

High Rocks



2013-2014

PROGRAM REPORT



A REVIEW OF OUR
PROGRAM EVALUATIONS
FROM SEPTEMBER 1ST, 2013
THROUGH
AUGUST 31ST, 2014

who we are:

High Rocks is a thriving center for youth empowerment, leadership, and education. We are a place-based educational force investing in rural West Virginia.

OUR MISSION IS TO
EDUCATE, EMPOWER AND INSPIRE
YOUNG PEOPLE IN WEST VIRGINIA.

OUR VISION:

We provide pathways for youth, giving them viable options for success in our home communities and beyond. We envision creative, sustainable local economies that benefit from our rich human and natural resources. We seek to inspire a culture of learning in our area so that rural Appalachian youth have skills and ideas to drive change locally and on the national stage. The future is in the hands of strong young people.

our program objectives:



YOUTH SUCCESS - To build clear thinking, confidence, creativity and a culture of success among young people.



INTERGENERATIONAL DEVELOPMENT - To create a multigenerational network of support for the healthy development of young women.



LEADERSHIP - To strengthen the leadership capabilities of young people, encouraging them to help each other and contribute to their communities.



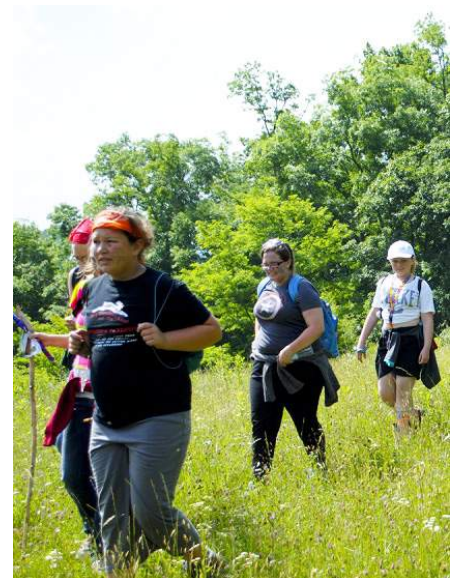
TRANSFORMATIONAL EDUCATION - To create and or sponsor educational programs that provide the environment and support for personal growth: physical, social, spiritual, emotional and intellectual.



GROWTH AND SUPPORT - To explore and implement new ways of educating and supporting young adults who are interested in growing as leaders, teachers, and active citizens.



PARTNERSHIP - To share our philosophy and forge partnerships with other organizations and individuals to advance our mission and objectives.



our reach in 2013-2014:



40,363

total
contact
hours

One contact hour is equal to one participant having one hour of direct programming. Total contact hours include direct hours with youth and adults in all of our program areas. This is a 58% increase from 25,557 total contact hours in 2011-2012.



474

total
youth
served

Total youth include 98 High Rocks girls, 46 Marlinton Middle School students who participated in school-based activities and 330 other youth who participated in community programs.



456

total
adults
served

Total adults who directly participated in community programs including Grow Appalachia, workshops, 5K races, college service crews, and other community outreach events.



1,432

total
community
participants

Total number of community members that participated in public education or public awareness activities, such as audience members and attendees at one time community events.



147

total
volunteers

Total number of youth and adult community members that volunteered in all of our program areas.



2,261

total
volunteer
hours

Total number of hours volunteered in all of our program areas.

contact hours by program:

HIGH ROCKS ACADEMY FOR GIRLS -

ADMISSIONS & RECRUITMENT _____	856
CAMP NEW BEGINNINGS _____	5,712
CAMP STEELE _____	8,468
JUNIOR COUNSELORS _____	2,214
WELLNESS TEAM _____	2,504
TUTORING & ENRICHMENT _____	4,136
MENTORING _____	672
COLLEGE PREPARATION _____	1,188
SCHOLARSHIPS _____	36
SERVICE LEARNING TRIPS _____	1,058
YOUTH ADVISORY BOARD _____	656
ALUMNI PROGRAMS _____	118

