

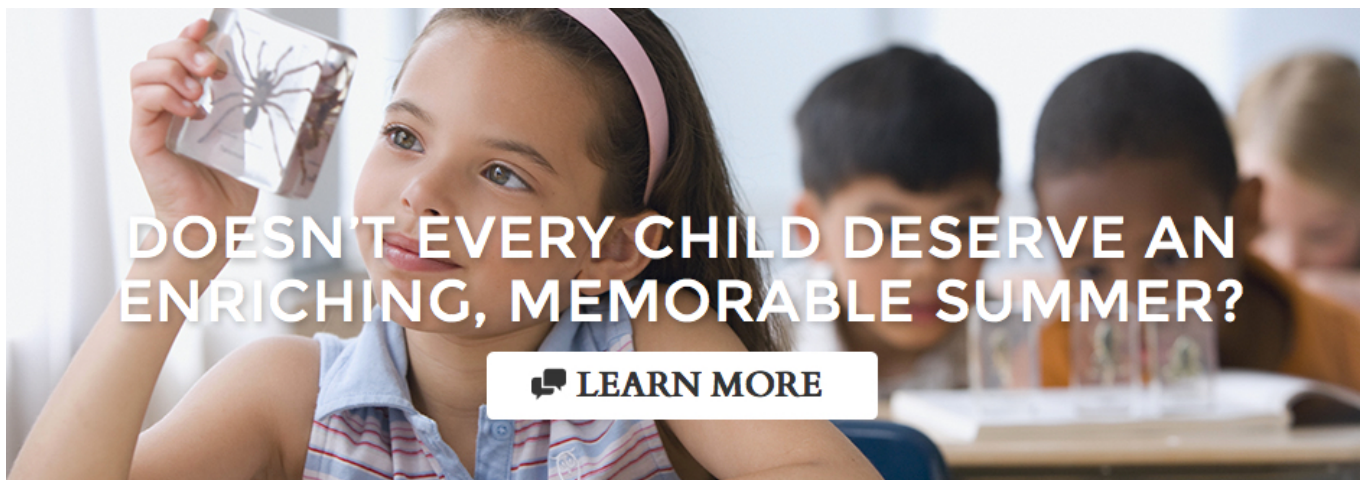


ROADTRIP



SUMMER MATTERS ELECTRONIC PRESS KIT CONTENTS

- About Us
- Media Assets
- Press Release
- Teacher Fact Sheet: Summer Learning
- The Achievement Gap: What happens to children during summer
- Summer Learning and LCFF



CONTACT

For media invitation or interviews, please contact:

Evelyn G. Aleman, Media Image Public Relations

Cell: (818) 943-2481 | E-mail: evelyn@mipr.net

For information about the Partnership for Children & Youth, please contact:

