



Getting Ready for Summer Virtual Learning Series

Session #2: Supporting
Student and Family
Recruitment

April 25, 2023

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Getting Ready for Summer

Welcome & Introduction

Please put in the chat:

- Your name, state, district or organization, and role
- What is one of your family's favorite summer traditions? Share in the chat!



Welcome & Introductions



Elizabeth Eaton

**Technical Assistance Specialist,
Region 8 Comprehensive Center**



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Region 8 Comprehensive Center**

Region 8 Comprehensive Center (CC) Team

- Region 8 CC provides services that meet the needs of state educational agencies and those they support
 - States included in Region 8:
 - Indiana
 - Michigan
 - Ohio
- How to find Region 8 CC
 - Online – <https://region8cc.org/>
 - X (formerly Twitter) – [@region8cc](https://twitter.com/region8cc)

Welcome to the Region 8 Comprehensive Center

Region 8 Comprehensive Center provides high-quality, intensive capacity-building services to state educational agencies (SEAs), regional educational agencies (REAs), local educational agencies (LEAs), and schools in Indiana, Michigan, and Ohio. These capacity-building services are intended to improve educational outcomes for all students, close achievement gaps, and improve the quality of instruction.



Staff

The team planning, implementing, and executing initiatives in Region 8

[Meet the staff](#)



Region 8

Assisting agencies with improving education practices in Indiana, Michigan, and Ohio

[Learn about state initiatives](#)



Resources

Information, tools, and guidance to help educators at educational agencies

[Gather information](#)

Latest Tweets



Sep 29 2020

Be the First to Read the New Edition of the Region 8 Comprehensive Center Newsletter - <https://t.co/eVDFMCT410>
<https://t.co/zEj6y7RTS>

[@region8cc](https://twitter.com/region8cc)



Apr 13 2020

RT @CompCenterNet: We're all being impacted by the #COVID19 pandemic. We've heard the challenges and worries parents are facing regarding t...

[@region8cc](https://twitter.com/region8cc)



Mar 20 2020

RT @usedgov: JUST IN: @BetsyDeVosED announces that students impacted by school closures due to the #coronavirus pandemic can bypass standar...

[@region8cc](https://twitter.com/region8cc)

Getting Ready for Summer Virtual Learning Series

Session 1: Setting up for Summer Success

- Reflect on previous summer learning experiences and consider the summertime learning needs and priorities of students in your community.

Session 2: Supporting Student and Family Recruitment

- Develop and align key messages tailored to the needs and interests of students and families for student recruitment.

Session 3: Developing Your Approach to Site Climate and Culture

- Discuss strategies to create a warm and welcoming summer learning environment, including ways to prepare staff and logistical considerations.

Session 4: Strategies to Accelerate Student Learning

- Focus on the importance of accelerating grade-level learning and reflect on summer learning program structures, practices and curricula.

During Today's Session, We Will:

1. Learn family perceptions of summer learning programs.
2. Identify student and family priorities for summer programming.
3. Reflect on past summer successes.
4. Brainstorm key messages to support recruitment.
5. Learn and apply outreach tactics.



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What do families think about summer learning?

Essential Elements of Summer Learning Programs and Planning



Strategies for Effective Student Recruitment

- ✓ Develop **accurate, timely recruitment materials.**
- ✓ **Communicate several times** with families and students before the program starts.
- ✓ **Personalize recruitment** of students and their families.
- ✓ Establish a **firm enrollment deadline.**



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What Families Think About Summer Learning

- Caregivers want their children to **have fun** during the summer.
- “**Summer school**” causes a negative reaction.
- Caregivers feel that **summer learning loss** is real but may not feel the urgency to address it.
- **Details** (length, daily schedule, cost, transportation, teachers, proximity to home) **drive the decision** to register.
- “**No cost**” is preferred to “free” and “**register**” or “**sign-up**” is preferred to “apply” in messaging.
- Many caregivers do not make summer plans until **late in the school year**.



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Summer Program Reflection Tool

| PROGRAM COMPONENT | WHAT WENT WELL? | WHAT COULD BE IMPROVED? | DATA SOURCES (<u>how</u> do we know?) | CONSIDERATIONS FOR NEXT SUMMER (<u>based</u> on data) |
|--|---|--|--|---|
| ◆ Program Planning and Management ◆ | | | | |
| Program dates and times | | | | |
| Students served | | | | |
| Student recruitment/enrollment | | | | |
| Attendance rates / no shows | | | | |
| Program management / Logistics (busing, meals, supplies, etc.) | | | | |
| Site management (schedules, transitions, etc.) | | | | |
| Management/selection of enrichment providers | | | | |
| ◆ Instruction ◆ | | | | |
| Instructional goals and curricular alignment (ELA & math) | | | | |
| Staffing / hiring | | | | |
| Professional development | | | | |
| Instructional quality | | | | |
| Enrichment quality | | | | |
| Connection between school year and summer | | | | |
| ◆ Systems and Partners ◆ | | | | |
| Progress made toward fuller integration of summer programs into district strategies and operations | | | | |
| Collaboration and partnerships with community-based partners | | | | |
| MEASURABLE OUTCOMES | KEY FINDINGS FROM DATA COLLECTED | DATA SOURCES (<u>how</u> do we know?) | CONSIDERATIONS FOR NEXT SUMMER (<u>based</u> on data) | |
| Student Behavior | | | | |
| ELA | | | | |
| Math | | | | |
| Social-emotional learning | | | | |
| Student / family satisfaction | | | | |
| Teacher / staff satisfaction | | | | |
| District-specific performance area (i.e., special education, facilities, etc.) | | | | |



