

WINTER/ SPRING 2002

NEWS

CAS Community Schools Celebrate First Decade, Set New Initiatives

This year marks the 10th anniversary of The Children's Aid Society's community schools initiative. In 1992, with a vision of transforming failing public schools into thriving community institutions, CAS opened our first community school in Washington Heights. Based on a simple premise — that learning does not occur in isolation from the rest of a child's life — the CAS community school model brings services children need to grow, develop and learn directly into their schools.

With our model, we have transformed nine schools in New York City into full-service or extended-service schools, and assisted over 100 others around the country, and as far away as South Africa and the Netherlands, in revitalizing their own schools.

Our 10th anniversary coincides with the opening of a new community school, C.S. 61. This school is not just our newest school initiative, but the latest step in our strategic growth into the South Bronx: a neighborhood defined at once by great need and a severe dearth of family and children's services. Two years after the opening of our large, full-service Bronx Family Center, we have solidified a partnership with the area's School District 12, in which C.S. 61 is located.

The Bronx Family Center is the key to our community schools expansion in the

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Bronx. Just two blocks from C.S. 61, the center will provide the school's 750 students with all the critical health and mental health services they need. Within C.S. 61, we are well on our way to implementing full-scale extended-day, Saturday and parent programs, as well as beautifying the school with art work and lively murals.

The strong community school-community center ties we have forged with this latest initiative maximize efficiency and cost, while maintaining the same comprehensive services for which CAS schools are known. Best of all, it draws the neighborhood together, creates a seamless structure of services and lays the foundation for a trusting, close relationship between CAS and the residents of the South Bronx. As Philip

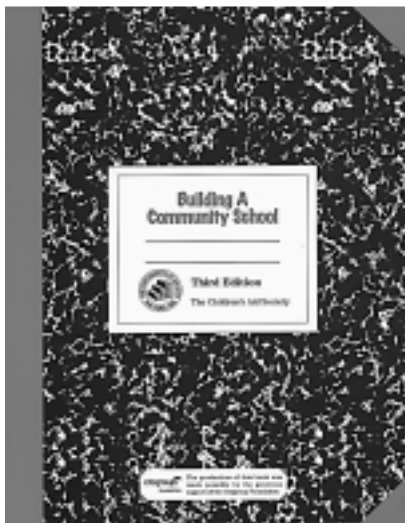
Coltoff says, "we are once again putting our roots into the Bronx!"

New schools manual and PSAs

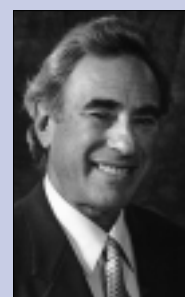
Also of note are two new developments in our Technical Assistance Center, the national and international front of our community schools work. We have just published the third edition of *Building a Community School*, a manual for those who want to bring the CAS

community school model to their own neighborhoods; and we are releasing a

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From the Executive Director...



Budget Cuts, Again

While so much of The Children's Aid Society's environment is ever changing, we are also experiencing déjà vu in many ways.

New York City has a new mayor, who has proposed a new budget. We have a new City Council and new relationships must be developed. The federal and state governments have also proposed new budgets.

The déjà vu lies in budget cuts, and cuts in all three of the budgets mentioned above will impact The Children's Aid Society and its programs in the year, or years, to come.

Among the three levels of government, cuts to the New York City budget in children's services will impact us most severely. State budget cuts will also hurt, and we have to watch how the federal budget limits the amounts states can transfer from TANF (Temporary Assistance to Needy Families) funds to social services, i.e., day care, as well as shifts in funding patterns for the 21st Century Learning Centers programs that help fund after-school at our community schools.

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STAR WARS Episode II — Attack of the Clones

Premiere to Benefit The Children's Aid Society!

