CCNETWORK
Comprehensive Center Network

REGION 8
Indiana
Michigan
Ohio

Getting Ready for Summer Virtual Learning Series
Session #2: Supporting Student and Family Recruitment
April 25, 2023

Session #2 Agenda

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.

Getting Ready for Summer Virtual Learning Series Session Topics

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.

From Session #1:
What are your goals for your summer learning program?

Notes

CCNETWORK

Comprehensive Center Network

REGION 8
Indiana
Michigan
Ohio

8 Keys to Success for Summer Learning Recruitment
Based on the *Summer Learning Recruitment Guide*

1. Understand Your Audience

Understanding the summertime needs and 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 subsection of the Summer Learning Recruitment Guide offers a helpful checklist to follow as you define your audience's needs.

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.*

General tips for effective summer messaging:
1. Emphasize that district teachers lead academics, and trained professionals lead enrichment activities.
2. Stress a mix of academics and fun.
3. Make it clear that your program helps students get ready for the next grade.
4. Emphasize the safe environment and details like transportation and meals.
5. Say "no-cost," rather than free.

> **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, and stakeholders will be more likely to support your work.
>
> Now your team needs to customize your message, thinking through 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 of the other summer offerings in your community?

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.

With your summer learning program team, you will need to write down a recruitment plan addressing these items:

Target audiences	Goals	Purpose	Tactics and time frames	How you will measure progress
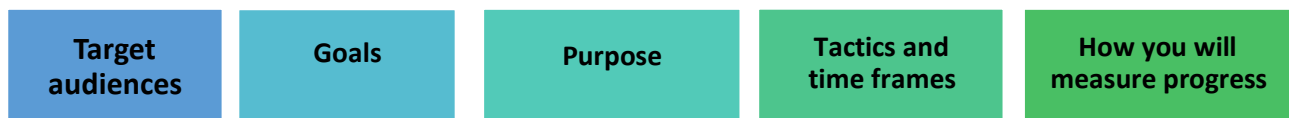
Notes:

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.

Notes:

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.

> **Notes:**

6. Build a Relationship With Parents and Students

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

> **Notes:**

7. 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.

> **Notes:**

8. 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.

> **Notes:**

CCNETWORK

REGION 8
Indiana
Michigan
Ohio

Comprehensive Center Network

Proven Recruitment Tactics

Required	• Send materials home • Reminder phone calls (robocalls) • Confimation letters or postcards

Recommended	• Use personalized outreach • Events for caregivers and students • In-school events for students

Optional	• One-to-one teacher interaction • Mailings to students • Emails home • Texts to caregivers

Notes:

Additional Summer Learning Resources

Wallace Foundation Summer Learning Toolkit
Source: The Wallace Foundation, 2018
Description: Drawing from the work of five urban school districts and their partners, and research from the RAND Corporation, the Summer Learning Toolkit helps educators deliver impactful summer learning programs.

The Value of Out-of-School Time Programs
Source: RAND Corporation, 2017
Description: To better understand the value and effectiveness of out-of-school time (OST) programs, RAND researchers examined programs through the lenses of content, dosage (the hours of content provided), and outcomes measured, focusing on rigorous (i.e., experimental or quasi-experimental), large-scale evaluations and meta-analyses.

The National Center Presents: Making Summer a Successful and Sustainable Strategy for Student Growth and **Session Panel (Video)**
Source: National Comprehensive Center, 2022
Description: This *National Center Presents*… session featured a robust conversation with national summer researchers and local practitioners about what it looks like to design, execute, and sustain summer learning and enrichment programming.