Summer Learning Framework
Webinar Series
Topic 2: Student Recruitment
We’re Excited to Be With You Today!
Summer Learning Framework

The Summer Learning Framework helps districts with design, planning, and onboarding supports to implement a high-quality summer learning program. The Summer Learning Framework Includes:

- **Statewide webinar series** covering design, academics, and operations for summer learning planning led by TEA and national experts

- **Planning resources, tools, and templates** – and examples for Texas districts to support districts with summer plans

- **THL: Summer Units**, an out-of-the-box HQIM solution, developed specifically for the needs of Summer 2021

*Additional support, materials and stipends available for THL through CRIMSI*

Educators may engage with any of the above supports as they choose.
Summer Learning Framework Webinar Series

The Summer Learning Framework Webinar Series provides districts with design, planning, and onboarding supports, tools, and district examples to implement a high-quality summer learning program.

**Design and Implementation**
- Designing for High-Quality Summer Learning
  Recording Now Available
- Student Recruitment
  3/30 @ 11 AM CT
- Staffing and PD Models
  3/31 @ 11 AM CT
- Climate and Culture
  4/1 @ 11 AM CT

**Academics and Enrichment**
- Enrichment for Summer
  4/7 @ 11 AM CT
- Math 6-12: Carnegie Learning
  4/5 @ 11 AM CT
  4/6 @ 11 AM CT
- Prekindergarten: Teaching Strategies
  4/6 @ 9 AM CT
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  4/8 @ 3 PM CT
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- RLA 9-12: Odell Education
  4/9 @ 9 AM CT

**Operations**
- Budgeting for Summer
  4/6 @ 10 AM CT
- Master Scheduling
  4/7 @ 10 AM CT
- Summer Site Operations
  4/8 @ 11 AM CT

Sign up for webinars or watch the recording (when available) at texashomelearning.org/summer!
### Summer Learning Work Plan Tool

This tool provides a research-based work plan that includes planning steps for district and school leaders on a 3-month planning timeline. The tool is aligned with the Summer Learning Framework.

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>KEY ACTIVITIES</th>
<th>EARLY APR</th>
<th>LATE APR</th>
<th>EARLY MAY</th>
<th>LATE MAY</th>
<th>EARLY JUN</th>
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<tbody>
<tr>
<td>1. Designing &amp; Planning (Management)</td>
<td>Outline cross-departmental leadership structure for planning</td>
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<td></td>
<td>Determine planning process and timeline</td>
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<td>1. Designing &amp; Planning (Data)</td>
<td>Develop new or refine existing performance management plan</td>
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<td></td>
<td>Use data to inform instruction and program development</td>
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<td>2. Student Recruitment</td>
<td>Notify parents of enrollment status</td>
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<td>Develop and execute strategies to promote attendance and retention</td>
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<td>3. Staffing &amp; PD</td>
<td>Determine staffing needs and hiring timeline</td>
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<td></td>
<td>Plan professional development calendar</td>
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<td>4. Climate and Culture</td>
<td>Define program culture and operating policies and procedures</td>
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<td></td>
<td>Prepare campus management procedures</td>
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<td>5. High Quality Instructional Materials</td>
<td>Identify instructional materials needs for summer program</td>
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<td></td>
<td>Adopt high quality instructional materials for summer program</td>
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<td>6. Enrichment</td>
<td>Recruit or select and contract with enrichment partners, providers, or staff</td>
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<td></td>
<td>Plan for quality enrichment</td>
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<td>7. Budgeting</td>
<td>Prepare budget for summer program</td>
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<td></td>
<td>Manage and reconcile budget regularly</td>
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<td>8. Schedules and Rosters</td>
<td>Develop program schedule</td>
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<td>Develop and share campus schedules</td>
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<td>9. Site Operations</td>
<td>Identify campuses for summer program</td>
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<td></td>
<td>Coordinate transportation, food services, and supplies</td>
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Topic 2: Student Recruitment

Hillary Oravec, The Learning Agenda
John Rush, Snyder ISD
Ana Montoya, Snyder ISD
Student Recruitment: Session Objectives

Provide Evidence-Based Strategies embedded within the Marketing and Recruitment Tool
✓ Understand best practices for **effectively marketing your summer program** to recruit the right students
✓ Learn how Snyder ISD is implementing their marketing plan
✓ Walk away feeling equipped to **map out your next steps and strategies** for Marketing and Student Recruitment
In the Chat Box: Show What You Know

What are some of the hurdles to recruiting and enrolling the right students in summer learning programs?

✓ Many families may not be familiar with the term “summer learning” and may not see the urgency in addressing “summer learning loss”
✓ Summer school elicits a negative reaction
✓ Families want kids to have a say in their plans and have fun
✓ Competition with other programs, vacations, sports, etc.
✓ Logistics: transportation, hours of operation, cost, location, proximity
✓ It’s voluntary, not required

Learn more about the findings from focus groups conducted with over 100 parents from Dallas, Jacksonville, and Boston in the Summer Learning Recruitment Guide.
Overcoming Hurdles to Recruitment

Learn from Families

- **What do families think of your** summer learning program - *positive and negative*?
- **What do their children think** of your program?
- **What do they want** your program to offer? What does the perfect summer learning experience look like for their child?
- What are the **key details they want to know** to make a decision?
- What are the **potential barriers** that can get in the way?