Keys to Success for Summer Learning Recruitment



Communicating and Building Relationships

Source: Rosenberg, J. (2018). *Summer Learning Recruitment Guide*. The Wallace Foundation.
<https://www.wallacefoundation.org/knowledge-center/Documents/Summer-Learning-Recruitment-Guide.pdf>

8 KEYS TO SUCCESS For Summer Learning Recruitment



Building a message

8 Keys to Success – No. 1

What do caregivers ...

- think about summer learning?
- want from summer learning?
- need to make a decision?
- see as barriers?

Source: Rosenberg, J. (2018). *Summer Learning Recruitment Guide*.
The Wallace Foundation.

<https://www.wallacefoundation.org/knowledge-center/Documents/Summer-Learning-Recruitment-Guide.pdf>



Understand Your Audience

Learn what parents think about summer learning and your summer learning program. The more you know about what's important to them, the more successful you'll be getting them to register.

1

Summer Program Reflection Tool

1. Understand Your Audience

Understanding the summertime needs/priorities of young people and their families will help you develop the right messages to get them excited about your summer learning program.

Fill in the table below based on what you already know about your program's target audiences.

| TARGET AUDIENCE | METHOD FOR GATHERING INPUT | SUMMERTIME NEEDS/PRIORITIES | DESIRED OUTCOMES/ACTION |
|--------------------|----------------------------|-----------------------------|-------------------------|
| Students | | | |
| Parents/Caregivers | | | |

The *Understand Your Audience* sub-section of the *Summer Learning Recruitment Guide* offers a helpful checklist to follow as you define your audience's needs.

Summer Program Reflection Tool (cont.)

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| TARGET AUDIENCE | METHOD FOR GATHERING INPUT | SUMMERTIME NEEDS/PRIORITIES | DESIRED OUTCOMES/ACTION |
|--------------------|-------------------------------------|---|--|
| Students | Focus groups with past participants | Engaging and fun activities and targeted intervention | Purchase literacy intervention curriculum and enrichment organizations |
| Parents/Caregivers | Focus groups with past participants | Engaging, fun, cost-effective activities and transportation | Welcome event with enrichment organizations and offer busing |

The Understand Your Audience sub-section of the Summer Learning Recruitment Guide offers a helpful checklist to follow as you define your audience's needs.

Summer Program Reflection Tool (cont., 2)

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8 Keys to Success – No. 2



Create Engaging Messaging

Clearly and simply communicate the value of your summer learning program to parents and stakeholders. Parents will be more likely to register their children, stakeholders more likely to support your work.

2



Summer Program Reflection Tool (cont., 3)

2. Create Engaging Messaging

Reflect on Success

WHAT'S WORKED FOR YOU IN THE PAST?

Use this space to document any best practices you share during breakouts.

Create Engaging Messaging

General tips for effective summer messaging:

- ✓ Emphasize that district teachers lead academics; trained professionals lead enrichment activities
- ✓ Stress mix of academics and fun
- ✓ Make it clear your program helps students get ready for the next grade
- ✓ Emphasize the safe environment and details such as transportation and meals
- ✓ Say “no-cost” rather than free



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8 Keys to Success – No. 2

Discuss these questions:

- What specific **need** does your program fill for parents and students?
- What is the most important **benefit** your program offers to parents and students?
- What makes your summer learning program **different** from all the other summer offerings in your community?

2



Create Engaging Messaging

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Create Engaging Messaging



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**Looking for an opportunity
to take charge of your
child's future?**

**The [Name of program]
is a smart choice.**

Using a message

8 Keys to Success – No. 3

Target
Audiences

Goals

Purpose

Tactics &
Time Frames

How You Will
Measure Progress

3



Create a Written Plan

A written plan is a must-have guide for your team's recruitment work. It will define what steps you will take to implement your recruitment effort. It will also help you track progress.

Page 3

8 Keys to Success – No. 4

Think about new ways you could reach your students' parents (audience) **at least 3 times** during the recruitment season.

