

NSPRA

GOLD MEDALLION

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Lesley Brinton, APR

Public Relations Coordinator

Tuscaloosa City Schools

1210 21st Avenue

Tuscaloosa, Alabama 35401

205.759.3549

www.tuscaloosacityschools.com

Summer Enrichment Program

3 full time employees; 1 part time employee

School district: 10,001 - 25,000

Public Engagement/Parent Involvement

*Please consider this entry for a Golden Achievement Award

SYNOPSIS

The Tuscaloosa City Schools developed a summer enrichment program that is exciting and affordable when compared to the fees of existing summer programs in the community. The program offered a variety of summer enrichment experiences for students as a way to remove barriers as part of the TCS Strategic Plan. Additionally, TCS compiled a list of available community summer enrichment offerings.

TCS' Strategic Plan aims to combat an achievement gap among students. Test scores show many students living in poverty are not making adequate academic gains compared to their peers in middle and upper income families. Summers are detrimental to students living in poverty as they are often not engaged in learning opportunities while not in school. Research shows students often experience some level of learning loss during the summer months often known as "summer slide." This trend often forces educators to spend the first several months of the school year reviewing past material instead of ensuring students are making gains by learning new material.

To ensure that this initiative met the needs of students in the Tuscaloosa City Schools, a parent survey was offered to determine what factors factor into the decision of a summer program, in what types of programming does their child typically participate, and recommendations for programs that currently do not exist. This information provided insight on the development of new opportunities for student enrichment.

The effort to build a summer enrichment program occurred over a 10-week period in early 2017 in order to offer the opportunity to students in the summer. This innovative program was met with enthusiasm from teachers, parents and community members as record numbers of students applied for the program.

SITUATIONAL ANALYSIS

The Tuscaloosa City Schools (TCS) is an urban school district in Tuscaloosa, Alabama serving 10,469 Pre-K through 12th grade students as of February 2017, where more than half of students in the district qualify for free or reduced lunch. In Tuscaloosa, there are three institutions of higher learning that have provided support to the local school system: The University of Alabama, Shelton State Community College and Stillman College. Further, academic achievement data as reported to the Alabama State Department of Education shows there is an achievement gap in the Tuscaloosa City Schools where minority students are not performing at the same level as their non-minority peers. For instance, during the 2015-2016 school year, only 39 percent of all third grade students were deemed proficient in reading, whereas only 52.7 percent of the same students were proficient in mathematics. These numbers were below the state average for the same time frame.

In 2015, the Board of Education approved a [Strategic Plan](#) focused on closing the achievement gap among all students by focusing on three areas: curriculum, human resources and facilities. Although a number of strategies were developed to support this goal, this communication plan concerns one aspect of the overall plan: summer learning.

[Research shows that students who are not engaged in summer learning opportunities are likely to experience some level of learning loss, commonly known as "summer slide."](#) This trend is further compounded for students living in poverty who may not be able to afford summer enrichment opportunities compared to their peers living in middle to upper income class households. Further, Superintendent Dr. Mike Daria told the Board of Education at a February 7, 2017 board meeting, "We're looking at summer school differently. It's our belief that every student be connected to at least one summer learning experience."

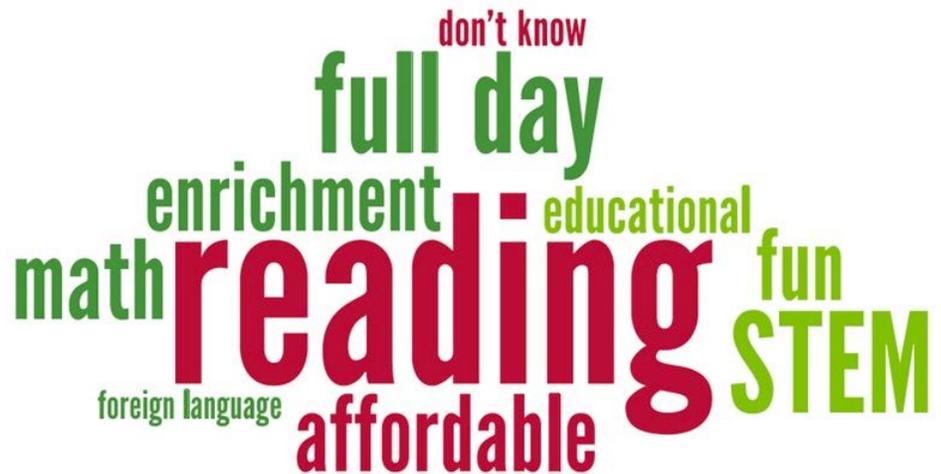
He charged the system to inventory and catalog all summer learning opportunities in the greater Tuscaloosa community. Recognizing that affordability may hinder students who live in poverty from participating in summer experiences, the school

system worked to build community engagement to resolve an unmet need in the city of Tuscaloosa.

What began as a project to inventory summer learning opportunities, soon become something more. During the 2016-2017 school year, the school system introduced a three-part program to address the issue by focusing on the traditional summer school program, a new summer enrichment program and relationship-building among community collaborators.

RESEARCH

To determine if affordability played a role in selecting summer learning/enrichment opportunities, TCS surveyed parents and guardians via internet and phone regarding what choices factor into the decision of seeking a summer program, in what types of programming does their child typically participate, and recommendations for programs that currently do not exist.



The online survey yielded 721 responses from parents and guardians. Overall, the findings showed parents equally weighed cost, educational opportunity, recreational opportunity, childcare and location at roughly 20 percent response, with educational opportunity slightly nudging out the rest at 22.4 percent. However, the disaggregated data indicated differences among web-based survey respondents and phone respondents in both English and Spanish.

As the results started to come in, families stated a strong preference for educational opportunity. To ensure these results were not skewed against families without computer/internet access, a telephone survey was issued. The results mirrored the online survey. Two telephone surveys were initiated March 9, 2017 to more than 10,000 phone numbers. Of that, there were 478 surveys taken by phone in English and 15 taken by phone in Spanish. Findings from the survey conducted February 1 - March 21, 2017 concluded:

- 74.4% of respondents view educational opportunity as “very important”
- 56.8% of respondents view cost as “very important”
- 51.3% of respondents view childcare as “very important”
- 50% of respondents view location as “very important”
- 41.8% of respondents view recreational opportunity as “very important”

Families also offered ideas through open-ended responses on summer programming they would like to see offered in Tuscaloosa for students. The 10 most popular themes provided have been illustrated in the word cloud above.

Concurrently, TCS surveyed summer program providers online and via phone to determine what availabilities they offer. The survey showed more than 50 program providers offering nearly 200 camps, programs, and activities for students during the summer.