Equip Trusted Messengers from School and Community

- **What need** does the program fill?
- What is the most important **benefit**?
- What makes your program **unique or different**?
- **Why should students participate**?

**Key Point: Understand the needs and priorities of your target audiences to craft messages that speak to them.**

Sample scripts and messages are available in the Summer Learning Recruitment Guide.
RAND Identified Key Components for Successful Marketing

- Information on Program Requirements
- Information on Program Features
- Personalized Outreach

SUCCESSFUL MARKETING AND RECRUITMENT
Examples of Personalized Outreach

Handwritten note
Phone call
Conversation with family at school
Presentation to School Board or PTA

In addition to these strategies, consider new ways you’ve successfully connected with families during school closures and the pandemic.
Emphasize that **district teachers** lead academics and **trained professionals** lead enrichment activities.

Stress a **mix of academics** and **other fun activities**.
Messages that Work - Program Features

Emphasize safe environment details like transportation and meals.

Advertise the program as “no-cost,” rather than free.

Key Point: Families are motivated by aspirational messaging!

“Looking for an opportunity to take charge of your child’s future? [Program] is a smart choice.”

“Your child will sharpen the math, reading and writing skills needed to succeed in 4th grade and beyond.”
Share Questions and Reflections in the Chat

**Messaging Strategy**

What aspects of your program will be most exciting for families and students?

**Additional Considerations**

What else do families and students need to know about the program?

Please share your response in the chat.
Learning From Each Other: Snyder ISD Program Overview

John Rush, RtI Behavior Coordinator
Ana Montoya, Snyder ISD ACE Project Director

Share questions for Snyder in the chat.
Summer Learning Framework
Marketing and Recruitment Tool

1. Set Goals
2. Identify Audience Priorities
3. Align Messaging
4. Select Communications Tactics
5. Create Execution Strategy
6. Evaluate Success
How will you equip campus staff to recruit students to your summer program?
# Student Recruitment Milestones

## April

**Plan Enrollment**
- ✓ Determine enrollment process, eligibility requirements
- ✓ Develop and translate enrollment and consent forms
- ✓ Train enrollment ambassadors
- ✓ Open registration, send materials home

## May

**Register Students**
- ✓ Host a registration fair
- ✓ Close registration
- ✓ Send confirmation letters with logistical information

## June

**Remind Families**
- ✓ Send reminders and welcome cards
- ✓ Facilitate getting to know you activities on day one
Don’t Forget...

✓ It’s not too late to learn from families to inform your marketing and recruitment efforts - and in some cases, your design.

✓ Make registration as easy as possible. Online registration can be limiting. Develop well-thought-out approach to tracking data.

✓ Post-enrollment communications are essential to having students show up on day one.
Next Steps on TexasHomeLearning.org/Summer

1.) Access the Marketing and Recruitment Tool
2.) Visit the Work Planning Tool
3.) View a curated list of district examples and other resources

Visit TexasHomeLearning.org/Summer for tools, registration, and additional resources!
Reminder: Summer Learning Framework Webinar Series

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Additional Resources for Summer 2021

COVID Recovery Instructional Materials Support Initiative (CRIMSI)
# COVID Recovery Instructional Materials Support Initiative

<table>
<thead>
<tr>
<th>Purpose</th>
<th>1</th>
<th>2</th>
<th>3</th>
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<tbody>
<tr>
<td><strong>Ideal for</strong></td>
<td>Spring Adoption Coaching for 21-22 School Year</td>
<td>Summer Pilot</td>
<td>21-22 Full Year Pilot</td>
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<tr>
<td><strong>Purpose</strong></td>
<td>Enhance teacher supports for next school year by working with coach to determine what THL products meet local needs</td>
<td>Reduce COVID-related learning loss for students in the summer of 2021 with materials customized for Texas summer learning programs</td>
<td>Recover COVID-related learning loss and accelerate student growth with support to select materials and facilitate operations for full-year implementation</td>
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<tr>
<td><strong>Ideal for</strong></td>
<td>Districts and/or schools seeking to enhance supports for teachers next school year in response to COVID.</td>
<td>Teachers and schools planning to implement a summer learning program in 2021.</td>
<td>Teachers, district and school leaders seeking full year adoption and implementation support.</td>
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<tr>
<td><strong>Program Duration</strong></td>
<td>April 2021 – June 2021</td>
<td>April 2021 – Summer 2021</td>
<td>April 2021 – June 2022</td>
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<tr>
<td><strong>App Due</strong></td>
<td>April 9th</td>
<td>April 9th</td>
<td>June 11th or until capacity full (Applicants accepted on rolling basis)</td>
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</tbody>
</table>

Apply for one or more of the CRIMSI options at texashomelearning.org/CRIMSI
Thanks for your time today!

What are 1-2 takeaways from this session that you will apply to your summer planning?

Please share your response in the chat.