



Summer Learning Program Recruitment Best Practices



Thursday, May 10, 2018

Speakers



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Speakers



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NSLA: Summer Learning Recruitment Guide Overview



**national summer
learning association**

25 years of
making
summers
matter

Summer Learning Program Recruitment Best Practices

 @SummerLearning



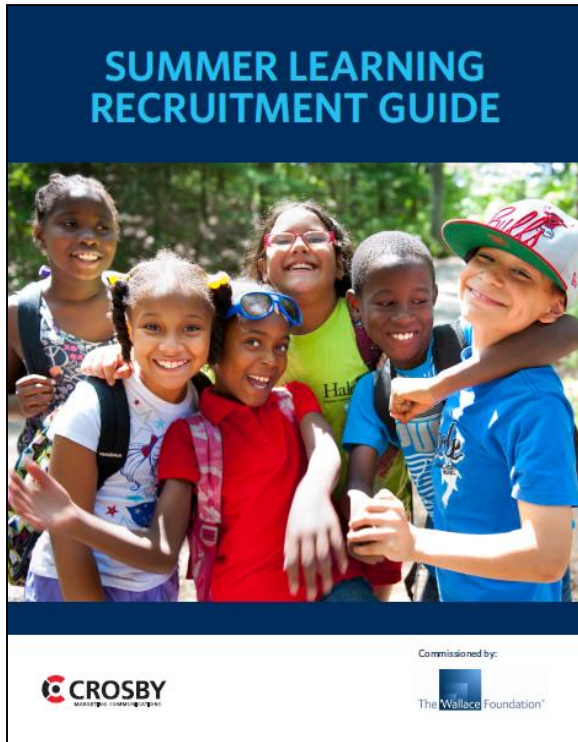


NSLA's mission is to connect and equip schools, providers, communities and families to deliver high-quality summer learning opportunities to our nation's youth to help close the achievement gap and support healthy development.

NSLA seeks to:

- Recognize and disseminate what works in summer learning.
- Offer expertise and support for programs and communities to strengthen and expand summer learning opportunities.
- Convene leaders and advocates for summer learning as a solution for equity and excellence in education.

- Extensive opportunities for growth and learning
- Support for working families
- Spans transition periods
- Significant opportunities for partnerships
- Innovation and Experimentation



Summer Learning Recruitment Guide

wallacefoundation.org
Knowledge Center → Summer Learning



Background and Context

- **Summer Learning Recruitment Guide** is based on the experiences of five urban school districts (and their partners) in the **National Summer Learning Project**
- Goal of NSLP was to explore whether and how large-scale, voluntary summer learning programs offered by public school districts can help improve educational outcomes for low-income students
- Largest study of its kind ever conducted
- Funded by **The Wallace Foundation**

About the Guide

- Written by **Crosby Marketing Communications**, derived from principles of community-based social marketing
- Content is based on focus groups with 100 parents of students in grades 3 and 4 in three of the NSLP cities
- Observations in districts also informed guide
- Guide can be used by any voluntary summer programs for children and youth and is intended to be helpful to both districts and community organizations

Why Focus on Recruitment?

- Summer as a “time of learning”
- Competition from other programs and activities
- Parents and students must choose to attend
- Negative perceptions of traditional summer

8 KEYS TO SUCCESS FOR SUMMER LEARNING RECRUITMENT—DEVELOP YOUR STRATEGY



Key # 1: Understand Your Audience

- ✓ What do parents think of your summer learning program—positive or negative?



Key #2: Create Engaging Messaging

- ✓ What specific need does your program fill?
- ✓ What is the most important benefit?
- ✓ What makes your summer learning program different?



Key #3: Create a Written Plan

- ✓ Target audiences
- ✓ Goals
- ✓ What you need to achieve
- ✓ Tactics and timeframes
- ✓ How you will measure progress?