COMMUNITY PROGRAMS -

GROW APPALACHIA _____	1,100
MARLINTON MIDDLE SCHOOL PROGRAM _____	1,882
GREENBRIER COUNTY PROGRAMS _____	1,838
NICHOLAS COUNTY PROGRAMS _____	896
POCAHONTAS COUNTY PROGRAMS _____	1,447

THE TEACHING PROJECT -

SUMMER INTERNSHIP _____	3,600
COLLEGE SERVICE TRIPS _____	1,124
AMERICORPS TRAINING _____	1,050
PROFESSIONAL DEVELOPMENT _____	953
PARTNER SITE PROGRAMS _____	TBD
CONSULTING _____	250
SHARING OUR STORY _____	TBD

impact of AmeriCorps:

20,734

hours of service
completed by 14
year-round
AmeriCorps
members at
High Rocks
and partner sites

3,057

hours of service
completed by 6
summer
AmeriCorps
members as
interns or at
High Rocks
satellite centers

1,583

hours of service
completed by 4
minimum-time
AmeriCorps
members on the
Wellness Team

25,374

total hours of
service
completed by all
AmeriCorps
members in the
2013-2014 year

OUR PARTNER SITES -

Since 2010, High Rocks has partnered with Volunteer West Virginia to be one of the largest AmeriCorps service sites in the state. In 2013-2014 we supported and placed AmeriCorps members at the following community partner sites:

- Trillium Performing Arts Collective
- Alderson Food Hub
- Alderson Main Street
- Allegheny Mountain Radio
- Family Resource Center

PROGRAM OVERVIEW: high rocks academy for girls

admissions & recruitment

Each spring we recruit and complete an admission process for 7th-12th grade girls interested in being part of our academy programs.

Staff and AmeriCorps were in 6 schools doing outreach to 271 potential participants about our program. A total of 24 7th grade and 5 8th-12th grade girls joined High Rocks in the summer of 2014.



camp new beginnings

Camp New Beginnings is the original High Rocks experience that began in 1996. Every 7th grade girl in our service area is eligible to apply for New Beginnings.

This summer we welcomed 24 rising 8th graders to New Beginnings and 21 (88%) completed camp; 12 from Greenbrier County, 6 from Pocahontas County, 5 from Nicholas County and 1 from Kanawha County.

“On the last day of horse class I was working with one of the teachers and she looked at me and smiled. Then she said something I’ll never forget. ‘You have such pretty eyes, on the first day all I could see was the top of your head. Now I can see your eyes.’” - High Rocks Girl, New Beginnings 2014

camp steele

Camp Steele is our camp for older girls, which has different “tracks” for girls to choose from in their area of interest. Past tracks have included Construction, Film and Media, Social Movements in Education, and Art and Activism.

24 returning High Rocks girls and 5 newly admitted older girls (rising 9th graders and older) attended Camp Steele this summer. In addition 14 High Rocks alumnae volunteered during camp.

100% of girls at Camp Steele this year called it an opportunity for youth voice and leadership and 95% felt challenged academically.



junior counselors

12 High Rocks girls applied to be junior counselors, 10 were accepted and 9 participated in the program at camp this summer.



Our ultimate leadership experience for older girls, where Junior Counselors attend New Beginnings, participate in a college-level class, and work intensively as a team with staff to help run camp and mentor younger girls.

wellness team

High Rocks hires select alums and young people interested in learning how to run a commercial kitchen to be summer AmeriCorps members that prepare meals and mentor camp participants in issues of nutrition, wellness, gardening, and health.

4 High Rocks alums were hired for the Wellness Team this summer, however one was unable to complete camp due to an injury. They completed 1,583 total hours of AmeriCorps service this summer.

tutoring & enrichment



We invite current High Rocks Girls and other community youth to our three county locations during the week for tutoring and enrichment activities.