The theory that cost may be a barrier to families allowed the school system to lay the groundwork to develop its own summer enrichment opportunity. To support this, TCS teachers were surveyed to offer proposals for what kinds of programming they would offer. Sixty-two teachers submitted ideas for one-week summer courses through an online application.

The rich resource of close proximity to three institutions of higher learning provided a unique opportunity: to see how college professors could support the goal of closing the achievement gap through a broad-based community engagement effort. As a result, a fourth survey was developed to invite participation in planning camps, coordination with TCS teachers, or volunteerism in a program that fits their area of expertise and passion. Seven college professors offered their services through the online survey.

Additional primary research conducted by the Tuscaloosa City Schools, in conjunction with K12 *Insight*, showed an opportunity to increase student engagement. In the February 2017 survey, overall Tuscaloosa City Schools' students scored lower in cognitive engagement than social and emotional engagement. Recommendations for improvement pointed to allowing students to be more creative in class and showing them how what they're learning relates to the outside world. Two key data points include the fact that only 68 percent of responding secondary students participate in extracurricular activities. Further, only 23 percent of responding sixth graders had attended a summer training for the system's technology initiative. Both data sets suggest that additional engagement opportunities in the summer would address this identified area for improvement.

GOALS

Our goals were based on two premises: the superintendent's charge and the fact that the findings pointed to an opportunity for the Tuscaloosa City Schools. For the purposes of this initiative, two goals were established:

- To develop a summer enrichment program that was exciting and affordable when compared to the fees of existing summer programs in the Tuscaloosa area.
- To compile a list of available community summer enrichment offerings.

Successful completion of these goals would offer varied summer enrichment experiences for students as a way to remove barriers, and ultimately close the achievement gap, as part of the TCS Strategic Plan.

OBJECTIVES

The communications work would be guided by two clear objectives:

- To implement and promote a broad-based community engagement effort to support a summer learning initiative in the City of Tuscaloosa by June 3, 2017
- To register 180 students for TCS summer learning by June 3, 2017

AUDIENCE IDENTIFICATION

In order to develop a successful, broad-based community engagement effort to support summer learning in Tuscaloosa, the following audiences were identified:

- Tuscaloosa City Schools teachers
- Parents of Tuscaloosa City Schools students
- Local higher education partners
- Local providers of summer learning opportunities

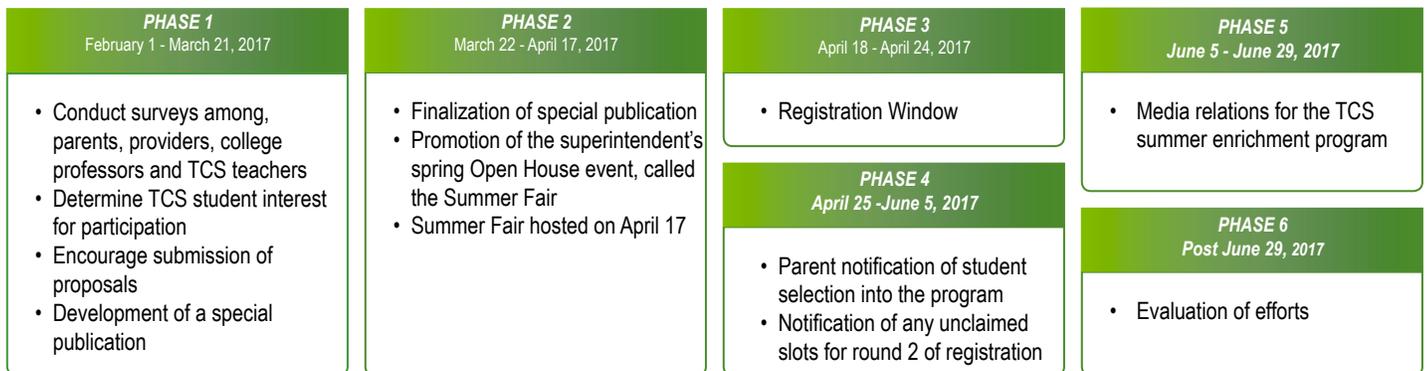
PLANNING

On February 7, 2017, the Tuscaloosa City Board of Education approved a four-day-a-week summer enrichment program to run from June 5-29, 2017 (excluding Fridays since the school system would operate with reduced hours during Summer 2017 as part of an energy-savings effort). The price was established at \$50 per week to include breakfast, lunch and two snacks. The summer enrichment program was open to current K-11 TCS students with their day reflecting the following schedule:

7:30 a.m.	Student Arrivals Begin
7:30 a.m. - 7:55 a.m.	Breakfast
8 a.m. - 12 noon	Morning Sessions
12 noon - 1 p.m.	Planning Time for Teachers
12 noon - 12:50 p.m.	Lunch and recess opportunities for students
1 p.m. - 5 p.m.	Afternoon Sessions
5 p.m. - 5:30 p.m.	Snack and/or Afternoon Pickups

A key component of the summer enrichment program was that it included a showcase piece - a product, a performance or some other result of student learning. The implementation plan for summer enrichment called for 28 TCS teachers to be selected based on competitive evaluation of their proposals, relevance and scheduling availability.

While the superintendent's charge ultimately called for the development of a summer learning opportunity, this plan specifically dealt with the community relations efforts needed to support this goal. As a result, the campaign was divided into six phases:



STRATEGIES & TACTICS

Strategies

Nine strategies were purposely selected to advance the goal and to meet the two stated objectives (shown at right). The public relations team determined that in order accomplish this, a variety of methods needed to be used to reach the key audiences of parents, teachers, higher education partners and summer providers.

Central to this work was the development of a clear, strong message (branding) that was present throughout the campaign: the concept that summer engagement can stem the summer slide.

This message appeared in virtually every piece of collateral distributed, either by explicit explanation or demonstration of student engagement. All other strategies were off shoots of the branding strategy.

Tactics

Once the strategies were selected, the public relations team chose tactics under each of the nine strategies. That work included paid media on local television, radio and in the newspaper (advertising); development of a cohesive look that was used through all facets of the campaign collateral

STRATEGIES
<ul style="list-style-type: none"> • Advertising • Branding • Community Relations • Digital Communications • Experiential Communication (special events) • External Communication • Internal Communication • Media Relations • Social Media

on social media, publications and advertising (branding); meetings with key stakeholder groups, including under-served minority populations, faith-based community, educational partners, community partners, and local business and industry leaders (community relations); creation of a special website at www.tuscaloosacityschoools.com/summer and component websites for each school, and email marketing (digital communications); planned events such as a superintendent-led meeting with community providers, annual State of the Schools event sponsored by the Chamber of Commerce of West Alabama and the Summer Fair, a superintendent's spring open house event (experiential communication); press releases and social media posts (external communication); information distributed to families, school Parent-Teacher Associations, citywide PTAs, emails, automated messaging, publication of a book of summer learning opportunities, and staff intranet (internal communication); news interviews and feature stories on both earned and TCS-controlled media, such as radio and TV programming (media relations); and use of the hashtag on the system's Facebook, Twitter, LinkedIn, and Instagram feeds (social media).