Ezra Denney, Communications Director

Office (510) 830-4200 | E-mail: ezra@partnerforchildren.org

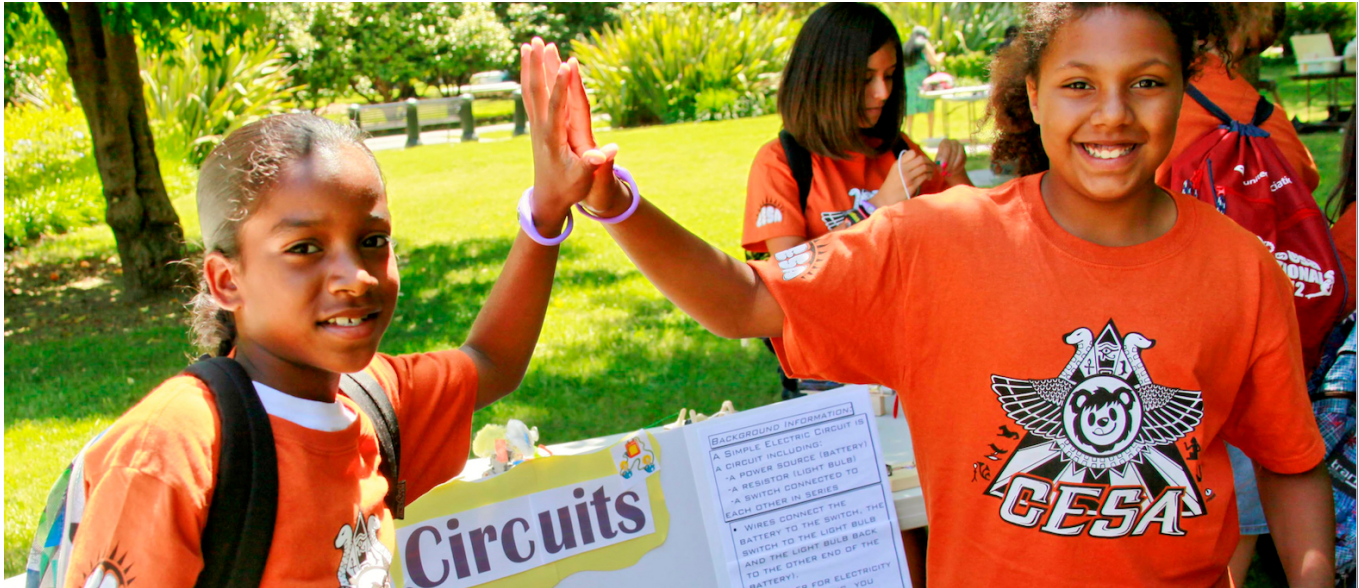
1330 Broadway St., Ste 601 Oakland CA 94612



ROADTRIP



ABOUT SUMMER MATTERS



Summer Matters is a statewide campaign that expands access to high quality summer learning opportunities for all students in California, and raises awareness about the devastating effects of summer learning loss and the beneficial impact of summer learning programs.

The campaign, which is co-chaired by State Superintendent of Public Instruction Tom Torlakson and Jennifer Peck, Executive Director of Partnership for Children and Youth, is comprised of a diverse statewide coalition of educators, policymakers, advocates, school district leaders, parents, and others all working collaboratively to promote summer learning.

Summer Matter's work is showcased in 12 summer learning communities including: Concord, Gilroy, Glenn County, Fresno, Los Angeles, Oakland, Sacramento, San Bernardino, San Francisco, San Jose, Santa Ana, and Whittier. Three of these summer learning programs are STEM education-focused.

The Partnership for Children & Youth is a California-based non-profit that supports communities, schools, and government agencies to work together as unified systems to ensure all children have the learning, health, and social supports they need to succeed in school and life.



ROADTRIP



MEDIA ASSETS: VIDEO & B-ROLL

Summer Learning Video: An Inspiring Alternative to Summer School

<http://www.summermatters.net/summer-learning-an-inspiring-alternative-to-summer-school/>.

This 3 minute video illustrates the difference between summer learning programs and remedial summer school. See how summer learning programs help students retain and build on their achievements during the school year.



Summer Matters B-roll for media: HD output

<https://vimeo.com/summermatters/broll>.

This video contains over ten minutes of B-roll footage of summer learning programs from across California. Media outlets can use any portion of this footage as a resource for cut aways, establishing shots, etc. during interviews or for other content about the Summer Matters campaign or other initiatives of the Partnership for Children and Youth. Please attribute footage to Summer Matters. For more content see our other videos. This video is 1080p,

but has been compressed for the web. To download an uncompressed version, please visit

[dropbox.com/s/od377fy921703fc/Summer%20Matters%20Program%20Footage_1080.mov?dl=0](https://www.dropbox.com/s/od377fy921703fc/Summer%20Matters%20Program%20Footage_1080.mov?dl=0)

Summer Matters Program Footage





ROADTRIP



MEDIA ASSETS: Images



Logos

Format: high resolution jpg and ai





FOR IMMEDIATE RELEASE
June 6, 2016

Evelyn G. Aleman, Media Image PR
Office: (818) 881-7976/ Cell: (818) 943-2481
E-mail: evelyn@mipr.net

SUMMER MATTERS ROAD TRIP “SMRT” VEHICLE TO LAUNCH STATEWIDE SUMMER LEARNING AWARENESS CAMPAIGN

The “SMRT” vehicle will visit San Diego, Los Angeles County, Fresno, Oakland, and Sacramento.