Key #4: Make Your Outreach Consistent and Assertive

- ✓ Balance—more than once, but avoid overload
- ✓ At least 3 times using at least 2 different methods



Key #5: Use Trusted Messengers

- ✓ Teachers
- ✓ Principals & Assistant Principals
- ✓ Guidance Counselors



Key #6: Build a Relationship with Parents and Students

- ✓ Join the summer learning “family”
- ✓ Relationships take time



Key #7: Make Registration as Easy as Possible

- ✓ Offer multiple ways to register
- ✓ Have a plan to track registration data
- ✓ Be mindful of language and reading levels



Key # 8: Engage Directly with Students

- ✓ Children need to be “sold” on the program
- ✓ Start building relationships during the school year
- ✓ Hold events at school, send postcards to students





Summer Learning Recruitment

Guide

[Guide Home](#)

[Getting Started](#)

[Develop Your Strategy](#)

[Create Your Game Plan](#)

[All Resources](#)

How to Get the Word Out on Summer Learning

Research shows that students with high attendance in quality summer learning programs gain an advantage in math and reading. But getting kids to sign up for voluntary summer learning programs isn't easy. In this guide, you'll learn from five school districts how to launch a summer learning recruitment effort.



The Summer Learning Recruitment Guide is also

Rochester City School District: Summer Recruitment in Action

Understanding Your Audience



❖ Students and Families

What do Students and Families Want and Need?

- Registration Process
- Longer Day
- Access and Equity
- Transportation

❖ Central Office and Schools

- Return on Investments
- Shared Governance Model
- System for Enrolling Students
- Branding



MAKE REGISTRATION AS EASY AS POSSIBLE

Make Registration as Easy as Possible
Give parents as many options as possible to register their child for your summer learning program. This can range from mailing in completed forms, to taking them to their child's school, to registering online.

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Rochester City School District
**Summer Learning Programs
2018**

Register for Summer Learning K-8
Saturday, April 14, 21, or 28
9:00 am to 3:00 pm at Central Office

-OR- Scan application and send to:
SummerSchool@rcsdk12.org

There are three different ways to register your child for summer learning!

Paper Applications

Parents and Guardians can download the paper application below, fill it out and bring it to a pop-up event, return it to your child's home school, or fax it to (number).

Download the application here.

[Harambee Summer Literacy Program](#)

[Middle Grades Enrichment Program](#)

[Rochester Summer Arts Program](#)

Online Registration

This year we have three programs that parents and guardians can register their children for online.

[Harambee Summer Literacy Program](#)

[Middle Grades Enrichment Program](#)

[Rochester Summer Arts Program](#)

Simply click on the link above to access the online registration form.

Registration Events

There will be three registration events held this year for summer learning registration.

April 14, 2018
9:00 - 3:00pm

April 21, 2018
9:00 - 3:00pm

April 28, 2018
9:00 - 3:00pm

All events will be held at
RCS D Central Office
131 W. Broad Street, 14614

Questions?

Moderator



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Director of Policy & Partnerships, NSLA



Leslie Gabay-Swanston

Director of Program & Systems Building, NSLA

Speakers



Kelly Bauman

Director of Expanded Learning, Rochester City School District



Michele Alberti

Executive Director of School Innovation, Rochester City School District

National Summer Learning Day is a national advocacy day aimed at elevating the importance of keeping kids learning, safe and healthy every summer – all so students return to school ready to soar!



**NATIONAL
SUMMER
LEARNING DAY
JULY 12, 2018**

<https://www.summerlearning.org/summer-learning-day/>



Kansas City, MO
Nov. 12-14, 2018



<https://www.summerlearning.org/national-conference/>



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LIGHTS ON AFTERSCHOOL



October 25, 2018



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[@afterschool4all](https://twitter.com/afterschool4all)



Afterschool
Alliance

Resources

- [Summer Learning Recruitment Guide - PDF](#)
- [Summer Learning Recruitment Guide – Website](#)
- [Learning from Summer: Effects of Voluntary Summer Learning Programs on Low-Income Urban Youth](#)
- [The Wallace Foundation Knowledge Center](#)



Thank you!

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