

8

KEYS TO SUCCESS

For Summer Learning Recruitment



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.

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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



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



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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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.

6



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.

5



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.

4



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.

3