For details see page 4

September 11th Aftermath Demonstrates A Better Medicaid

Between the end of September 2001 and January 31, 2002, over 370,000 New Yorkers received temporary health coverage through Disaster Relief Medicaid (DRM). The program was created by the state, city and federal governments as a stop-gap measure in the wake of the World Trade Center tragedy to ensure that New York City residents had continued access to public health insurance while the Medicaid program recovered from damage to its computer infrastructure caused by the attacks. DRM differed from pre-September 11th Medicaid in a striking way: the complex Medicaid application process was stripped down to the basics and became a one-page paper enrollment form.

CAS staff and other advocates were pleased at the opportunity to focus on health care issues with their clients, rather than on the intricacies of the elaborate enrollment process. According to CAS' Health Care Access Program director Kate Lawler, the sheer numbers of people who lined up for DRM in the enrollment period demonstrated that the usual, onerous enrollment process is itself an obstacle that inhibits people who are eligible for Medicaid from applying.

Disaster Relief Medicaid provided four months of Medicaid for individuals; those who signed up at the last minute on January 31st will see their coverage enter a new stage on April 30th. A transition plan will help prevent DRM beneficiaries from losing coverage as they move into one of the permanent programs.

Legislation passed in mid-January by the New York State Legislature will eliminate some of the barriers to getting and keeping regular Medicaid beginning in 2003, but CAS would like to see far greater simplification.

The need for access to affordable health care in New York City remains immense. Between one and two million people in the city are uninsured. CAS will work to keep Medicaid enrollment simple, to keep the focus on delivery of affordable, quality health care to all New Yorkers.

Children's Aid Welcomes New Staff And Announces Promotions

The Children's Aid Society is pleased to announce several key staff appointments:

David L. Fazio has been selected as our new Chief Financial Officer. He has held high-level fiscal positions in city government, at the Administration for Children's Services, the Department of Homeless Services and the city's Office of Management and Budget. He received his bachelor's in English from the University of North Carolina and his master's in Public Policy from Harvard.



David L. Fazio

Paula M. Elbirt, MD, is Children's Aid's new Medical Director. Prior to joining CAS, Dr. Elbirt was Director of Primary Care Education for the pediatric out-patient clinics at The Brooklyn Hospital Medical Center. She spent 19 years in private practice in New York City, where she became a powerful voice in children's health care rights. She is a graduate of City College of New York and Hahnemann Medical College in Philadelphia.



Janet Sellwood

Janet Sellwood has joined us as our new Director of Human Resources and will oversee the development of this newly restructured CAS department. She earned her master's in Human Resource Management from Rutgers University and formerly worked as the HR Director at Services for the Underserved and as Personnel Manager at the Postgraduate Center for Mental Health. Her experience in performance evaluation strategies, recruitment and retention, training, orientation and research have quickly made her a valuable resource for the agency and its staff.

Promotions

CAS proudly announces the promotions of several key staff members:

Herman Bagley has been promoted to the new position of Assistant Executive Director for Community Affairs. Bagley has served the agency for over 45 years in a variety of capacities, most recently as Director of our City & Country Branches. In his new role, he will work on a citywide basis with government agencies involved in children and family services and, overall, support our efforts to build stronger alliances in the communities we serve. **Lorna Morgan**, Chief of Operations for all of the Society's services, will assume leadership for the City & Country Branches division.



Herman Bagley

Beverly Colon has been promoted from Director of Health Operations to Director of Health Services and will now oversee all of the health services for the agency. She will continue to work in close collaboration with CAS trustee **Dr. Angela Diaz**, who supervises our partnership with Mt. Sinai Medical Center. Of special note: Dr. Diaz was recently honored by The Mount Sinai School of Medicine with a named professorship, the Jean C. and James W. Crystal Professor in Adolescent Health. The endowed chair will support her work as director of Mt. Sinai's Adolescent Health Center.

