SUMMER LEARNING TOOLKIT

Evidence-based tools and guidance
for delivering effective programs

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

summerlearningtoolkit.org

G GUIDANCE FOR SAMPLES: **SUMMER PROGRAM CATALOGS**

This document provides guidance on how to use the Summer Program Catalog samples available
in the Summer Learning Toolkit. You can also access the samples through the links below or
in the Student Recruitment and Attendance section of the Toolkit.

What are the *SUMMER PROGRAM CATALOG* samples and how can you use them?

The Toolkit includes four summer program catalog samples from three different school districts: The Boston
Summer Catalog, Dallas Summer Catalog (English), Dallas Summer Catalog (Spanish), and the Rochester Summer
Catalog. These samples are comprehensive guides of the district-sponsored and co-sponsored programs provided
for students during the summer. Designed to inform families of all available programs, the catalogs also serve as a
helpful resource for staff to access program information for their own benefit or to share with families. Each
sample includes an overview of the district's summer learning approach, program descriptions, schedules,
administration contacts, eligibility requirements, and enrollment procedures.

Why are comprehensive summer program catalogs important?

Compelling marketing materials are essential to recruiting both students and staff to summer programs.
Comprehensive catalogs not only communicate the many tailored summer program options offered by a district,
they communicate important deadlines, requirements, and features of various programs. Field trips, high-quality
enrichment and other rewards for participation appear to improve attendance rates, so showcasing those
opportunities in marketing materials may be an effective "hook" for students and families.

Who can benefit from these resources?

- District leaders
- Nonprofit program leaders
- Site leaders

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THE LEARNING AGENDA

Tips for developing an effective summer program catalog

- Start planning early! Producing a quality comprehensive guide requires collaborative efforts of multiple departments and partners. Set a goal for when your catalog will be ready, 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 would be most useful to key stakeholders—hard copy or online.

- 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.

- Consider centralizing eligibility determination across programs to streamline the process and information for families and schools.

- Collect photos from previous summer programs to showcase fun events and program culture.

- Highlight academic learning too: RAND found that disguising academics is not necessary to boost attendance.