IMPLEMENTATION

The public relations team, consisting of three full-time employees and one part-time employee were responsible for the implementation of this communication plan. The roles of the team members include the public relations coordinator, the video media specialist, a digital communication specialist/webmaster and an archivist. The promotion for summer learning opportunities in Tuscaloosa was largely communicated in two ways: through a special website and the publication of a document, called the *Big Book of Summer Learning*. The special website featured summer opportunities from both the Tuscaloosa City Schools and the surrounding community. Both resources were available in English and Spanish in print and online. Families had the opportunity to find programming in the TCS enrichment program to suit their child's interests.

The superintendent also hosted a Summer Fair event as a way to encourage parents to connect their children to summer engagement opportunities following the 2016-2017 school year. The purpose of the event was to bring parents and summer opportunity providers together as a showcase of available summer opportunities in Tuscaloosa. Ideally, by bringing together the parents and providers (who were offering programs at various price points), parents should find it easier to find summer opportunities which fit their budget and their child's interests. The event was being offered as a way to remove barriers as part of the TCS Strategic Plan.

Each provider who confirmed participation was allotted a "booth" in order to interact with the public. Participants included a broad cross section of the community.

EVALUATION

It quickly became evident that the summer enrichment program could be a success: when the system began accepting applications, the 180-seat capacity was reached in two days. By day three, there was a waiting list. The widespread interest in attending the program led community leaders to ask the superintendent what assistance they could offer.

As a result, the Chamber of Commerce of West Alabama created a pop-up development campaign to support the TCS efforts to ensure that students were engaged during the summer. The result was that [more than \\$40,000 in pledges were secured](#) to support the program in only a week and a half. As a thank you to business and industry leaders, a bonus (i.e. free as part of a promotional effort) newspaper advertisement was run identifying those who had contributed.

Once the summer enrichment program began, media mentions were commonplace as reporters looking for a story visited the site on multiple occasions. A news article appearing in the local newspaper and tweeted online was even cited by a research arm of the Harvard University Graduate School of Education. The additional attention even led a group of College of Education professors from The University of Alabama to tour the summer camp.

There were 351 elementary, middle and high school students served from nearly all TCS schools during the summer of

2017, including high school students who volunteered to help the program. To better understand the effects of the program, students attending the summer enrichment program were invited to take a four-question survey to provide feedback on the offerings. At the conclusion of week 1, 95 percent of students said they learned something new during the summer enrichment program. Internally, the student feedback became known as “Happy Kid Data.”

There was a corollary between feedback from students and their parents. When interviewed for the TCS-controlled media *Inside Tuscaloosa City Schools*, a weekly television program, parents reiterated their students’ enjoyment of the program and even picked up on the system’s key messaging of the summer slide.

Due to changes in state testing from year to year, it was difficult to measure the effects of the summer slide among all students participating. However, the assessment administered to third graders in the spring of the 2016-2017 school year and at the beginning of the 2017-2018 school year was the same. Analysis showed those who attended the summer enrichment program outperformed their peers by an average of 22 points on the standardized test from Global Scholar.

as compared to all of their third grade peers found those who attended performed 22 points higher on the ASPIRE test.

Since the Tuscaloosa City Schools considered the investment in summer learning to meet the identified goals of the Strategic Plan, funding was set aside to implement a summer enrichment program to include costs associated with promotions. The funding budgeted for teachers and necessary materials to work during the program came in at \$40,070. Promotional costs equaled \$12,238.

Following the success of the TCS summer enrichment program, two administrators (including the public relations coordinator) were selected to attend the National Summer Learning Conference in Phoenix, Arizona in October 2017. Information learned at this conference showed that the 2017 efforts were on the right track as compared to the national model, but more could be done to improve the strength of the program.

The campaign for the 2018 summer enrichment program is currently underway with an expansion to serve more students in more locations around the school system. Additionally, through the process to publish *The Big Book of Summer Learning*, some community providers missed the print deadline and were omitted. For 2018, the system invested in an online portal for community members to submit their summer programs for approval. This new resource is dynamic and mobile-responsive. Additionally, a formal volunteer program has been implemented for high school and college-aged students.

GOALS

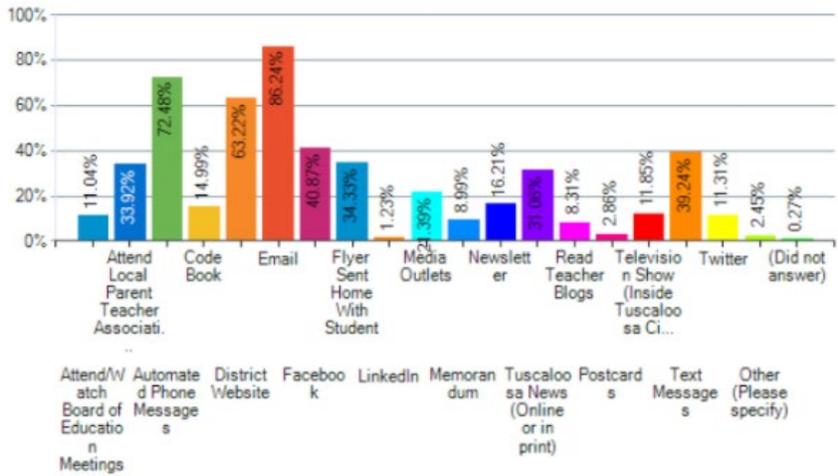
- To develop a summer enrichment program that was exciting and affordable when compared to the fees of existing summer programs in the Tuscaloosa area.
- To compile a list of available community summer enrichment offerings.

OBJECTIVES

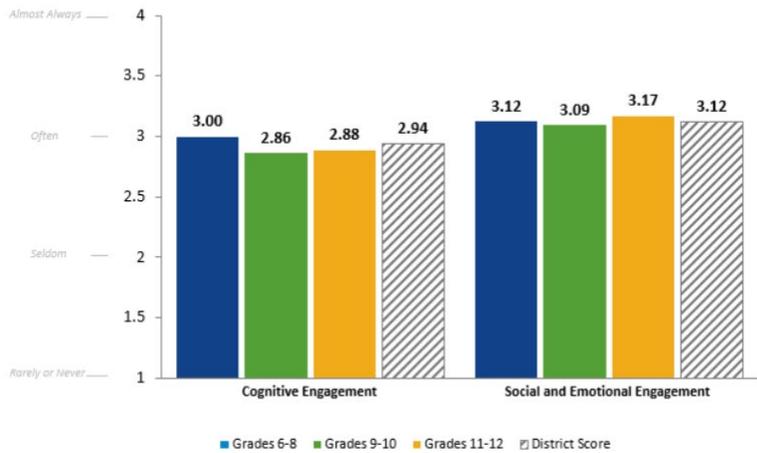
- To implement and promote a broad-based community engagement effort to support a summer learning initiative in the City of Tuscaloosa by June 3, 2017
- To register 180 students for TCS summer learning by June 3, 2017

Results from the 2016-2017 TCS Communication Survey determined which communication channels would be used to communicate with families. An excerpt of the 2017 Student Engagement Survey is beneath.

