



Afterschool Alliance

December 2019

This is Afterschool Campaign Style Guide

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Campaign Basics

Introduction

This is Afterschool is a communications campaign that aims to educate influential decision-makers about the value of afterschool, especially 21st CCLC, and build their support for it.

The campaign provides state networks and partners with a collection of high-quality branded materials to help raise the profile of afterschool by showcasing convincing data, authentic imagery and compelling testimonials that demonstrate the impact of afterschool programs on kids, parents and communities.

About this guide

This style guide provides examples of campaign materials and specific guidance to help states and partners produce new or tailored assets. It includes details about fonts, color schemes, imagery and layout for different materials and formats. Applying the campaign style and elements consistently across all materials is critical for amplifying the brand and maximizing our reach!

Questions?

If you have questions about this guide or need help producing materials, contact afterschool@burness.com. You'll also find more campaign resources and examples of localized materials at: <http://afterschool.nptoolkit.org>.



Sample Materials

The campaign includes a variety of digital and print materials that can be tailored by states and shared across different platforms.



**From Afterschool
to Tech Team**



This is afterschool.
Inspiring future careers.
thisisafterschool.org

By 2025, **2 million STEM jobs** will go unfilled due to lack of skilled candidates.

**Afterschool
is changing that.**



This is Afterschool
Where kids gain STEM skills.

Engaging kids in fun, hands-on projects that encourage creativity.



This is Afterschool
Inspiring kids to love learning.

**Gain confidence.
Build skills.
Learn by doing.**



This is Afterschool
Preparing students for the jobs of tomorrow.

In North Carolina, there's only one available trained worker for every **14 open STEM jobs.**

**Afterschool
is changing that.**



This is afterschool.
Building a strong North Carolina workforce.
ncafterschool.org



**From Afterschool
to Engineer**



This is afterschool.
Where kids gain STEM skills.



"In afterschool I learned to make a positive impact on my community."

Marisol Romero
Afterschool Youth Ambassador, Class of 2020
Toppenish, Washington State

This is Afterschool
Helping young people thrive.

**Teamwork.
Communications.
Critical thinking.**

This is Afterschool



Helping young people realize their full potential.

Typography

The *This is Afterschool* campaign features distinctive typography that must be used with all campaign materials.

Bitter

Use for headlines.

Fonts can be downloaded [here](#).

Libre Franklin

Use for body copy.

Fonts can be downloaded [here](#).

Bitter

ABCDEFGHIJKLMNOPQRSTUVWXYZ
vwxyz ‘?’“!”(%)[#] {@}/&\<-
+÷×=>®©\$€£¥¢;:,.*

ACCEPTED WEIGHTS:

Bold

Libre Franklin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
vwxyz ‘?’“!”(%)[#] {@}/&\<-
+÷×=>®©\$€£¥¢;:,.*

ACCEPTED WEIGHTS:

Extra bold
Bold
Semi-bold

Medium
Regular

Colors

The colors utilized in this campaign are bright, playful and welcoming. Color is an important element that makes this brand recognizable and distinctive, so it is important to use this color palette in all campaign materials.

Secondary colors are slightly darker versions of the primary campaign colors. The secondary colors should only be used for quote cards and stacked banners to help emphasize the campaign name and tagline in the color block. See examples on [page 24](#).



CMYK: 96, 3, 35, 12
RGB: 0, 151, 160
HEX: 0097A0



CMYK: 0, 51, 99, 0
RGB: 247, 146, 32
HEX: F7921E



CMYK: 82, 12, 70, 1
RGB: 0, 60, 117
HEX: 00A176



CMYK: 93, 59, 21, 4
RGB: 6, 100, 148
HEX: 066494



CMYK: 0, 92, 74, 0
RGB: 251, 54, 64
HEX: FB3640

Secondary Colors



CMYK: 90, 41, 49, 16
RGB: 0, 109, 115
HEX: 006C72



CMYK: 2, 62, 100, 0
RGB: 239, 125, 34
HEX: EF7D22



CMYK: 87, 25, 76, 10
RGB: 0, 132, 95
HEX: 00835F



CMYK: 99, 71, 31, 13
RGB: 0, 79, 121
HEX: 004F79



CMYK: 13, 95, 82, 3
RGB: 206, 49, 58
HEX: CE313A

Typography Examples

Bitter

Use for headlines.