In our community schools division, **Richard Negrón**, former Director of our National Technical Assistance Center, has been promoted to Director of Community Schools. **Jane Quinn**, Assistant Executive Director for Community Schools, will continue to oversee our National Technical Assistance work. **Alma Whitford**, former director of I.S. 90, has been pro-

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Upcoming Events Add Up To A Busy Season At CAS

Numerous high-profile special events will make this spring special at The Children's Aid Society

Blue Hill Troupe Benefit Performances, April 19-27 – The enjoyable music and witty lyrics of the Gilbert & Sullivan classic, *The Mikado*, will be performed by the Blue Hill Troupe for the benefit of Children's Aid's Family Wellness Program. The full theatrical performance will be at the Teatro Heckscher at El Museo del Barrio. On April 24, there is a private reception/cocktail party at CAS' East Harlem Center from 6:00-7:30 p.m., with party/performance tickets set at \$125. For information about tickets, contact the Blue Hill Troupe at 212-988-2012.



6th Annual Derby Day, May 4 – Help paint, plant and generally improve CAS sites in the Associates Council's annual clean-up effort at many Children's Aid community centers and schools. This year, 250 volunteers and over 50 CAS youth are expected to participate, including volunteers from leading companies and universities. It's a day-long effort to help realize the dreams of CAS site staff. To volunteer or get more information, please call Anne Jeffries Citrin at 212-949-4978.

Star Wars: Episode II Benefit Premiere, May 12 – The Children's Aid Society has been selected as the New York City charity beneficiary of what will be the hottest ticket in town, the premiere of the long-awaited new film *Star Wars: Episode II Attack of the Clones*. Children's Aid will host a "red carpet" screening of the new film preceded by a special premiere party, with all proceeds benefiting CAS. For information, contact Susan Melnyk at 212-949-4945.

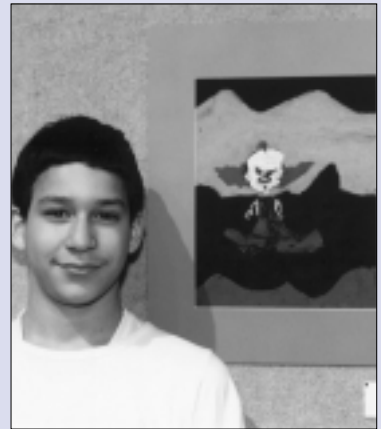
Therapeutic Jurisprudence Conference, May 13 – The Children's Aid Society and the Association of the Bar of the City of New York will co-sponsor "The Judge, the Attorney and the Social Worker: Joining Forces for Children and Families," a one-day conference on therapeutic jurisprudence. This is a judicial approach that aims to unite family and criminal courts, as well as judges, attorneys and social workers in the courts to better serve the interests of the entire family. The conference will feature leading minds on therapeutic jurisprudence including academics, lawyers, judges and child welfare advocates. To register, call 212-358-8930 or email kimd@childrensaidsociety.org.

CAS Chorus Spring Concert, May 23 – Join CAS' Children's Chorus at its 5th Annual Spring Concert, at St. Peter's Church from 7-8:30 p.m. The chorus will premiere a new work, "Genius Child," which was commissioned with support of the Lower Manhattan Cultural Council and written by Randall Bauer, a doctoral student at Princeton University. The chorus will also debut its first CD recording. For tickets, please call 212-533-1675.



New Heights Hoop Challenge, 3-on-3 Basketball Tournament, June 22 – Showcase your basketball skills and help raise funds to support The Children's Aid Society's Warriors' Student-Athlete Program. The New Heights Hoop Challenge will bring together players from throughout the city to compete and raise funds for programs for student athletes from disadvantaged communities. A festive party on the Hudson will follow the daylong tournament. To register your team or purchase tickets to the party, call 212-949-4936 or visit www.childrensaidsociety.org/newheights.

CAS Art Show Highlights Children's Spirit



The creativity and imagination of CAS children were on display at a Mixed Media Children's Art Show held at the National Arts Club in March. The large exhibit featured works that expressed the feelings and fun of children from CAS schools and community centers.

At the agency's private reception, 400 guests enjoyed performances by the CAS Chamber Chorus and the I.S. 218 String Orchestra. Joining the large crowd were the young artists themselves, including 13-year-old Manny Escotto, pictured here, who were excited to see their work on display.