4



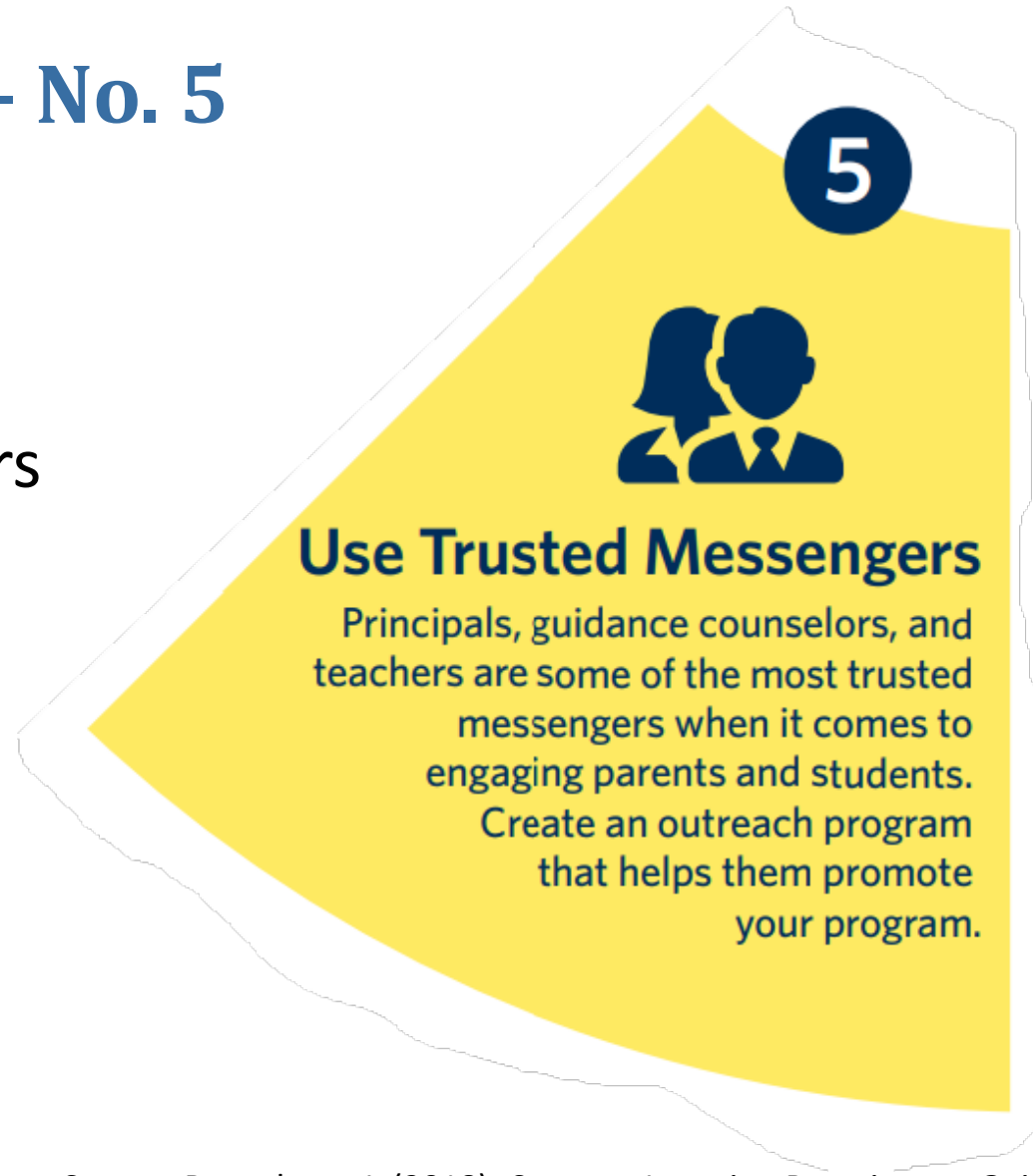
Make Your Outreach Consistent and Assertive

Don't expect a single registration flyer to get enough parents to register their children for your summer learning program. Use more than one approach and try to reach parents at least three times.


Page 3

8 Keys to Success – No. 5

- Teachers
- Counselors
- Administrators
- Who else?



5



Use Trusted Messengers

Principals, guidance counselors, and teachers are some of the most trusted messengers when it comes to engaging parents and students. Create an outreach program that helps them promote your program.

Page 4

8 Keys to Success – No. 6



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6

Build a Relationship with Parents and Students

Help parents and students feel they are part of something special—your summer learning “family.” Engage with them throughout the school year, not just when it’s time to register.

Page 4

8 Keys to Success – No. 7

- Easy
- Accessible
- One point of contact
- Clear and simple language



8 Keys to Success – No. 8



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Engage Directly with Students

Students are your most important “customers.” Parents are more likely to sign their child up, if he or she wants to go. And, of course, students are more likely to attend regularly if they enjoy the experience.

8

Proven Recruitment Tactics

Required

1. Send materials home
2. Reminder phone calls (robocalls)
3. Confirmation letters or postcards

Recommended

1. Use personalized outreach
2. Events for caregivers and students
3. In-school events for students

Optional

1. One-to-one teacher interaction
2. Mailings to students
3. Emails home
4. Texts to caregivers

Wrap-up & Next Steps



Final Reflection

From today's session, what is one takeaway from the 8 Keys to Success for Summer Learning Recruitment in *either*:

➤ **Messaging**

or

➤ **Outreach?**



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Thank you!



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