Libre Franklin

Use for body copy.

Introduction

1. Libre Franklin Medium

2. Libre Franklin Extra-Bold

This is used to emphasize an important detail, word or phrase, such as a statistic.

Headline

3. Bitter Bold

For “Afterschool is changing that” vertical banners, the headline is always stacked.

Tagline

4. Libre Franklin Bold

The tagline text is bolded for readability and in some formats may be placed over a photo.

By 2025, **2 million STEM jobs** will go unfilled due to lack of skilled candidates.

Afterschool
is changing that.

This is Afterschool
Where kids gain STEM skills.

1

2

3

4

Typography Examples

Bitter

Use for headlines.

Libre Franklin

Use for body copy.

Introduction

1. Libre Franklin Medium

Attribution

2. Name: Bitter Bold

Title: Libre Franklin Regular

Headline

3. Bitter Bold

Tagline

4. Libre Franklin Bold



1 “My afterschool program helped me get organized for college and know what to expect.”

2 Anton Riley Burton
Afterschool Alumnus

3 **This is Afterschool**

4 Inspiring future leaders.

Imagery & Photo Credits

The *This is Afterschool* campaign should use high-resolution, in-focus photos (minimum 1000px wide for digital purposes and 2000px wide for print).

Select photos that reflect the topic(s) you are emphasizing, such as hands-on learning, teamwork, keeping kids safe, STEM or CTE. Find imagery that represents your state, community or program, including factors such as age, gender, and race and ethnicity of students served.

Use photos that show kids who are active and engaged in an activity. Avoid photos that have busy backgrounds and posed shots of kids who are not enjoying an activity or engaging with other people.

If you need help finding photos, check <http://afterschool.nptoolkit.org> or email afterschool@burness.com.

Photo Credits:

1. Be sure to give proper credit for all photos. Photos available at <http://afterschool.nptoolkit.org> that require a credit are tagged with this text (which must appear on the final product): **Image(s) provided by The 50 State Afterschool Network.**



Types of Materials & Sizes

The campaign includes a variety of formats for different purposes, including digital and print materials that can be used as leave-behinds for in-person meetings, shared across social media, posted on your website, promoted in newsletters, and shown on screen during plenary meeting sessions.

This page includes some examples of current materials and the sizes of each. Most materials can be adapted to different sizes. Please email afterschool@burness.com if you need materials that are not included in this guide.

Social Media Graphics

1600 x 900 (pixels)

Postcards

4 x 6 (inches)

Posters

24 x 36 (inches)

Standup Banners

33 x 80 (inches)

Tabletop Banners

11.75 x 21 (inches)

One-pagers

8.5 x 11 (inches)

Layout Specifications

Layout Specifications

From-To

Layout Specifications

From—To Vertical

Includes posters, standup banners and tabletop banners.

To maintain the strength of the brand it is critical to position elements consistently and apply the campaign style to all posters and banners.

Note: Posters and banners are always paired with a photo.

Photos

1. The top photo should be of an afterschool student. The bottom photo should represent who the student could become in the future.

Photo should be clear from distracting backgrounds and focus on the subject.

Headline

2. Spacing in the boxes should be equal on both sides.
3. The black tinted box should always be at 75% opacity.

Tagline

4. The bottom of photos usually have a dark gradient overlay so the white text is easier to read.
5. Use a photo credit, if applicable.



Additional Examples

From—To
Vertical



From Afterschool

to Tech Team



**This is afterschool.
Inspiring future careers.**

thisisafterschool.org



From Afterschool

to Engineer



**This is afterschool.
Inspiring future careers.**

thisisafterschool.org



Layout Specifications

From—To Horizontal

Includes social media graphics and postcards.

To maintain the strength of the brand it is critical to position elements consistently and apply the campaign style to all graphics and postcards.

Note: Social media graphics and postcards are always paired with a photo.

Imagery

1. The photo should be of an afterschool student. The right photo should represent who the student could become in the future.