How do you obtain information about Tuscaloosa City Schools? Please select all that apply.



Cognitive and Social and Emotional Engagement



RESEARCH

PARENT SURVEY

Summer Enrichment Opportunities 2017 (TCS Parent Survey)

As part of the Tuscaloosa City Schools' commitment to move the needle of excellence every day for every student, the system seeks to communicate summer enrichment opportunities across the city to its students. As a parent, we invite you to submit information about the types of summer programs in which your child currently participates and programs you would like to see in our community.

In an effort to inform parents and students with community offerings and remove barriers as part of the TCS Strategic Plan, TCS is providing a list of summer enrichment opportunities.

Generally speaking, in what kind of summer learning opportunities does your student participate? (mark all that apply) *

- Camps offered through higher education organizations
- Community camps
- Faith-based camps
- Opportunities at home with family
- Recreational camps/events
- STEM programs (science, technology, engineering, mathematics)
- Summer reading programs
- Summer school
- None
- Other...

Provide specific examples of summer learning opportunities in which your student has participated in the past.

Long answer text

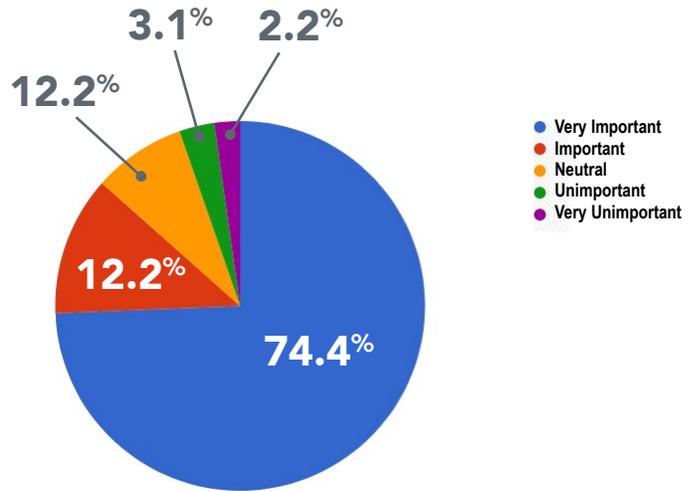
Rate the level of importance each in selecting a summer enrichment opportunity for your child? (1=not important - 5=very important) *

	1	2	3	4	5
Cost	<input type="radio"/>				
Educational Opportunity	<input type="radio"/>				
Recreational Opportunity	<input type="radio"/>				
Childcare	<input type="radio"/>				
Location	<input type="radio"/>				

What types of summer enrichment programs that do not currently exist would you like to see in our community? *

Long answer text

180
PARENTS PARTICIPATED



75%

OF PARENTS VIEWED EDUCATIONAL OPPORTUNITY AS "VERY IMPORTANT"

QUOTABLE

“More science and math programs that reinforce skills but so children still feel like they had summer fun; for credit courses for 8th grader who will be in 9th grade in the fall.”

“I don't have a very good understanding of what currently exists, so I am unable to answer this question. A published listing of summer enrichment programs would be greatly appreciated.”

“Ones that take place 5 days a week. Ones currently offered are usually only 3 to 4 days, leaving working parents with few options for the remaining days.”

RESEARCH

EMPLOYEE SURVEY

Summer Enrichment Opportunities 2017 (TCS Employee Survey)

As part of the Tuscaloosa City Schools' commitment to move the needle of excellence every day for every student, the system seeks to create summer enrichment opportunities for its students. As a system employee, we invite you submit a proposal to conduct a summer enrichment camp. We are seeking 28 high-interest, high-impact opportunities for students. Our goal is to offer students learning opportunities every week during the summer. Proposals that provide students a learning experience not already available in Tuscaloosa, that include a strong literacy connection, and that capitalize on untapped learning opportunities in town will be given special consideration.

All camps must

- * be four days in length (M-Th)
- * be half days for students (8:00 - 12:00 and 1:00 - 5:00)
- * include a showcase piece - a product, a performance or some other result of student learning
- * be open to students from all TCS schools (at the target grade band)

All camp teachers

- * commit to teaching two sessions of the camp - one in the morning, one in the afternoon
- * plan their own camp, with an emphasis on providing students high interest learning experiences beyond what is possible during the school year. Preparations (including ordering of supplies, as needed) are handled by the teacher
- * must have a proven record of effective student management
- * will receive a stipend of \$750

Proposals will be selected based on competitive evaluations, relevance, and scheduling availability.

Camp name *

Short answer text

Camp description (for parents, students; 100 words maximum) *

Long answer text

Target grade spans *

- K-2
- 3-5
- 6-8
- 9-12
- Other...

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SUBMISSIONS RECEIVED

Ocean's Alive

Students will become aquanauts as they dive deep and explore the oceans. Four days will hardly scratch the surface of one of the world's most precious resources!

This interactive and engaging session will help students begin to uncover some mysteries of the deep and lead them to want to know more of those mysteries that the ocean holds so close. **Grades 3-5.**

To encourage families to register for the summer enrichment program, social media posts were shared of courses. An excerpt from the Big Book of Summer Learning is below.

TCS Grades 3-5

These programs are open only to currently enrolled TCS students.

WEEK ONE: June 5-8

DIGITAL PHOTOGRAPHY-SCIENCE IN A SNAP! (PM)

Using a digital device, students will become "Natural" Geographic Photographers. After becoming familiar with the basics of picture taking and editing, students will create digital stories. Student photographers will use the Engineering Design Process to develop and document the steps in their video. How to Create a Solar Oven, How to Design and Build a Pizza Garden, How to Build a Habitat, and How to Build a Vertical Garden are just a few ideas! (Students can provide their own device or iPads will be provided.)

IT'S A PIECE OF CAKE! (AM)

Are you wondering how you will use fractions as a grown up? Do you wish you understood why multiplication is so important? Come learn the ins and outs of opening your own bakery and practice using those math skills your teacher promises you'll use later in life! We'll work together to fill a large order of cupcakes and doughnuts! We'll design a bakery window to increase sales and figure out how much we should charge to make a profit!