Special thanks to the many supporters who made the show possible, including the National Arts Club, Trustee-curators Meredith Rugg and Maeve Gyenes and art teachers Eve Zimetbaum-Leber of Goodhue Center and Michelle Sholtis of Greenwich Village Center for hanging and cataloging the art.

Have You Visited The New Children's Aid Website?

This fall, The Children's Aid Society proudly launched its spanking new website, www.childrensaidsociety.org, adding a host of new features and online capabilities. This technically advanced website expands our reach beyond New York City and the United States to give users worldwide the ability to learn about CAS and interact with us in a number of ways.

The new design was created by consultant Tara Frammer and Raven Creative, a Connecticut-based web design firm, and funded by the Booth Ferris Foundation. Its goals were to highlight the many locations and services offered by Children's Aid, to facilitate usage of our services by parents and children, to encourage donations and facilitate online contributions, to promote volunteerism and to help potential donors, press and other advocates better understand who we are and

what we do and to help them contact us when they are ready.

In addition, the CAS website offers a much

more dynamic picture of all that CAS does. Frequent updates give users the opportunity to learn what's new, what we're doing and what's coming up. Our up-to-date

employment opportunities section helps qualified applicants learn about our vacancies and the online publications section offers access to our most popular written materials. Users can also gain another perspective on CAS events through online photos.

The new CAS website has gained praise and plaudits from advocates, funders, visitors and staff alike. We are looking forward to helping it grow and serve our different audiences better.



Www.childrensaidsociety.org is the address for a dynamic picture of all that CAS does.

Star Wars: Episode II Attack of the Clones Premiere In New York City To Benefit The Children's Aid Society

Exciting news has been rippling across the galaxy: The Children's Aid Society has been selected as the beneficiary of the New York charity premiere of *Star Wars: Episode II Attack of the Clones* on Sunday, May 12!

CAS joins a select group of children's charities in 11 cities in the U.S. and Canada chosen by Lucasfilm Ltd. and Twentieth Century Fox to benefit from the premieres. The proceeds from the New York event will help support Children's Aid's services at 37 locations throughout the New York metropolitan area. CAS is co-hosting the premiere with

the Tribeca Film Festival in lower Manhattan.

"At a time when the economic news from many quarters is not encouraging, it is thrilling to be part of the excitement and



anticipation surrounding the new Star Wars episode," says Philip Coltoff, CAS Executive Director and CEO. "The decision by Lucasfilm and Twentieth Century

Fox to focus the premieres on the needs of disadvantaged children is truly heartening and we are grateful for the opportunity to increase support for our programs."

The Children's Aid Society will raise money through both ticket sales and corporate sponsorships, and will host a pre-premiere reception. A percentage of the seats in New York and at each premiere will be reserved for disadvantaged children. The 1999 premieres of *Star Wars: Episode I The Phantom Menace* were also charity benefits.

If you would like to obtain tickets to the New York premiere of *Star Wars: Episode II Attack of the Clones* to benefit CAS, please call Jenny Selig at 917-286-1530. If you would like sponsorship information, kindly call Susan Melynk at 212-949-4945.

Think About Dying To Help The Living



New Staff and Promotions...
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moted to Assistant Director of Community Schools, to support our five schools in Washington Heights. **Sandra Gutierrez** recently joined our staff as an Assistant Director of Community Schools to oversee our schools in East Harlem and The Bronx. **Gloria Lopez**, former head of social work outreach at I.S. 90, has replaced Whitford as the school's Director.

In our fiscal division, **Ofelia de Carlos** has been appointed CAS Comptroller. Formerly Assistant Comptroller, de Carlos has been a member of the fiscal team since 1989. Her extensive experience in non-profit accounting, auditing and cost reports, and her dedication to our fiscal integrity are key assets for CAS going forward. **Barry Donsky**, formerly Senior Accounting Supervisor, has been appointed the Director of Government Contracts and Fiscal Services, with responsibility for overseeing the financial management of all government contracts, acting as liaison for all outside auditors, and supervising internal audits and field reviews.

Bad things happen to good people. We've seen enough of that in the last seven months to know it's a fact. So maybe we now all believe a little bit more in the saying "expect the unexpected."