California – Summer is around the corner and to raise awareness about unique opportunities available to students through high quality summer learning programs in their communities, *Summer Matters* – a California initiative aimed at expanding summer learning opportunities for youth – is launching a statewide road trip that will inform local residents about the fun, engaging, and academically enriching activities that summer learning has in store for children in their area.

During the Summer Matters Road Trip “SMRT”, which will take place throughout the month of May 2016, advocates, partners, and supporters of summer learning will drive across California in a festive SMRT vehicle wrapped in fun images and bright colors representing the Summer Matters campaign. These summer learning ambassadors will visit news publications, and local television and radio stations in San Diego, Los Angeles, Fresno, Oakland, and Sacramento to talk about how summer learning programs provide students with uniquely themed activities and enrichment in fun and safe environments.

Ambassador visits will also feature tote bags displaying summer learning tools that pique student curiosity and interest in various subjects (i.e. art, STEM, literature, and more), and bring awareness to an initiative that is quickly gaining support not just in California – but also across the country. Recently, two Bay Area providers were recognized by the White House for their work to increase summer learning opportunities for youth. Across California, school leaders are investing money in newly designed, fun, and enriching summer learning programs.

“The Summer Matters campaign is hitting the road this month to let residents throughout California know that summer learning programs are a great resource for their communities. While fun and academically enriching for kids, they’re also a meaningful experience for educators and providers because they help close the achievement gap by keeping kids active during the critical summer months when school is out and kids can be affected by summer learning loss. These programs can make a real difference in the lives of children,” said Jennifer Peck, Co-Chair of the Summer Matters campaign and Executive Director of the Partnership for Children and Youth, a California-based non-profit that supports the work of communities, schools, and government agencies to ensure that all children succeed in school and life.

-more-

According to a study by John Hopkins University, during the summer months disadvantaged children who are *not* engaged in educational activities tend to fall into a “summer slide,” while their more fortunate peers build skills that will help them succeed in school. The research shows that students lose nearly two months of competency in math and reading. By ninth-grade, summer learning loss accounts for nearly two-thirds of the achievement gap in reading. Also well-documented are the negative impacts on health. Youth without summer learning programs gain weight at a higher rate than during the school year. This is particularly true for children and youth of color and those who are already overweight.

As summer gets under way and parents look for activities to keep their children busy and learning during the months that they are away from school, summer learning opportunities offered through school districts across the state can provide students with exciting new activities and enrichment around literacy, science, technology, engineering and math, nutrition, art, sports, dance, and much more. These programs prove that summer doesn’t have to result in learning loss. It can become an incredible opportunity for young people to build skills, spark new interests, make friends, and have fun.

For more information about summer learning programs, Summer Matters, and/ or interviews, please contact Evelyn G. Alemán at (818) 881-7976 (office) or via e-mail at evelyn@mipr.net. You can also visit www.summermatters.net or view the video *Summer Learning: An Inspiring Alternative to Summer School* at this link: <http://www.summermatters.net/summer-learning-an-inspiring-alternative-to-summer-school/>. Summer Matters B-roll for media can be found here: <https://vimeo.com/summermatters/broll>.

#

Summer Matters is a statewide campaign that expands access to high quality summer learning opportunities for all students in California, and raises awareness about the devastating effects of summer learning loss and the beneficial impact of summer learning programs.

The campaign, which is co-chaired by State Superintendent of Public Instruction Tom Torlakson and Jennifer Peck, Executive Director of Partnership for Children and Youth, is comprised of a diverse statewide coalition of educators, policymakers, advocates, school district leaders, parents, and others all working collaboratively to promote summer learning.