IT'S A RACE! (PM)

A paperclip, lifesavers, a notecard, some masking tape, and a straw - add all of that together, and what do you have? A car, of course! And as if producing a car from these materials isn't challenging enough, how are you going to make it the fastest car in class? In this four-day adventure, students will learn the science of speed as they combine the engineering design process with everyday materials and build the fastest, most efficient...wait, what do you want to race today? The engineer in all is sure to come alive!

RESEARCH

PROVIDER SURVEY

Summer Enrichment Opportunities 2017 (Provider Survey)

As part of the Tuscaloosa City Schools' commitment to move the needle of excellence every day for every student, the system seeks to communicate summer enrichment opportunities to its families. As a provider, we invite you submit information about your program so that we may share it with our families at no cost to your organization.

For more information about this Request for Programming, please contact Shirley Lollar at 759-3528 or slollar@tusc.k12.al.us

Organization Name

Short answer text

Program Title *

Short answer text

Program Description (300 words) *

Long answer text

Grade Range of Eligible Students (check all that apply) *

- K-2
- 3-5
- 6-8
- 9-12

Are supplies/equipment required for participation?

- Yes, included with the program

ANALYSIS

Upon review of community provider submissions, it was determined that fewer than 10 of the more than 200 submissions recorded could be considered full day programs. The TCS findings pointed to parents wanting full-day affordable enrichment opportunities.

TUSCALOOSA PUBLIC LIBRARY - WEAVER BOLDEN BRANCH

Build a Better World - Tuscaloosa Public Library Summer Reading Program 2017

Grades: PK-8

Cost: **FREE!**

2522 Lanier Avenue
Tuscaloosa, AL 35401
205-758-8291

www.tuscaloosa-library.org/summerreading

TUSCALOOSA TUMBLEBUS SUMMER DAY CAMP & PARENTS NIGHT OUT

Grades: Kindergarten and up

Cost: weekly/daily/sibling discount

www.tuscaloosatumblebus.com

TUSCALOOSA YMCA FAMILY CENTER

The Best Summer Ever Summer Camp

Ages 5-10

Cost: Weekly cost will be posted on the website

2300 13th Street
Tuscaloosa, AL 35401
205.345.9622

www.ymcatuscaloosa.org

 Scholarships Available

TUTORING BEE

Tutoring and Enrichment

Grades: K-8

Cost: \$30 per hour - discounts on multiple hours and small groups

Tuscaloosa Public Library
1801 Jack Warner Pkwy
Tuscaloosa, AL 35401

205-632-0628
www.tutoringbee.org

180

SUBMISSIONS RECEIVED

An excerpt of a community provider submission as published in the Big Book of Summer Learning.

RESEARCH

TCS TEACHERS: Pitch us your idea on what you would like to teach during 8 half-day sessions this summer.

History's Unsolved Mysteries*

The world is full of unsolved mysteries. From Crop Circles to the Mary Celeste to the Crystal Skulls, people across time have been fascinated by myths, legends, and stories trying to explain the unexplainable.

With a blend of history & literature, students will discover clues in an attempt to solve history's mysteries. The culminating activity for this class will be the development of a board game in which students will discuss the historical significance of the event. **Grades 6-8.**

**Sample Idea*

DOCS.GOOGLE.COM

Summer Enrichment Opportunities 2017 (TCS Employee Survey)

926 people reached

Boost Post

Kyra Payne and Chelsea Newels

1 Share

Like

Comment

Share



32

COURSES OFFERED

PLANNING

RESOURCES

Budget

TV ads for Summer Fair	\$500
Newspaper Advertisements	\$6,602
Fliers for Students	\$886
Fliers for Students (Spanish version)	\$141.17
Publication Printing	\$3362
Publication Printing (Spanish version)	\$747
TOTAL	\$12,238.17

Staff

Public Relations Coordinator
Video & Media Specialist
Digital Communication Specialist/Webmaster
Archivist (part time)



Tuscaloosaneews.com

YOU CAN NOW READ 7 ARTICLES IN A MONTH FOR FREE
READ AS MUCH AS YOU WANT ANYWHERE AND ANY TIME FOR JUST 99¢



Alabama basketball will be No. 3 seed in NIT
Mar 12 at 11:30 PM

Tuscaloosa Gender Mountain store closing
Mar 12 at 8:41 PM

Alabama softball extends winning streak to 17 games
Mar 12 at 8:40 PM

Alabama baseball splits doubleheader
Mar 12 at 8:35 PM



MR. GOLF: Inductees made special contributions

HAPPENING NOW

BUSINESS BUZZ: March 12
Updated at 12:20 AM

SOUND OFF: March 13
Mar 12 at 11:54 PM

NEWSPAPER CAMPAIGNS

When we asked parents about their summer plans for their children we heard some of them tell us

"I don't have a very good understanding of what currently exists."

That's why TCS is connecting parents with summer learning opportunities.

See what Tuscaloosa has to offer students this summer!

SUMMER FAIR - APRIL 17 TUSCALOOSA MAGNET SCHOOLS 6 P.M.

- Alabama Museum of Natural History
- Alabama Scholastic Press Association
- Ballet Arts & Fitness
- Bama Bounders
- Bama Cheer Benjamin
- Barnes YMCA
- City of Tuscaloosa Office of Federal Programs
- Forest Lake United Methodist Church
- Weekday Kids
- I Dream Big, Inc.
- Moundville Archaeological Park
- Musical Beginnings
- New Dimensions Child Development Center
- Theatre Tuscaloosa & Tuscaloosa Children's Theatre
- The Capitol School
- The University of Alabama
 - Bama Swim School
 - Communication and Media Preview (CAMP)
 - Community Music School Camps (Strings & Musical Theater), Lessons, and Kindermusik
 - Culverhouse Majors Awareness Program and Accounting Career Awareness Program
 - Literacy Center
 - Student Introduction to Engineering (SITE)
 - The Monopole Quest
- Shelton State Community College
- SwimKids
- Tuscaloosa Academy
- Tuscaloosa Barnyard, Petting & Fun Farm
- Tuscaloosa City Schools
- Tuscaloosa County Park and Recreation Authority
- Tuscaloosa Public Library



WWW.TUSCALOOSACITYSCHOOLS.COM/SUMMER

*Tuscaloosa City Schools' parent survey February 1 - March 21, 2017

PLANNING

April 7, 2017



Applications Now Open for TCS Summer Programs

Tuscaloosa City Schools is now accepting applications from your student's school for [TCS Summer Enrichment Programs](#).

[Download your application form](#) and submit it to your student's school if you wish for your student to participate. Applications will be processed on a first come, first served basis. TCS will begin receiving payments following the application process.