Photo should be clear from distracting backgrounds and focus on the subject.

Headline

2. Headline should be in the lower third of the graphic (below the subject matter and above the tagline.)
3. The black tinted box should always be at 75% opacity.

Tagline

4. The tagline is left aligned to the second part of the headline.



Additional Examples

From—To
Horizontal



From Afterschool to Entrepreneur

This is afterschool.
Where dreams are pursued.
MyFAN.org



From Afterschool to Engineer

This is afterschool.
Where kids gain STEM skills.

Layout Specifications

**Afterschool is
changing that.**

Layout Specifications

Afterschool is changing that. Vertical

Includes posters, standup banners and tabletop banners.

To maintain the strength of the brand it is critical to position elements consistently and apply the campaign style to all posters and banners.

Note: Posters and banners are always paired with a photo.

Introduction

1. There should be space around all sides of the text so it is easily readable.
The colored box should be roughly 45% of the graphic.
2. All text should be left aligned.

Headline

3. The black tinted box should always be at **75% opacity**.
The amount of space in the box should be equal on both sides of the text.
4. Use a photo credit when applicable.

Tagline

5. Use a dark gradient overlay for the bottom of photos to make the text easier to read.

1

Due to the skills gap, more than **2 million** manufacturing jobs will go unfulfilled.

2

Afterschool

3

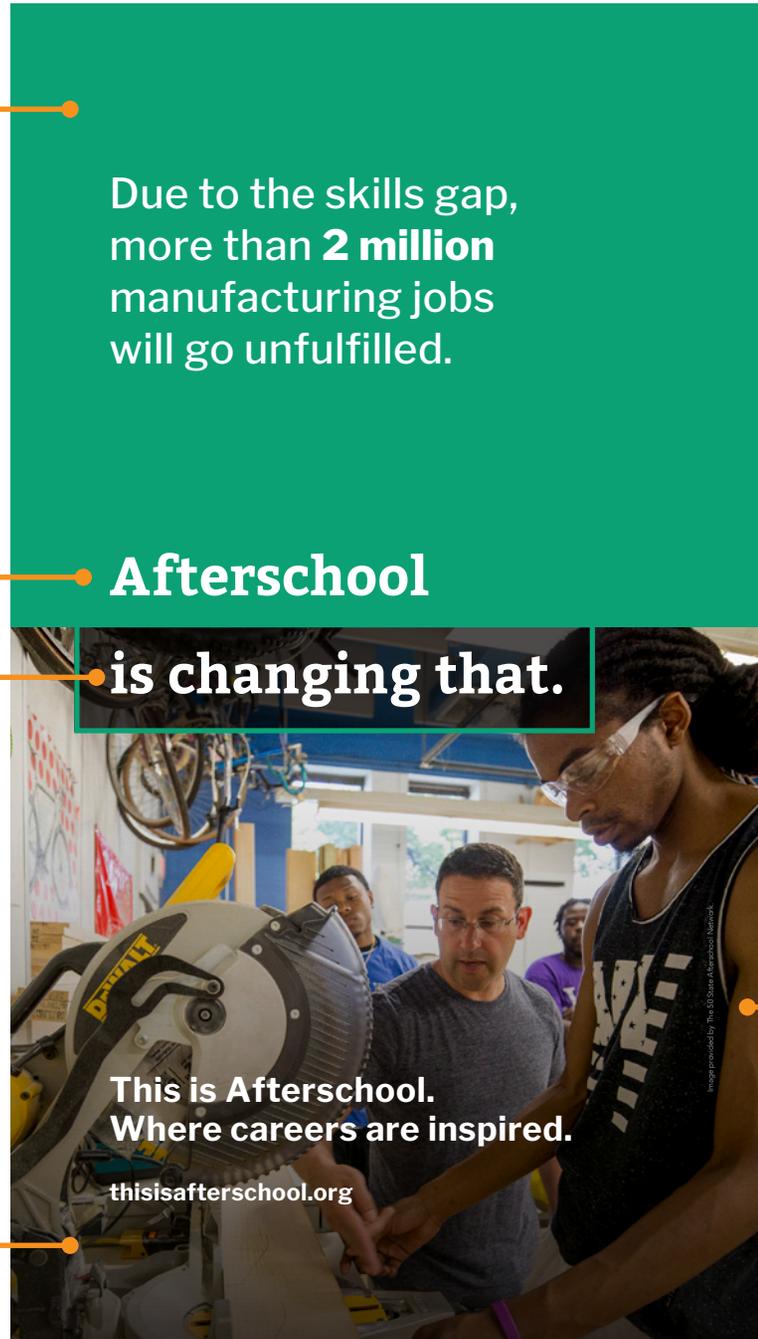
is changing that.