So it's time to believe in a second trusted old motto, too: "be prepared."

If you die unexpectedly, maybe at a much younger age than anyone should rightly anticipate, how will your family fend for itself? Who will take care of your children?

The best way to ensure that your family will remain financially secure after you are gone is to write a will. And the only sure way to provide for a living partner who is not a spouse is through a written will. A properly drawn and witnessed will is the only document that the State will absolutely recognize as your final

wish on the distribution of your estate. If your estate is sizable, you may want to consider certain financial planning vehicles, such as trusts, to handle complex matters and to provide tax advantages to you.

Bequests and more

And since you are a friend of Children's Aid, you might consider making a bequest in your will to help us help the children of the future. We would be very grateful for your visionary support.

If you would like more information about drafting a will, making a bequest, structuring a trust, creating a charitable gift annuity, or making a complex gift, **fill out and send in the coupon below.** Or, please call Cathy O'Rourke, CAS Director of Planned Giving, at 212-949-4937. She would be happy to help you.

Please complete and return this reply form

Dear Friends at Children's Aid:

- Please send me your free brochure, "Planning Your Will."
- Please contact me about a personal visit. The best time to call me is: _____
- I have provided for The Children's Aid Society in my will or other estate-planning document, qualifying me as a member of the Charles Loring Brace Society.
- Please send me information about the Charles Loring Brace Society and planned giving.

Name: _____

Address: _____

City: _____

State: _____ Zip: _____ Phone: _____

Mail this form to:

Cathy O'Rourke

The Children's Aid Society

105 East 22nd Street, Room 504, New York, NY 10010-5413

Dr. Gomez Brings Kisses to CAS Bronx Center



Dr. Max Gomez, Medical/Health Reporter with WNBC, Channel 4 in New York City, visited Children's Aid's Bronx Family Center with the Hershey Kissmobile recently. He is pictured here in our new Bronx early childhood center with Beverly Colon, CAS's Director of Health Services. She later presented him with an award from Hershey's and the Children's Miracle Network, a fundraising organization that helps support CAS's Medical Foster Boarding Home program.

Intel Brings The Future Of Technology To CAS Youth At Frederick Douglass Center

Today, more than 60 percent of jobs require technical fluency and it is more critical than ever that children from all socio-economic backgrounds gain the skills needed to participate in the workforce of tomorrow. With budget cuts in education under consideration at all levels, some corporate citizens are filling the gap by providing the tools and environments kids need to succeed in our increasingly technological world.

In this spirit, Intel has partnered with The Children's Aid Society's Frederick Douglass Center and another local community agency, Harlem Congregations for Community Improvement (HCCI), to open New York's first two Intel Computer Clubhouses. (There are 42 in the U.S. so far.)

At the CAS ribbon-cutting event on April 10, more than 200 community leaders, local residents and friends of CAS were treated to tours of the new clubhouse and a view of the future. Speakers included NYC Housing Commissioner Tino Hernandez; MIT Professor and co-founder of the Computer Clubhouse, Dr. Mitchel Resnick; Omar Wasow, internet analyst for MSNBC and WNBC; Roma Arellano, Worldwide Community Education Manager for Intel; Intel advisory board member, Reverend Eugene Rivers, and CAS Executive Director Philip Coltoff.

The new technology center, featuring more than 20 computers, advanced software, a sound-proof recording studio and digital photography capabilities, will join a network of 100 proposed Intel clubhouses nationwide that will aid young people and families in underserved neighborhoods.

The clubhouse mission is to provide youth with access to high-tech equipment and pro-



fessional software, as well as mentors, in order to help youth develop skills that open up opportunities, encourage self-confidence and foster creativity. The clubhouses are based on a learning model created by Boston's Museum of Science, its Computer Clubhouse and the MIT Media Lab.

Clubhouse a hit with kids

The Intel Computer Clubhouse, which opened for its dry run in January, has already become a special haven for CAS kids. In this safe and nurturing environment, youngsters can explore, learn and create. Children start by learning the basics of how to use computers and the Internet and gradually begin using computers to improve homework assignments, design their own Web sites, create digital artwork, produce their own music CDs, write and edit short movies and much more.