Summer Matter’s work is showcased in 12 summer learning communities including: Concord, Gilroy, Glenn County, Fresno, Los Angeles, Oakland, Sacramento, San Bernardino, San Francisco, San Jose, Santa Ana, and Whittier. Three of these summer learning programs are STEM education-focused.

The Partnership for Children & Youth is a California-based non-profit that supports communities, schools, and government agencies to work together as unified systems to ensure all children have the learning, health, and social supports they need to succeed in school and life.



What California teachers are saying about Summer Learning programs in their school districts.

Each year, more and more teachers are discovering the benefits of high-quality engaging summer learning programs for their students and for themselves. In many school districts serving low-income communities, students are retaining lessons learned throughout the school year, while enjoying fun outdoor activities and returning to school in the fall excited and ready to engage in new learning opportunities.

Here's what teachers from two school districts in northern and southern California said about summer learning programs in a recent survey by Summer Matters, a statewide campaign aimed at expanding summer learning opportunities for youth.

"I think that students who participate in summer learning programs continue to grow academically and use their minds for inquiry and learning. These programs put them at an advantage over their peers when returning to school in the fall."

— A teacher at CK Price Middle School, Orland Unified School District, Glenn County

"Overall, students who attend summer camp return to school with a more positive mindset. More importantly, there is less falling behind for these students, meaning less re-teaching of some concepts."

— A teacher at Fairview Elementary School, Orland Unified School District, Glenn County

"Summer Learning programs allow students to continue making progress in their academics, and prepare them for the upcoming school year. Students come to school ready to actively engage in class activities, and this gives them the confidence they need to grow in their education."

— A teacher in the THINK Together program at Baker Elementary School, Mountain View School District, El Monte.

"Students who attend summer learning programs better retain the previous school year's schema. They also are more eager and ready to learn. These students seem more engaged and have a better attitude toward learning."

— A teacher in the THINK Together program at Jerry Voorhis Elementary School, Mountain View School District, El Monte.

"Summer learning programs keep students' minds active and engaged, making it easier for them to transition to the next grade level having only been out of school a few weeks rather than 2 months."

— A teacher at Charles T. Kranz Intermediate School, Mountain View School District, El Monte.

"Students who participate in summer learning programs read more and have an opportunity to experience thematic learning, field trips, and other new experiences. For the most part, these children have a good summer experience and look forward to school in the fall. Summer learning programs help students practice their reading skills and prevent a summer slide."

— A teacher at Willard F. Payne Elementary School, Mountain View School district, El Monte.

THE ACHIEVEMENT GAP

The achievement gap between children from high- and low-income families is roughly **30 TO 40 PERCENT LARGER** among children born in 2001 than among those born twenty-five years earlier.¹



“...EDUCATION IS A WAY OUT OF POVERTY — BUT POVERTY IS ALSO A HINDRANCE TO EDUCATION.”²



Parents with the means invest more time and money than ever before in their children while lower-income families, which are now more likely to be headed by a single parent, are increasingly stretched for time and resources.³

LOW-INCOME YOUTH LACK OPTIONS IN THE SUMMER, and sometimes come to the library because it's air conditioned.⁴



FOR EVERY ONE LINE OF PRINT READ BY LOW-INCOME CHILDREN, MIDDLE-INCOME CHILDREN READ THREE.⁵

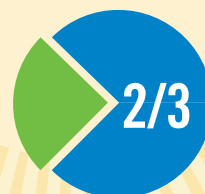
What Happens to Children DURING THE SUMMER?



During the summer months, disadvantaged children tread water at best or even fall behind. It's what we call

“SUMMER SLIDE”

while better off children build their skills steadily over the summer months.



SUMMER LEARNING LOSS

accounts for about two-thirds of the ninth grade achievement gap in reading.⁷

How Summer Learning Can Help CLOSE the Achievement Gap.

SUMMER LEARNING PROGRAMS TARGETED TO LOW-INCOME STUDENTS

can help close the achievement gap that has been attributed, at least in part, to cumulative learning loss during the summers and that has been shown to be steeper for low-income students than for others.



