the program.



What else.....

- We have a small playground in our backyard for recreational activities.
- We recently installed a “Wii” Fitness Room where the kids can do yoga, tennis, bowling, etc.
- We have a computer room for kids to be able to work on projects for school.



And there's more

- We conduct workshops on various topics: teen pregnancy, bullying, substance abuse, family violence, and HIV/Aids.
- We have great relationships with the Rockville Centre Recreation Center, the Rockville Centre Library, the Rockville Centre Police Department & the Rockville Centre Chamber of Commerce. We are able to get our students jobs through these organizations.

Keeping them interested....

- Community Service – comes in many forms. New students are introduced to us through churches, schools and colleges. They contact our agency because they need to fulfill a community service obligation and we hook them in! Luckily, most kids continue to come after their community service is finished.
- Also, many of our older students started in our program when they were younger. The parents come to our agency for help for something other than an after school program, they learn we have one, and enroll their child.

Family trust.

- Because we serve a minority population, the parents are comfortable with having their children come to us rather than stay in school. Being a community based organization that interacts with the Latino population on a daily basis, we have been able to gain the trust of the families. We are unique. Grandparents, parents and other family members come to our agency for a variety of reasons. We offer many services. That helps us attract the younger generation because parents are on board with their kids being in a supervised program.



- At the age of 14, we are able to give a few students a paid job helping the younger students with their homework. This teaches them valuable leadership skills and helps them to earn some money.
- The kids we employ are low income and we have the parents income records to verify that. Their help in our program is essential. Additionally, with their paycheck they are able to help alleviate some of the burdens placed on the parents of our community.
- Most important part: **IT KEEPS THEM OUT OF TROUBLE!**



Scholarships

- The Hispanic Brotherhood gives scholarships out to deserving Latino students who are graduating and attending college or a trade school.



Advertisement of our program

- We have advertised in our local Hispanic paper – Noticia.
- We send out newsletters to over 150 families in the area. We always include information on our program in the hopes that it reaches someone new.
- Announcements at local churches and places of worship.
- We host an Annual Three Kings Celebration where we give away hundreds of toys to the community. We give out flyers advertising our program to the parents of the children who attend. Here is last year's picture:



Quite the crowd!

Workshops

- We try to diversify what we offer to the community. A new program we've started is a Financial Literacy Program. We're teaching kids and parents how to save, budget, spend wisely, etc.
- Contest – in an attempt to get the most participation possible, we are toying around with the idea of using an IPAD or a IPOD as an incentive. The student with the highest rate of attendance at our workshops, can win an IPOD or IPAD. (We've seen this done in other programs and think it's effective.)

Problems we've encountered...

- Sports – during different sports seasons our attendance falls because of practices or games.
- Family obligations – the older sibling has to babysit the younger sibling.
- Freedom – older student would rather hang out at the local bodega and get into trouble.
- Jobs – sometimes we're our own worst enemy. When we find the students jobs, they find attendance in our program hard to commit to.



Suggestions?

- Has anyone else found a way to attract the older youth?