An evaluation panel of Intel employees, community representatives and educators selected The Children's Aid Society and HCCI to host Intel Computer Clubhouses because of the strategic direction, commitment to technological learning and support of underserved youth shared by both organizations.

"Our organization's primary goal is to equip less advantaged children with the support

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Neediest Cases Campaign Sets Record Despite Economic Downturn

Despite economic uncertainties and the millions of dollars donated for World Trade Center relief, readers of the *New York Times* helped the Neediest Cases Fund reach record-setting levels during the 2001-2002 season. The fund raised over \$9.7 million, exceeding last year's record by nearly \$1.7 million. Readers' generosity will ensure that the



city's most disadvantaged families are not forgotten.

Our warmest thanks go to Jack Rosenthal, President of the New York Times Foundation, Arthur Ochs Sulzberger, chairman emeritus of the *Times*, and the lead reporter for the Neediest Cases campaign, Aaron

Donovan, for their commitment to helping the city's underserved families.

New Trustees Welcomed To The Children's Aid Society

The Children's Aid Society is delighted to welcome Martha Berman Lipp, David Stein and Sharon Madison as members of our Board of Trustees.

Martha Berman Lipp is the author of a guidebook to the five countries of Scandinavia and the former CEO and owner of Merchants Travel Inc., a full service travel agency. She also taught English for eight years at Butler University in Indianapolis. Ms. Lipp served on the Board of Planned Parenthood of Indianapolis for 10 years and as a member of the state's Executive Committee of the International Violin Competition. She attended Wellesley College and received her bachelor of arts from the University of Michigan at Ann Arbor and her master's from Butler.



Martha Berman Lipp

David Stein is currently Vice Chairman of J. & W. Seligman & Co. and has served as managing director and co-chairman of the company since 1990. He worked for nearly 22 years at Shearson Lehman

Hutton and its associated entities, including as Managing Director and Senior Executive Vice President. Mr. Stein is currently a trustee of Montefiore Medical Center, Director of the Griffin Land & Nurseries and a member of the Council on Foreign Relations. He received his MBA and his bachelor's degree from Harvard University.

Our newest trustee, **Sharon Madison**, is Senior Marketing Communications Manager for Verizon Communications and a former Senior Marketing Manager for Time Warner. She has worked for the top names in business and advertising, including Saatchi & Saatchi and American Express Travel Related Services. Ms. Madison was the chairperson of The Children's Aid Society's Corporate Advisory Committee before joining the Board as a Trustee. A graduate of Hamilton College, Ms. Madison received the 1997 Volunteer Service Award from the Manhattan Borough President's office and Time Warner's Andrew Heiskell Community Service Award in 1998.



Sharon Madison

The New Acting Company
a program of
The Children's Aid Society
at The Greenwich Village Center
219 Sullivan Street • New York City

presents
The Lady Winter
by Paula Stevens
directed by Stephen Michael Rondel



May 10-26, 2002

Our fantastical family series continues with a heartwarming story of loneliness, everlasting friendship and love!

Tickets (212) 254-3074

New Grants Lead Teen Pregnancy Prevention Initiative Into New Territory

On the heels of the rigorous, scientific evaluation that confirmed our teen pregnancy prevention program's effectiveness, The Children's Aid Society's Stern National Training Center for Family Life Education recently announced major gifts from two foundations. These gifts come as the program begins work with new cohorts in New York City, Baltimore, Houston and Hollywood, Florida.

The grants, a four-year, \$3.5 million pledge from the Charles Stewart Mott Foundation and a one-year \$900,000 gift from the Robin Hood Foundation — both long-

standing supporters of CAS's teen pregnancy prevention work — have directly led to a number of new programmatic initiatives.

In October, The Children's Aid Society opened its first regional training center in Boynton Beach, Florida, based on the CAS Stern National Training Center model in New York City. In addition to the gift from the Mott Foundation, support from the The Picower Foundation and the Charles Evans Hughes Foundation helped bring

the Florida center to fruition.