4

**This is Afterschool.
Where careers are inspired.**

thisisafterschool.org

5



Additional Examples

Afterschool is changing that.
Vertical

71% of young adults in Missouri can't serve in the U.S. military because they are physically unfit, lack education or have a criminal record.

Afterschool is changing that.



This is afterschool. Building strong minds and bodies.

moafterschool.org

MASN
Missouri Afterschool Network
Partnerships. Programs. Results.

Image provided by The 50 State Afterschool Network.

More than 7 million students are chronically absent—and more likely to drop out of school.

Afterschool is changing that.



This is Afterschool
Preparing kids for college and careers.

Layout Specifications

Afterschool is changing that. Horizontal (with side bar)

Includes social media graphics and postcards.

To maintain the strength of the brand it is critical to position elements consistently and apply the campaign style to all graphics and postcards.

Note: Social media graphics and postcards are always paired with a photo.

Introduction

1. There should be space around all sides of the text.
The colored box should be roughly 30-35% of the graphic.
2. Text must be left aligned with "Afterschool" below.

Headline

3. The spacing in between the two boxes should be equal.
4. The black tinted box should always be at 75% opacity.
The amount of space in the box should be equal on both sides of the text.

Tagline

5. The tagline should be left aligned to "is changing that."

Logo

6. When creating materials for states, if possible, use a white version of logo.



Additional Examples

Afterschool is changing that.
Horizontal (with side bar)



Over **300,000 kids** in Georgia are alone and unsupervised from 3 to 6 p.m., when juvenile crime and victimization peak.

Afterschool is changing that.

This is afterschool.
Keeping kids safe.
afterschoolga.org



By 2020, there will be **1.4 million** computing jobs open—fewer than one-third can be filled by U.S. computing graduates.

Afterschool is changing that.

This is afterschool.
Preparing kids for college and careers.

Layout Specifications

Afterschool is changing that. Horizontal (stacked boxes)

Includes social media graphics and postcards.

To maintain the strength of the brand it is critical to position elements consistently and apply the campaign style to all graphics and postcards.

Note: *Social media graphics and postcards are always paired with a photo.*

Introduction

1. There should be space around all sides of the text.
The colored box should be roughly 50-60% of the graphic to accommodate the headline and body text.
2. All text must be left aligned.

Headline

3. "Afterschool is changing that" should be horizontally centered to the box with the spacing equal on both sides.
The bottom box should be a secondary color that is a darker shade of the primary color used in the top box. Refer to [page 7](#) for the HEX color reference.

Logo

4. When creating materials for states, if possible, use a white version of logo.



Additional Examples

Afterschool is changing that.
Horizontal (stacked boxes)



Across America, **1 in 5 kids** are alone and unsupervised from 3 to 6 p.m., when juvenile crime, victimization and drug use peak.

Afterschool is changing that.

This is afterschool. Promoting healthy futures.



When kids have no place to go after school, they **miss out** on opportunities to learn, parents lose **8 days** of work, and businesses lose **\$300 billion** a year.

Afterschool is changing that.

Helping families and our economy thrive.

Layout Specifications

Student Outcomes

Layout Specifications

Student Outcomes

Includes social media graphics and postcards.

To maintain the strength of the brand it is critical to position elements consistently and apply the campaign style to all graphics and postcards.

Note: Social media graphics and postcards are always paired with a photo.

Statement

1. Utilize white space around the introductory text.
The colored box should be approximately 30-35% of the photo.

Headline

2. The spacing in between the two boxes should be equal.
3. Spacing in the box around "Afterschool" should be equal on both sides.
The black tinted box should always be at **75% opacity**.

