PLANNING & MANAGEMENT
ACADEMICS & ENRICHMENT
STAFFING & PROFESSIONAL DEVELOPMENT
SITE CLIMATE
STUDENT RECRUITMENT & ATTENDANCE

summerlearningtoolkit.org

Evidence-based tools and guidance
for delivering effective programs

G GUIDANCE FOR SAMPLE:

PITTSBURGH ONLINE REGISTRATION FORM

This document provides guidance on how to use the Pittsburgh Online Registration Form sample available
in the Summer Learning Toolkit. You can also access the sample in the Student Recruitment and Attendance
section of the Toolkit.

What is the *PITTSBURGH ONLINE REGISTRATION FORM* sample and how can you use it?

The registration form was developed by Pittsburgh Public Schools for caregivers to register their students for
the program online. The form opens with marketing language to promote the benefits of the program.
Then, through a series of screens, the form collects key contact, demographic, and health information and
offers the chance for students to rank enrichment activities in order of their preference. Finally, the form
includes a photo release consent form and an opt-in form for a weekly food distribution program.

Why is an online registration process important?

Providing families with multiple ways to easily register their children for your program is critical to getting
your target audience to enroll. For some families, registering via paper application is most convenient. Other
families may prefer online registration. Online registration forms have many

benefits. Most significantly, they enable student information and preferences to be entered directly into a digital database, removing the need for labor-intensive data entry by hand and the potential for errors. They also save on paper and printing costs.

Who can benefit from this resource?

- District leaders
- Nonprofit program leaders

Tips for developing a staffing agreement

- Start planning early! Set a goal for when enrollment will open, ideally prior to spring break. Then, hold regular meetings to make key decisions and assignments in alignment with your timeline.
- Collect feedback on what format for registration would be most useful to key stakeholders—hard copy or online.
- Consider centralizing eligibility determination across programs to streamline the process and information for families and schools.
- Set, and stick to, enrollment deadlines. When districts can predict enrollment, they can also assign students to classrooms, assign teachers to students, and plan bus routes. Setting enrollment cut-off dates is important for other reasons as well—it ensures higher average daily attendance rates and improves learning.
- Use your marketing messages to highlight both the academic and enrichment components of your program. Your registration form is perhaps the most important marketing tool of all.