During the fall of 2013 and the spring of 2014 High Rocks offered 9 Greenbrier County enrichment nights, 19 Nicholas County enrichment nights and 13 Pocahontas County enrichment nights. Enrichment workshops covered topics such as college access, cyber-bullying, nutrition and wellness, and artistic expression.

“She helped me with my National Honors Society Application, and she helped me realize how awesome I am!” - High Rocks Girl evaluating her tutor at an Enrichment/Tutoring Night, 2014



mentoring

We build a positive peer group among High Rocks girls, but also offer lots of one-on-one mentoring and support through phone calls, rides to and from home, school visits, or meetings over coffee.

In addition to the mentoring provided during tutoring, college prep, and other community programs High Rocks also provided dedicated individual mentoring to 56 High Rocks girls and 6 Marlinton Middle School students.

“I learned how to connect better with people whose life experiences are very different from mine.” - High Rocks Girl evaluating Mentoring, 2014

college preparation

We offer help with standardized test preparation, advice on how to search for and apply for college, support with college essays, and financial aid, as well as organizing college trips and interviews.

18 High Rocks girls and 3 other youth participants attended 3 college trips visiting a total of 7 colleges including Berea College, Hollins University, Sweet Briar College and Shepherd University.



“I loved having High Rocks girls visit my school. Without the college trips they offered I honestly would not have come to college. They changed my life and I want to help make that change for them.” - High Rocks Alum about a College Trip, 2014

Every year High Rocks awards hard-working participants in our academy program that are seniors in high school an opportunity to apply for our Pathfinder Scholarship, a \$750 scholarship that is renewable every year and can be used towards any educational expense.

scholarships

In the spring of 2014 High Rocks awarded the Pathfinder Scholarship to 1 graduating High Rocks high school senior and renewed the scholarship for 9 High Rocks girls currently enrolled in college.

service learning trips

High Rocks girls attend service learning trips that include alternative spring break trips, learning exchanges with other youth organizations, and presenting at educational conferences.

24 High Rocks girls and 2 other youth participants volunteered with Habitat for Humanity in South Carolina, attended Women's Day at the Legislature in Charleston, presented at the Appalachian Studies Conference at Marshall, and did a learning exchange with Youth United for Change in Philadelphia.



youth advisory board

Select High Rocks girls work as "consulting experts" with our Governing Board and program staff, completing research projects and advising on the future of programs.

4 girls served on the Youth Advisory Board full-time and 3 girls served part-time. They attended Governing Board meetings and assisted with fundraising and recruitment events.

"The Youth Advisory Board is a board that empowers High Rocks girls to raise their voice to the level that other governing boards have, to express opinions that may help change and improve the High Rocks program as a whole - for the better." - High Rocks Girl, Youth Advisory Board Member 2014

alum programs

Alums of our program that are members of the Alum Advisory Board make recommendations to the Governing Board and Director regarding the future of High Rocks programs and also provide mentoring and support to active alums.

8 alums served on the Alum Advisory Board for the 2013-2014 year; they sent care packages to 22 alums currently enrolled in college and mailed cards to over 30 other alums.



PROGRAM OVERVIEW:

community programs



PROGRAMS INCLUDED:

- 2 5-DAY SONG SCHOOLS
- CELTIC KNOT OVERNIGHT and 5K WALK/RUN
- MARTIN LUTHER KING OVERNIGHT, MARCH and PRESENTATION
- NEW VOICES WRITING WORKSHOP

greenbrier county programs

The HUB is a new satellite of High Rocks located in the former Fort Savannah building in downtown Lewisburg. Within walking distance of the Lewis Theater, Greenbrier Valley Theater, parks, and other community spaces, The HUB offers a gathering place for youth in Lewisburg and allows for more youth engagement in the community at large.