Tagline

4. The tagline should be left aligned to "Afterschool."



Additional Examples

Student Outcomes

Afterschool programs are proven to help young people build skills employers demand: teamwork, communication, problem-solving and critical thinking.



This is Afterschool

Helping kids reach their full potential.

Teens who are supervised after school are less likely to skip class or use drugs than teens who are unsupervised.



This is Afterschool

Proven to help youth avoid substance abuse.

Layout Specifications

Testimonials

Layout Specifications

Testimonials

Includes social media graphics and postcards.

To maintain the strength of the brand, it is critical to position elements consistently and apply the campaign style to all graphics and postcards.

Note: Social media graphics and postcards are always paired with a photo.

Statement & Attribution

1. There should be space around all sides of the text.

The colored box should be roughly 50-60% of the graphic to accommodate the headline and body text.

2. All text must be left aligned.

Headline

3. "This is Afterschool" should be horizontally centered to the box with the spacing equal on both sides.

The headline should also be left aligned to the statement and attribution.

The bottom box should be a secondary color that is a darker shade of the primary color used in the top box. Refer to [page 7](#) for the HEX color reference.

4. Use a photo credit, if applicable.



Additional Examples

Testimonials



“In afterschool I found my passion to mentor kids with disabilities.”

Harli Jo Mckinney
Youth Ambassador, Class of 2018
Stratford, Oklahoma

This is Afterschool
Helping young people thrive.



Robert Cobb is giving back. With help from an afterschool program in Chattanooga, Tenn., he's become the first in his family to go to college and now mentors students in the afterschool program he once attended.

This is Afterschool
Helping students succeed.

Layout Specifications

One-pagers & Factsheets

Layout Specifications

One-pagers & Factsheets

To maintain the strength of the brand it is critical to position elements consistently and apply the campaign style to all one-pagers and factsheets.

Note: *One-pagers and factsheets always include at least one photo. The size of the photo(s) can vary.*

Imagery and Headline/Tagline

1. Carefully select a banner image that represents your demographic and issue. See tips about imagery on [page 12](#).
2. It is acceptable to have a bit more space on the left side of the colored box so the text isn't too close to the edge for printing purposes.

Color Specifications

3. Although this factsheet is for a specific state, campaign colors and fonts are utilized for consistency.
4. Varying tints of campaign colors are acceptable only on factsheets.



1

2 **This is Afterschool in Michigan** Strengthening Michigan's Student Talent and Workforce

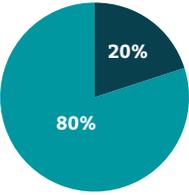
Afterschool programs engage young people in enriching learning experiences that help them realize their full potential. Afterschool also gives parents peace of mind and helps them be more productive on the job. In Michigan, more than 210,000 children and teens are enrolled in afterschool, but 625,000 more are waiting for an available program.¹

Afterschool programs are proven to help kids:²

- Boost school day attendance
- Improve work habits and grades
- Make better decisions
- Have higher graduation rates
- Explore career paths and gain workforce skills

Learning doesn't just happen in school.

For students in elementary through high school, **more than 80 percent** of their time is spent **learning outside of school**—at afterschool and summer programs, in libraries, museums, science centers, at home or in the community. **Fewer than 20 percent** of their 16 waking hours are **spent in school**.



Source: The LIFE Center's Lifelong and Lifewide Diagram.

Parental concerns about afterschool care result in missed work time and lost productivity that costs U.S. businesses up to \$300 billion annually.³ Among Michigan parents:¹

- 2 in 3** say afterschool helps them keep their jobs
- 9 in 10** support public funding for afterschool programs

Additional Examples

One-pagers and Factsheets



This is Afterschool in Idaho

Inspiring Learning, Providing Safety, Promoting Smart Choices, and Supporting Working Parents

Support for afterschool is overwhelming and demand is growing. Nationwide, 9 in 10 adults say afterschool programs are important to their community—and more than 19 million kids are waiting to get in. Decades of research prove afterschool helps kids attend school more often, get better grades, and build foundational skills, like communication, teamwork, and problem solving.