Attend the [TCS Summer Fair](#) on Monday, April 17, at Tuscaloosa Magnet Schools beginning at 6 p.m. Community organizations will provide parents with information about their summer program offerings.



LET'S TALK!



EAT MUSIC

Page	Pageviews	Unique Pageviews	Avg. Time on Page
	200 % of Total: 2.08% (9,638)	156 % of Total: 2.05% (7,594)	00:00:53 Avg for View: 00:01:28 (-39.65%)
1. /summer	200(100.00%)	156(100.00%)	00:00:53

DURING THE FIRST TWO DAYS OF ACCEPTING APPLICATIONS, THERE WERE MORE THAN 150 UNIQUE VIEWERS, NEARLY EQUALING THE NUMBER OF STUDENTS WHO HAD REGISTERED.

Share the Word!

SUMMER LEARNING

Summer Enrichment in the Works

As a PTA leader, families in your school look to you to know the latest in the Tuscaloosa City Schools. This summer, the Tuscaloosa City Schools will host its first summer enrichment program. Information on this new opportunity was distributed this week to students and is available online. The program was designed with parent feedback in mind to offer full-day, affordable enrichment opportunities. Students are selected on a first come, first serve basis.

APRIL

17

Summer Fair

6 p.m.
Tuscaloosa Magnet Schools
315 McFarland Blvd. East
[Facebook Event Page](#)

More Than 30 Providers to Attend!

Attend the Tuscaloosa City Schools' first-ever Summer Fair at 6 p.m. April 17! This event will feature more than 30 community organizations offering summer programs for students. It's an idea born of the system's commitment to moving the needle of excellence for all students as part of the Strategic Plan. "The summer slide is real," said Mike Daria, superintendent. "We do have students who are not engaged in learning activities during the summer and we wanted to do our part to make sure they had learning experiences and they had the opportunity to participate in engaging experiences." See you at the Summer Fair Monday night! For more information, please visit <http://www.tuscaloosacityschools.com/summer>

KEY STAKEHOLDER GROUPS WERE IDENTIFIED AND TARGETED TO BE CONDUITS OF INFORMATION THROUGH EMAIL MARKETING EFFORTS.

PLANNING

Due to overwhelming interest, we are looking for more instructors!

SUMMER CAN'T WAIT



What started out as an idea, quickly became a reality. Last week, the Tuscaloosa City Schools hosted a Summer Fair where families could learn more about what Tuscaloosa has to offer students in the summer. More than 200 people attended the event to connect with more 30 program providers. However, more opportunities are still needed for students.

TCS will establish a summer enrichment program this June and already there is a wait list of elementary students seeking space in the program.



Here's How You Can Help

Did you miss the opportunity to submit a summer enrichment proposal? We are re-opening the window in an effort to meet the demand. Share your idea today!

[Submit!](#)

WITHIN TWO DAYS OF ACCEPTING APPLICATIONS FOR THE SUMMER ENRICHMENT PROGRAM, CAPACITY WAS REACHED AND A WAIT LIST WAS ESTABLISHED. A SECOND EMAIL INVITED MORE TEACHERS TO SUBMIT COURSES TO MEET THE DEMAND.

PLANNING



THE ABOVE IMAGE WAS USED A FACEBOOK HEADER AS PART OF THE ROLL OUT.



NEWS & EVENTS.

PLANNING

TUSCALOOSA, Alabama -- While students are months away from summer vacation, planning has already begun for the Tuscaloosa City Schools (TCS), but we need your help! Whether you are a parent, TCS teacher, college professor or program provider, your input is needed.

As part of the Tuscaloosa City Schools' strategic plan and our commitment to move the needle of excellence every day for every student, the system seeks to communicate summer enrichment opportunities to its students.

TCS Superintendent Dr. Mike Daria says his goal is to ensure every student is connected to a summer learning opportunity in the community.

"Our community has so many summer enrichment opportunities available, we just wanted to make sure parents know what all is offered whether free or fee-based," said Daria. "Summer is a great time to spark a new excitement for learning about things that interest students."

Research shows that students who are not engaged in summer learning opportunities are likely to experience some level of learning loss, commonly known as "summer slide." This trend is further compounded for students living in poverty.

For Parents: We invite you to submit information about the types of summer programs in which your child currently participates and programs you would like to see in our community.

For Providers: As a provider, we invite you to submit information about your program so that we may share it with our families at no cost to your organization.

For Teachers: Let us know what you would be interested in teaching this summer.

For College Professors: Tell us what you would be interested in teaching in a K-12 environment.

Visit www.tuscaloosacityschools.com/summer to provide feedback and submit information. For more information about this project, please contact Shirley Lollar at 759-3528 or slollar@tusc.k12.al.us

[Sign In - Tuscaloosa City Schools / Homepage](#)

www.tuscaloosacityschools.com

Enter your user name and password to sign in. You can use this site without being registered or signing in, but registered users who sign in may have access to ...

1210 21ST AVENUE • P.O. BOX 038991 • TUSCALOOSA, AL 35403 • P:205.759.3700 • F:205.759.3711 • TUSCALOOSACITYSCHOOLS.COM

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Tuscaloosa City School District | 1210 21st Ave, Tuscaloosa, AL 35401 | 205-759-3700

On February 1, 2017, the Tuscaloosa City Schools formally launched its effort to address the summer slide with the distribution of this press release.



Tuscaloosa City Schools ✓
March 29, 2017 · 🌐



#TCSsummer: Summer Fair is April 17. Take advantage of this exciting opportunity: <http://bit.ly/2ndSzlm>



👤 2,827 people reached

Boost Post

👍❤️ Melinda Bailey, Pam Harper and 4 others

10 Shares 1K Views

👍 Like 💬 Comment 📱 Hootlet ➦ Share Hootlet 🇺🇸 TCS

A1* - SUMMER ENRICHMENT PSA

00:00:26

Writer:		Effect:	
Editor:		Notes:	
Segment:		Source:	
Talent:		VTR:	
Camera:		File:	

{ANCHOR} TCS STUDENTS,
SPEND THE SUMMER DIGGING
FOR DINOSAURS,

OR MAYBE THE AMAZING
RACE EUROPE SOUNDS MORE
LIKE THE THING FOR YOU.

BEING A PART OF THE ZOMBIE
RESPONSE TEAM COULD BE
RIGHT UP YOUR
ALLEY,

OR HOW ABOUT GET AN
INTRODUCTION TO
MARKSMANSHIP.