Longitudinal studies indicate that **the effects of summer learning programs endure for at least two years after participation.**⁶

^{1,3} New York Times, Feb 9, 2012, Education Gap Grows Between Rich and Poor, Studies Say. Sean F. Reardon, Stanford University, Whither Opportunity? Rising Inequality and the Uncertain Life Chances of Low-Income Children. ² Peter Edelman, Professor of Law, Georgetown Law Center, Huffington Post, *Reinvigorating the American Dream: A Broader Bold Approach to Tackling the Achievement Gap*. ^{4,5} Gains and Gaps: Changing Inequality in U.S. College Entry and Completion, Martha J. Bailey, Susan M. Dynarski. ⁶ *Making Summer Count: How Summer Programs Can Boost Children's Learning*, RAND Corporation 2011. ⁷ *Lasting Consequences of the Summer Learning Gap*, Karl L. Alexander, Doris R. Entwisle, and Linda Steffel Olson, American Sociological Review 2007. Additional Sources: The Achievement Gap, Education Week, Aug 3, 2004. Annie E. Casey Foundation 2011.



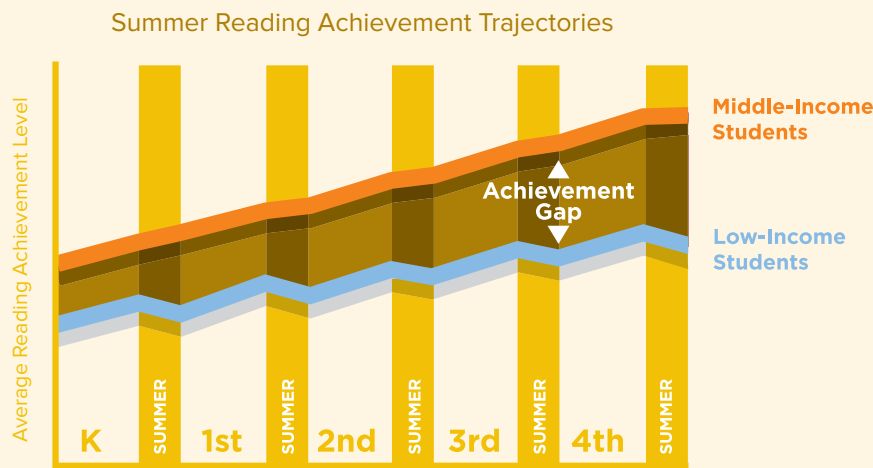
Summer learning is a great way to meet your LCFF goals.

Research and practice demonstrate that if schools and districts are serious about closing the achievement gap, investing in summer learning strategies must be a top priority.

Low-income children lose **2+ months** of reading achievement every summer.¹

Summer learning loss is responsible for **two thirds** of the 9th grade achievement gap.²

Low-income children are nearly **3 grade level** equivalents behind their peers by the end of 5th grade.³



Every idle summer widens the gap by about three months in reading and language achievement between middle and low-income students.⁴

High quality summer learning programs meet district and LCFF priorities in the following ways:

Student Achievement

Students increase their skills by 1/3 of a grade level in reading and vocabulary.⁵ A large program showed improved math skills in 90% of their sites.⁶

Common Core

Through group projects, presentations, and open-ended questions, programs regularly promote collaboration, communication, critical thinking, and creativity.

Student Engagement

Blending academic and enrichment activities, programs get students excited about learning and increase their attachment to school.

School Climate

Staff increase skills in creating a positive classroom environment and develop positive relationships with students that carry into the school year.⁷

Broad Course of Study

Programming covers a wide array of subject areas that are often not available in the school year (like robotics, engineering, gardening, theater, dance, and art).

1. Cooper et al., 1996

3. Alexander et al., 2007

5. Newhouse, 2012

7. Summer Matters, 2013

2. Alexander et al., 2007

4. Cooper et al., 1996

6. National Summer Learning Association, 2011

Full Endnotes can be found in *LCFF: Leveraging Summer for Student Success*, p.11