PROGRAMS INCLUDED:

- CREATE WV CONFERENCE
- RAMP FESTIVAL OVERNIGHT
- ARTS AND BEAUTIFICATION FESTIVAL
- PROM SHOP
- HALLOWEEN OVERNIGHT
- FRIDAY NIGHT FLICKS

nicholas county programs

Steele Studio is a new satellite of High Rocks located on Main St. in downtown Richwood. Steele Studio serves as a community and youth cultural center in the community of Richwood and provides art and enrichment programming throughout the year.



PROGRAMS INCLUDED:

- 1 5-DAY SONG SCHOOL
- JAMBOREE JUBILEE
- POSSUM TROT 5K
- COMMUNITY THURSDAYS
- COMMUNITY OVERNIGHTS
- WELLNESS WORKSHOPS at MARLINTON MIDDLE
- NEW VOICES WRITING WORKSHOP

pocahontas county programs

The Lodge is our flagship location in Hillsboro. The Lodge and Campground provide both year-round and summer programming to girls from all three counties.

Although you often find High Rocks Girls in leadership roles, our community programs are co-ed and intergenerational, actively building teens' skills to work comfortably and effectively in a diverse group with people of different ages, genders, classes, cultures and backgrounds.

in their words:

“I learned a lot about why High Rocks and school are both important components of knowing how to learn. I also learned so much about issues facing Appalachia and about Appalachian culture and tradition.” - Community Overnight Participant, 2013

“The youth are the future of this community and we need to show them the importance of being involved in their communities, embracing where they come from and being proud that they are from West Virginia.” - Community Overnight Participant, 2014

“I learned it's fun to work with others and that I can try anything!” - Marlinton Middle School Workshop Participant, 2013

PROGRAM OVERVIEW: the teaching project

AMERICORPS TRAINING - During their service AmeriCorps members complete a number of trainings relevant to their service at High Rocks as well as their individual professional development. This year members attended 7 training sessions that equaled a total of 70 hours of professional training.

COLLEGE SERVICE TRIPS - Three college service groups with 25 total participants from Haverford College and Oberlin college volunteered 200 hours of community service to High Rocks.

SUMMER INTERNSHIP - this summer 6 interns completed the 10-week internship program and completed over 3,600 hours of work across all of our program areas. Interns also participated in professional development seminars and trainings and completed an individual project.

PROFESSIONAL DEVELOPMENT - our staff and AmeriCorps members participated in professional development activities including curriculum and advocacy trainings, seminars, team-building service projects, Brushy Fork Institute and STAY Summer Institute.

in their words:



“The internship program pushed me to realize that I have the power to act, and that permission is not necessarily a required element in effective leadership. I feel ready to step into a more assertive role in my own life.” - High Rocks Intern, 2014

“Not all the work you do will be seen or even recognized, but that doesn’t make it any less valuable.” - High Rocks Intern, 2014

“I learned so much about the region, but I think what I really enjoyed was sharing in the extremely strong sense of place and home that is cultivated here. It reminded me how important community is and how important it is to make change because you love a place and the people in it - how this should really be the first step in activism.” - High Rocks College Service Volunteer, 2014

“I definitely feel more prepared to advocate for social change, particularly as it applies to Appalachia and the opportunities given (or not given) to the young women who reside here. I saw first-hand the struggles that these girls face and how it affects their ability to be confident.” - High Rocks Intern, 2014



SPOTLIGHT: grow appalachia

900

row feet of crop
planted by High Rocks
in two on-site gardens

34

number of young
people that
participated in
garden workshops
and wellness
programs at High
Rocks

9,925

pounds of produce
produced in the High
Rocks gardens



High Rocks values the importance of local foods, nutritional wellness and gardening and we share our resources and knowledge with the community through our Grow Appalachia program. High Rocks supports two on-site gardens, three community gardens and the gardens of 40 Pocahontas County community members. Grow Appalachia programs include organizing volunteers to maintain community gardens, gardening and food preparation/preservation workshops and on-site support.