CHOOSE FROM DOZENS OF
EXHILIRATING OFFERINGS
AND SPEND PART OF YOUR
SUMMER EXPERIENCING
SOMETHING

PARENTS, DISCOVER WHAT'S
AVAILABLE FOR YOUR CHILD
THIS SUMMER. COME TO THE
TCS SUMMER FAIR ON APRIL
17 AT THE TUSCALOOSA
MAGNET SCHOOL. BEGINNING
AT 6 PM

TELEVISION
PUBLIC SERVICE
ANNOUNCEMENT
AND SCRIPT TO
PROMOTE THE
SUMMER FAIR

IMPLEMENTATION



More than 300 people attended the Summer Fair in April 2017.
More than 30 community providers interacted with families.

SUMMER FAIR

The superintendent hosted a Summer Fair event as a way to encourage parents to connect their children to summer engagement opportunities following the 2016-2017 school year. The purpose of the event was to bring parents and summer opportunity providers together at a showcase of available summer opportunities in Tuscaloosa. Ideally, by bringing together the parents and providers (who were offering programs at various price points), it should make it easier for parents to find summer opportunities which fit their budget and their child's interests. The event was being offered as a way to remove barriers as part of the TCS Strategic Plan.

Each provider who confirmed participation was allotted a "booth" in order to interact with the public. Participants included a broad cross section of the community programs offered (shown below).

-
- | | | |
|---|--|--|
| <i>Alabama Museum of Natural History</i> | <i>New Dimensions Child Development Center</i> | <i>The University of Alabama - Department of Physics</i> |
| <i>Alabama Scholastic Press Association</i> | <i>Moundville Archaeological Park</i> | <i>The University of Alabama Literacy Center</i> |
| <i>Ballet Arts & Fitness</i> | <i>Musical Beginnings</i> | <i>The University of Alabama - University Recreation</i> |
| <i>Bama Bounders</i> | <i>Theatre Tuscaloosa & Tuscaloosa Children's Theatre</i> | <i>Shelton State Community College</i> |
| <i>Bama Cheer</i> | <i>The University of Alabama College of Communication and Information Sciences</i> | <i>SwimKids</i> |
| <i>Benjamin Barnes YMCA</i> | <i>The University of Alabama College of Engineering</i> | <i>Tuscaloosa Academy</i> |
| <i>City of Tuscaloosa Office of Federal Programs</i> | <i>The University of Alabama Community Music</i> | <i>Tuscaloosa Barnyard, Petting & Fun Farm</i> |
| <i>Forest Lake United Methodist Church Weekday Kids</i> | <i>The University of Alabama Culverhouse College of Commerce</i> | <i>Tuscaloosa County Park and Recreation Authority</i> |
| <i>The Capitol School</i> | | <i>Tuscaloosa Public Library</i> |
| <i>I Dream Big, Inc.</i> | | |



A YOUTUBE CHANNEL WAS CREATED TO SHOWCASE THE SUMMER ENRICHMENT PROGRAM WAS CREATED.



351

STUDENTS ATTENDED

A key component of the summer enrichment program was that it included a showcase piece - a product, a performance or some other result of student learning.

IMPLEMENTATION

THE BIG BOOK OF SUMMER LEARNING '17

Don't miss your chance to find something for your child's interest and your budget!



The Big Book of Summer Learning was distributed to each of the system's more than 10,000 students. Additional copies of the publication were placed in high-traffic areas in the community. [View the book.](#)

Tuscaloosa City Schools
Published by Craig Williams [?]
Like This Page · March 31, 2017 · Edited ·

#TCSsummer: Your copy of The Big Book of Summer Learning is coming soon! Get a sneak peek of what summer has to offer in Tuscaloosa for students: <https://www.tuscaloosacityschools.com/bigbook>

Tag Photo Add Location Edit

3,630 people reached **Boost Post**

Like Comment Share Hootlet TCS

Nancy Boyd, April Jones Williams and 10 others

15 Shares

TCS Write a comment... 📷 📸 📺 🗣️

People You May Know See All

Madolyn Price Kirby
7 mutual friends
Add Friend



@TCSBoardofEd

AL Dept of Education Retweeted

TCS Board of Ed @TCSBoardofEd · 26 Jun 2017
@UA_Educator toured the TCS Summer Enrichment Program to witness summers in the Tuscaloosa City Schools! #TCSsummer

4 9

IMPLEMENTATION

[Edit Page](#)

STRATEGIC PLAN

[Our Plan for the Future](#)

[Strategic Plan Roadmap](#)

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[Support Summer Learning](#)

[Community Programs in Tuscaloosa](#)

▶ [TCS Reads](#)

PROGRAMS AVAILABLE IN TUSCALOOSA

Search to learn more about local programs by the organization, interest type, and price range. Listings contain information on scholarship availability and if CDR swipe cards are accepted. To return to the search function, refresh your browser.

Don't see your organization's program in the list below? [Submit your program.](#)

Organization

Weekly Price Range

Category



CONTACT



JOBS



SCHOOL BOARD



NEW TO TCS?



INOW



CALENDAR

AFTER THE BIG BOOK OF SUMMER LEARNING WAS PUBLISHED AND DISTRIBUTED, PARENTS REQUESTED WAYS TO VIEW IT IN A SEARCHABLE FORMAT. A DATABASE OF ALL THE LISTINGS WAS DEVELOPED THAT ALLOWED FAMILIES TO FLIER BY ORGANIZATION, WEEKLY PRICE RANGE, AND CATEGORY.

IMPLEMENTATION

Throughout the campaign, the public relations team, the administrator in charge of summer programs and the superintendent routinely discussed ways to determine if students were benefiting from these efforts and enjoying the program. A survey was planned and developed to be administered on the final day of the program weekly and taken in the facility’s computer lab. The feedback received from students was internally referred to as “Happy Kid Data.” As a closeout to the week, a child’s open-ended response was selected and posted to social media.

EVALUATION

SURVEYS ADMINISTERED

Week 1	105
Week 2	174
Week 3	120
Week 4	111



SAMPLE NEWS COVERAGE

39 results · show hidden sorted by date

All 15 articles on this page are selected. [Select all 39 articles in this list.](#)

- TuscaloosaNews.com** · Drew Taylor · USA · Aug 3, 2017 · 8:27 pm

School officials tout success of summer meals program

results this **summer**, with room to grow. **Tuscaloosa City Schools** and the Tuscaloosa County School System took new approaches to their **summer**...

