

MASN Afterschool Ambassador Program Overview 2024-25

The goal of the Afterschool Ambassador program, founded by the MASN Public Policy and Awareness Committee, is to empower up-and-coming leaders in the field of afterschool to confidently and effectively advocate for afterschool for all Missouri children. Ambassadors will build relationships with state and local elected officials through in-person meetings, phone calls, emails and social media. You will receive training that will prepare you for outreach to policymakers and other leaders, then participate in events and activities to promote afterschool programs and the policies that make them possible. This is a great opportunity to amplify your work to serve Missouri youth.

Eligibility

We welcome anyone with a strong passion for afterschool and an interest in advocacy to apply. This can include, but is not limited to, afterschool professionals (directors, managers, front-line staff, etc.) school administrators, city or county-level officials, and more. However, we will limit selection to one person per organization.

Ambassadors Emeritus (returning ambassadors) do not need to reapply. They can simply complete the program evaluation and indicate that they want to continue.

Monthly meetings

Meetings will occur the third Wednesday of the month. Monthly meetings will be held 11 a.m.-12 p.m. and 6:30-7:30 p.m. We host a morning and evening session to try to accommodate all ambassador schedules. There will be no monthly meeting in February.

One-on-one meetings

This year, there will be two one-on-one meetings for each ambassador, one in September, and another during the legislative spring break (time TBA). These will be 30-min meetings between an ambassador and Natalie or Deborah to check in on your work.

Policy pals

Each ambassador will have a Policy Pal. New ambassadors will be paired with an Ambassador Emeritus as their "Policy Pal." The experienced ambassador will serve as a mentor for the new ambassador. The Ambassadors Emeritus will schedule short check in meetings with the new ambassadors monthly. Ambassadors Emeritus who are not paired with a new ambassador will be paired with another Ambassador Emeritus to help motivate one another and provide accountability. You will check in with one another monthly via whatever method you choose.

Please initiate contact with your Policy Pal by August 30, 2024.

During the one-on-one meetings in September, we will check in to see whether you have had contact with your policy pal. If one partner has attempted to contact the other and has not heard back, we will "re-pair" you with another ambassador.

MOSAC

Ambassadors will convene at the MOSAC conference for a social gathering and monthly ambassador meeting. They will receive a discount off of registration. Ambassadors who have financial constraints may contact Natalie Hampton to discuss arrangements. This is an optional gathering for ambassadors. This may change based the input of the Ambassador Planning Committee.

Ambassador Planning Committee

The ambassador program has a planning committee comprised of several ambassadors emeritus. They will provide feedback on ambassador training, MOSAC and other events and activities in which ambassadors participate.

Show Me Afterschool Day

Jefferson City, February 19, 2024

Ambassadors will convene in Jefferson City on February 18, 2024, the afternoon before Show Me Afterschool Day, for a social event and training before Show Me Afterschool Day at the Capitol. MASN will cover the hotel and food. To complete your ambassador deliverables, you are required to do a legislative visit on SMASD or another day during the legislative session.

Messaging Weeks

We often hear from legislators that the best way to increase our efficacy is to make sure that we are not showing up *only* for our capitol day. That is why we have added two messaging weeks with activities around a specific message – one around mental health/substance use prevention in afterschool and another around workforce development in afterschool. The week will include a mail piece to legislators, phone calls, social media and a booth in the rotunda. This is a great time for you to visit the capitol. During both weeks, the capitol day (the actual day we will be there in person) will be on Wednesday of that week.

January 27-31, 2025	Mental health messaging week
Mar 31-Apr 4, 2025	Workforce Development messaging week

Policy Committee Meetings

Ambassadors are encouraged to attend, but not “required.” These meetings will be virtual, with the exception of the policy retreat, which will likely be in Columbia.

- Sept 12, 2024, 10 a.m. – 12 p.m.
- Nov 14, 2024, 10 a.m. – 12 p.m.
- Feb 13, 2025, 10 a.m. – 12 p.m.
- April 10, 2025, 10 a.m. – 12 p.m.
- Retreat in June

Local Advocacy

Since MASN is an advocacy organization for all programs in the state, it’s hard for us to meet with city and county officials around the state. This is why ambassadors are a crucial piece of

MASN's advocacy strategy. As an ambassador, you have the means to build relationships with your local officials and advocate for programs in your community.

Expectations

When ambassadors fulfill the terms of their ambassadorship, they will receive a \$500 stipend at the end of their term. In order to receive the \$500 stipend at the completion of your term, you will need to:

- Participate regularly in ambassador meetings and activities
- Complete a project deliverable plan (see project deliverable page)
- Complete three approved project deliverables. Each deliverable will relate to Missouri AfterSchool Network policy goals of raising awareness about the benefits and needs of afterschool programs statewide.
- Complete a final report on deliverables

Benefits

Your service as an ambassador will benefit Missouri children but you will also benefit from the program:

- Building partnerships to ensure that your program maintains funding
- Networking with other advocates and mentorship from MASN staff and returning ambassadors
- Honing communication, public speaking and leadership development skills
- Preparing you to run for office or become more engaged in the political process
- \$500 stipend at the end of your term after fulfilling the required criteria