School-age kids spend 80 percent of their waking hours outside of school. Afterschool and summer learning programs provide transformative learning experiences in unique settings that help young people discover what they love to do and reach their full potential.

Supporting Idaho's Students

An evaluation of Idaho's 21st CCLC programs during the 2017-18 school year by Boise State's Lead4Learning Network found that gains on the Idaho Standards Achievement Test were made among students who regularly participated in programs in their English language arts (14%) and math (5%) scores, as well as on the Idaho Reading Indicator (39%). Among parents surveyed with children in 21st CCLC programs, 91% agreed that the program is a benefit to their child.

Among Idaho parents:

- 54% agree that afterschool programs help their kids get excited about learning.
- 80% report that their kids have learning opportunities in science, technology, engineering, and math (STEM) in their afterschool program and 64% agree afterschool programs can help kids gain STEM-related interests and skills.
- 60% agree afterschool programs help kids gain teamwork, leadership, and critical thinking skills.

Unmet Demand for Afterschool in Idaho

For every Idaho student in afterschool, 5 more would participate if a program were available.



21st Century Community Learning Center grants are the only dedicated federal funding source that support local communities' afterschool and summer programs. Demand for programs is so great that 3 out of every 5 applications cannot be funded.

Afterschool Alliance June 2019



This is Afterschool STEM

Sparking Interest in Future Careers

Jobs in the science, technology, engineering, and mathematics (STEM) fields power our economy and build shared prosperity among our society. Investing in afterschool and summer STEM learning programs will help students explore their interests, build skills, connect with mentors, and prepare for jobs in growing fields like health care, information technology, and cybersecurity.

Afterschool STEM offers unique and essential supports.

- Extra exposure:** Children spend less than 20% of their waking hours in school. Afterschool STEM can almost double the amount of time some students have to question, tinker, learn, and explore STEM topics and careers.²
- Engaging opportunities:** Afterschool STEM engages students in hands-on, real-world projects that offer innovative ways to practice STEM skills in an informal space. This makes STEM more accessible, more interesting, and helps build fluency, much like immersing oneself in a new language.
- Opportunities for all:** The wealthiest 20% of families spend almost seven times more on enrichment activities outside school for their children than do the poorest 20%.³ Afterschool STEM helps to close this gap by offering engaging learning programs to a diverse range of students.
- A chance to follow their spark:** High-quality afterschool STEM cultivates interest, builds real STEM skills, and helps students connect STEM to their lives and future careers.⁴

Learning doesn't just happen in school.

For students in elementary through high school, more than 80% of their time is spent learning outside of school—at afterschool and summer programs, in libraries, museums, science centers, or at home or in the community. Just 20% of their 16 waking hours are spent in school.



Source: The LIFE Center's Lifelong and Lifewide Diagram⁵

Afterschool Alliance June 2019

Layout Specifications

21st CCLC & Issue-Specific Materials

Layout Specifications

21st CCLC & Issue-Specific Materials

To maintain the strength of the brand it is critical to position elements consistently and apply the campaign style to all materials.

Note: *Materials always include at least one photo. The size of the photo(s) can vary.*

Imagery and Headline/Tagline

1. Issue area is listed in all caps above the title. Make sure there is enough margin between the issue area and title.
2. Carefully select a banner image that represents your demographic and issue. See tips about imagery beginning on [page 12](#).
3. The title box reflects the style of the quote cards. See [page 21](#) for further reference.

Composition

4. Make sure there is enough white space for the content to breathe.

1

21ST CENTURY COMMUNITY LEARNING CENTERS

Engaging families of English language learners to promote literacy skills

3

This is Afterschool

2



4

Program Profile

ourBRIDGE for Kids

ourBRIDGE for KIDS (ourBRIDGE) is a 21st Century Community Learning Center site that serves 83 percent English language learners (ELL) and 100 percent of its students are from low-income families. This afterschool program helps students build English fluency, gain self-confidence and improve their academic performance. It also serves as a critical resource for ELL students' families, offering supportive services and engaging them in their children's education.

