

**Afterschool Enrichment, Tutoring, and Home Schooling**  
**January 6, 2010**

**School:** B'nai Shalom Day School in Greensboro, NC

**Grades and enrollment:** preK-8; 40 pre-K; 96 K-8; 136 total

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**Program description:** Shalom U, a robust afterschool program, began fall 2009. This school year, the program is being offered in three sessions: fall, winter, and spring. Each session lasts 6-8 weeks, with different classes being offered three days each week; each class meets weekly. Ten-fifteen courses are offered for each session in such areas as ceramics, music, drama, yoga, hip hop, and more. Only the courses that fill up actually take place, as there is a commitment to run each class at a surplus. Outreach into the broader community has resulted in non-day school student participation. Pricing (\$65-\$75) and timing of courses (3:30-4:30 pm) are designed to compete with the Y on cost and convenience. A Hebrew School uses the building after day school, so on the one overlapping day, Shalom U is limited in the availability of classes. Besides contributing to the day school financially, side benefits of the program include providing faculty with additional earning potential, generating publicity for the day school in the broader community, and providing specific outreach to new families and students who actually participate in classes.

**Start up money needed:** None.

**Revenue, expenses, net income:** Gross revenue is \$18,000, expenses total \$8,000, and net income is \$10,000. Costs include teachers, materials, and utilities.

**Day school staffing needed:** Teachers from the day school teach Shalom U classes. The business director opens accounts, pays bills, and collects revenue. One teacher is also the Shalom U director and runs the program as part of his daily schedule. He also runs the Hebrew School. The head of school is often in the building when Shalom U runs. Hiring for classes that current teachers cannot teach is time consuming and requires a criminal background check. The head of school supervises these new hires, but in a larger school, someone else would be appointed for this purpose.

**Replication:** Easy to replicate. Many day schools already run similar programs.

**Lessons learned and advice for schools adapting program:** It is incredibly important to be flexible. Offer more courses than you will actually run, because it is very hard to predict which ones will fill up. B'nai Shalom offered fifteen courses and ran eight the very first time this past fall. Hours and hours were spent planning the first time. The head of school spent time hiring for classes that faculty cannot teach. This requires a criminal check. Conduct a parent survey (using survey monkey) to find out what types of courses people want.

**Additional material:** The program brochure is available at the following link:  
[http://www.bnai-shalom.org/school/PDF/ShalomUWinter\\_Spring.pdf](http://www.bnai-shalom.org/school/PDF/ShalomUWinter_Spring.pdf)

It is worthy to note that B'nai Shalom Day School piloted the following additional programs:

- 1) **SAT course:** When offered, this class was fully subscribed. After the school paid for materials and teachers, net income was only about \$2,000. The minimal surplus, inconvenience involved in opening the school at night, and security concerns (there was some theft) led the school to discontinue the course.
- 2) **Entrepreneurship program:** Eighth grade students participated in a course taught by local business leaders and Center for Creative Leadership staff. Each class in the course is taught by a different person. The response by students has been phenomenal. Students participating in this class have also been very successful in raising funds for their Israel trip as compared to previous years. The course itself is not a revenue generator per se, but the "friend raising" nature of securing business leaders as teachers resulted in donations to the school.
- 3) **Home schooling curriculum:** Since a significant percentage of the local, non-Jewish population home schools their children; B'nai Shalom investigated developing and selling curriculum, such as "Learning to Read the Old Testament in the Original Hebrew." Interest was tepid, so the school decided not to pursue this program further.