Reach 121k Positive
- TuscaloosaNews.com** · Drew TaylorStaff · TaylorStaff Writer · USA · Aug 1, 2017 · 9:30 pm

School officials praise summer programs

Elementary. However, the biggest change this **summer** was the implementation of **summer enrichment** camps that catered to different academic and

Reach 97k Positive
- Recentnews** USA · Jul 3, 2017 · 12:54 am

Summer camp program deemed a success – News – Tuscaloosa News – Alabama News

part in **summer enrichment** camps and a combined total of nearly 800 students were involved in some kind of **summer** learning, such as **summer**

1 more article · Reach 7k Positive
- WMC Action News 6** Terri Brewer · USA · Jun 29, 2017 · 2:39 pm

New summer program in Tuscaloosa City Schools wraps up first year

TUSCALOOSA, AL (WBRC) - The **Tuscaloosa City Schools'** first year of its **Summer Enrichment** program comes to a close Thursday. Although no

6 more articles · Reach 163k Positive
- TuscaloosaNews.com** USA · Jun 11, 2017 · 8:00 pm

Tuscaloosa City Schools' summer hours

The **Tuscaloosa City Schools** and Central Office will be closed Fridays throughout the **summer**. TCS sites are open 7 a.m.-5:30 p.m. Mondays

Reach 104k Neutral
- WDAM - Channel 7** Kelvin Reynolds · USA · Jun 11, 2017 · 5:54 pm

4 Tuscaloosa City School libraries open in June to any city school student

-Childs, a school counselor, added. **Tuscaloosa City Schools** believes ideas like the **summer** library program will better allow students to

6 more articles · Reach 36k Positive

The Tuscaloosa News @tuscaloosanews · Apr 16
Tuscaloosa City Schools expands summer programs for students
bit.ly/2pGK7zB



Usable Knowledge @UKnowHGSE · Follow

Replying to @tuscaloosanews

Great examples of summer enrichment @TCSBoardofEd! More of our work on how to combat summer math loss here:

Summer Math Loss
Why kids lose math knowledge, and how families can work to counteract it.
gse.harvard.edu

RETWEET 1 LIKE 1

11:37 AM · 18 Apr 2017

STORIES GENERATED

39

January 7- October 31, 2017

Combating 'summer slide' in Tuscaloosa



ON YOUR SIDE
FOUR STOPPING THE SUMMER SLIDE
TUSCALOOSA
WBRC FOX 6 NEWS

01:12 / 01:28

Click to view video

EVALUATION

SPECIAL WEBSITE

Tuscaloosa City Schools About Us Strategic Plan Strategic Plan

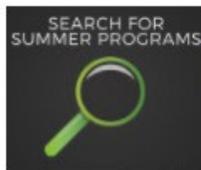
- STRATEGIC PLAN
- Our Plan for the Future
 - Strategic Plan Roadmap
 - Demographic Study
 - Paying for the Plan
 - Initiatives
 - Summer Programs**
 - About Summer Learning
 - Big Book of Summer Learning
 - Community Programs
 - TCS Enrichment Programs
 - Summer Fair
 - Support Summer Learning
 - Media Coverage
 - TCS Reads

SUMMER PROGRAMS

Ensuring Every Student is Connected to a Summer Learning Opportunity



This is your guide to TCS & community summer programs!



Find programs to fit your child's interests and your budget!



See how your contribution benefits students!

If you are interested in TCS Summer Enrichment Camps, return a completed application form to your child's school. Applications will be processed on a first come, first served basis, so apply now! TCS will begin receiving payments following the application process.

- Download Application in English
- Download Application in Spanish

A screen grab of the website as it appeared in 2017.

www.tuscaloosacityschools.com/summer

WEBSITE VIEWS



Primary Dimension: Page Other

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
1. /summer	4,427 (% of Total: 0.44% (1,015,483))	2,891 (% of Total: 0.47% (619,220))	00:01:00 Avg for View: 00:00:57 (4.67%)	1,990 (% of Total: 0.62% (323,463))	46.38% Avg for View: 45.14% (2.76%)	32.82% Avg for View: 31.85% (3.04%)	\$0.00 (% of Total: 0.00% (\$0.00))

More than 2,100 viewers visited the TCS Summer Learning page on the TCS website during April 2017, the month the system began accepting applications. Viewers spent an average of one minute examining possible programs for their children.

EVALUATION



DONATIONS RECEIVED

\$40K

courtesy of local businesses

*Newspaper advertisement appearing in
The Tuscaloosa News on July 19, 2017*

THANKS!
SUMMER ENRICHMENT PROGRAM

Research shows students can regress academically if not engaged in learning opportunities over the summer. This program aims to stem the "summer slide" through high-quality, high-engagement learning opportunities. This program was made possible by the generous support of these Chamber of Commerce of West Alabama member firms:



LEARN MORE!

WWW.TUSCALOOSACITYSCHOOLS.COM/SUMMER

EVALUATION

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SUMMER PROGRAM SEARCH & SUBMISSIONS

ACTIVITIES FOR EVERY CHILD & BUDGET

We're now accepting submissions from community providers to list your program for free! Create and account with the Tuscaloosa City Schools and register your program. How-to instructions are at right. Once submitted and approved, your content will be published. If you have questions, please contact (205) 759-3549.

The formal rollout of this service will be announced the last week of February. List your program today!

LINKS

How To Submit Your Summer Program

Grants for Community Programs

Support Summer Learning With Your Donation

Organization: Weekly Price Range: Category:

 <p>Tuscaloosa City Schools TCS Summer Programs</p> <p>Educational</p>	 <p>Kentuck Art Center Imagination & Enrichment Kids Art Camp - Session 1</p> <p>Arts</p>	 <p>Kentuck Art Center Imagination & Enrichment Kids Art Camp: Session 2</p> <p>Arts</p>	 <p>Kentuck Art Center Imagination & Enrichment Kids Art Camp - Session 3</p> <p>Arts</p>
 <p>Kentuck Art Center Imagination & Enrichment Kids Art Camp - Session 4</p> <p>Arts</p>	 <p>The University of Alabama 2018 Summer Enrichment Workshop</p> <p>Enrichment</p>	 <p>Kids Scholastic Foundation Of Alabama Test For Success</p> <p>Educational</p>	 <p>Children's Hands-On Museum (CHOM) Kids Club at CHOM</p> <p>STEM</p>
 <p>Children's Hands-On Museum (CHOM) Kids Club at CHOM</p> <p>STEM</p>	 <p>Tutoring Bee Tutoring and Enrichment</p> <p>Educational</p>	 <p>The University of Alabama Swim to the Top</p> <p>Recreation</p>	 <p>University of Alabama Museums Office of Archaeological Research Alabama Forensic Science Camp</p> <p>STEM</p>
 <p>Other Alabama Forensic Science Camp</p> <p>STEM</p>	 <p>Benjamin Barnes YMCA Summer Day Camp "Best Summer Ever"</p> <p>Enrichment</p>	 <p>Forest Lake United Methodist Church Weekday Kids Summer Camp</p> <p>Faith-Based</p>	 <p>The University of Alabama Culverhouse College of Commerce ACAP Summer Program</p> <p>Career</p>

THE WEBSITE WAS RESIGNED AND DEBUTED IN 2018 TO BE DYNAMIC AND MOBILE RESPONSIVE.

EVALUATION