Like other afterschool programs across the U.S., ourBRIDGE is uniquely positioned to serve both ELL students and their families. Nationwide, there are more than 4 million ELL students who attend public schools and receive language assistance, such as bilingual education and High Intensity Language Training. This growing and diverse population faces myriad challenges and needs a coordinated system of support to help them build literacy skills and thrive.

A typical day for ourBRIDGE students

Students are picked up from school and taken to the program where they meet staff and enjoy a family-style meal. Next,

students head outside for recreation before returning for homework help and tutoring. The staff to student ratio is 1:2-3. After homework help, students gather as a full group to discuss upcoming events, including field trips and activities, with visuals to illustrate the information provided. During this time, students practice their listening and communication skills. Students then break out into smaller groups, working on student-driven projects focused on themes from astronomy to kindness. At the end of the program, ourBRIDGE transports students home.

Outcomes

During the 2015-2016 school year, 95 percent of teachers saw improvement in ourBRIDGE students' homework completion, class participation, motivation to learn and behavior. Students increased their Text Reading and Comprehension assessment results an average of seven levels.



ourBRIDGE for KIDS | Charlotte, NC

- 76 Average number of students served during the school year
- 83% ELL students
- 100% Students from low-income families

Additional Example

21st CCLC & Issue-Specific Materials

21ST CENTURY COMMUNITY LEARNING CENTERS

Hope, Help and a Safe Place Where I Could Thrive

By **Susanna Pradhan**
Afterschool Alumna

This is Afterschool



My Afterschool Story

In 1998, I was born to a Bhutanese refugee family in Sanischare Camp in Eastern Nepal. As refugees, we were isolated from the rest of the world and deprived of our basic rights. We were abused at work, making less than a dollar a day.

Growing up in the slums of Nepal, my only hope for a better future was through education. My father was a teacher and my mother the pharmacist, albeit an informal one, in our camp. My parents were respected individuals in our camp and from a young age I wanted to become a respected individual as well. Seeing my mother cure the sick sparked my interest in the medical field. I dreamed of becoming a doctor and carrying on my mother's healing work.

Everything changed when my family was given the chance to come to the United States. After a lengthy process, we arrived in Charlotte, NC, in April of 2009. In August, I started my first school in America as a sixth grader at Eastway Middle School.

My transition from Nepal to the U.S. was extremely difficult. The language barrier and the culture shock almost felt tangible. In sixth grade, I was bullied because I did not fit the "mold" the other student were expecting. This harassment took quite a toll on me and left me ashamed of my culture, my family, our lack of English proficiency, and how we were not "American" enough.

Gradually, however, I started to rediscover my identity. The ourBRIDGE for KIDS program, which is a non-profit afterschool organization that helps tutor immigrant and refugee students, was pivotal in helping me find my identity in an unfamiliar place. The program helped me improve

in English and other school subjects and exposed me to extracurriculars and different aspects of American culture through field trips and camping. It provided me a safe space where I could thrive academically and socially without fearing judgement from others.

Although I only attended for two years, this program taught me one of the most valuable lessons in my life: to accept and embrace myself. My diverse background and identity is something that distinguishes me and allows me to have a unique perspective. I don't have to assimilate and give up any part of myself in order to become successful.

This program taught me one of the most valuable lessons in my life: to accept and embrace myself.

This new belief also motivated me to enter an academic scholarship competition in middle school, in which I won first place. It meant that my tuition for all four years of college would be covered! This served as a catalyst for my life moving forward and the interest I once had back in our camp about becoming a doctor came to life again.

In pursuit of this success, I have been involved in many activities in and out of school throughout the past few years. I have experienced firsthand how effective ourBRIDGE is in assisting young immigrant students during their most critical years of growth, so for the past few years I have been volunteering as an assistant tutor and translator. I've also made it my goal to go back and volunteer this summer and every summer while I am in college.

Susanna Pradhan is an alumna of ourBRIDGE for KIDS, a 21st Century Community Learning Center site in Charlotte, NC. Susanna currently attends the University of North Carolina at Chapel Hill. 21st Century Community Learning Centers are federally funded programs that help ensure all young people have access to quality afterschool and summer programs.