The Philliber evaluation, which revealed significantly lower rates of teen pregnancy and birth among female participants versus those in a comparison group, but noted few differences between the studied groups of boys, recommended reaching out to boys at an earlier age to affect their sexual behavior patterns. (Read the full evaluation at www.childrensaidsociety.org)



From the Executive Director...

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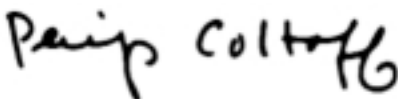
Prior to formulation of the new budget, New York City had planned to create 15,000 new child care slots, i.e., new spaces for children who need subsidized child care. Those were initially cut to 1,500, and even these are in jeopardy. This will impact us. CAS added 100 new slots in our Bronx early childhood center and 20 more for after-school at our East Harlem center.

Many of our services –Homemaker Services, Court Referrals and Youth Outreach Services – might also experience reductions.

State budget impact

New York State has raised the age limit of youth participating in PINS (Persons in Need of Supervision) from 16 to 18, increasing the number of youth eligible for this assistance. While the city has added \$5 million in its budget for increased costs, at presstime CAS doesn't know if that will be sufficient to meet the new demands for service.

These are just a few examples. We of course have seen budget cuts before; we will watch developments in all of the budget proposals closely and try to anticipate where any cuts will be and when, so that our programs remain as unaffected as possible. Does this mean we will suffer no ill effects? Probably not. But as always, we keep our focus on delivering the best possible services to less advantaged children, and will do what we must to maintain our high standards.



Philip Coltoff
Executive Director



For details see page 3

NBA Treats CAS Warriors to an All-Star Day



New Jersey Nets coach Byron Scott, right, joins youngsters from The Children's Aid Society's Warriors Basketball student-athlete program during a trip to Philadelphia during the 2002 All-Star Game festivities there. Scott holds a book that he read to the kids as part of the NBA's "Read to Achieve" program. The Warriors team members were treated by the NBA to the ride to Philadelphia on a new Amtrak Acela with coaches and pro-basketball players who attended the game. The students, chosen for their academic achievements, enjoyed a fun-filled tour of the historic city, tasted traditional Philly cheese steaks, saw the Liberty Bell and mingled with their favorite players.

Intel Brings Technology to CAS...

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and tools they need to reach their full potential," said Coltoff. "The new Intel Computer Clubhouse will ensure that more youngsters and parents in these communities will now understand how computers work, use the technology to support and advance their intellectual development and have a way to explore technology-related careers."

"The Intel Computer Clubhouses are 'invention workshops' where the youth can express themselves through their own interests to become designers, not just consumers, of computer-based creations," said Roma Arellano, worldwide community education manager of Intel. "Clubhouse youth love using professional software like Adobe Photoshop and Illustrator. It allows them to be creative, explore their world and gain valuable skills for tomorrow's workplace."

Schools Celebrate First Decade...

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second wave of Public Service Announcements to turn the nation's attention to this approach to educational improvement.

The first edition of our *Building a Community School* manual was published in 1993, and since then, it has been a critical part of our technical assistance work. This revision provides updated information on our community schools and also offers suggestions for building and sustaining partnerships, planning a community school program and funding these efforts. It situates the community schools approach in the context of 21st century realities, while delving deeper into the research base that supports our model and providing greater detail on available funding resources and evaluation results. Nearly 10,000 copies have been printed and are being disseminated. A full copy is available on the agency's newly redesigned website, www.childrensaidsociety.org.

This spring will also see the debut of the second wave of public service advertisements about community schools on radio and television. While the earlier spots, produced in partnership with the Ad Council and the Coalition for Community Schools, extolled the virtues of the CAS community school model from the principal's point of view, the new spots are narrated by a mother who laments that her child is having so much fun in school, he doesn't want to leave. These spots should be on the air in April. The first round of community school PSAs produced 10,000 calls to CAS' hotline (1-877-LOVE-2-LEARN) for additional information and materials.

NEWS

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