

Ideas and Strategies for TA Providers to Support the Sustainability of Summer Programs



Activity

TA Providers were asked to walk around the room visiting each of the 8 sustainability domain posters on the walls and discuss these guiding questions as a group.

1. What are some best practices for this element?
2. With no limits, what are other ideas you envision for this element?

TA providers wrote ideas on Post-it notes for each poster, and those have been transcribed below as a resource for TA Providers.

1) Vision

Having a clear picture of what you want to sustain, which starts with clearly articulating what you want to achieve through your work and then clearly identifying the strategies and activities that will get you there.



- Make sure people believe it: frontline staff can get behind it, parents like it, teachers want it
- Vision should be clear, easy to articulate, short, sweet and to the point
- Needs to be durable and pliable so people want to be part of it
- Strategies - all stakeholders have to know, be included, and buy into it
- State the goal
- Crowd sourcing your vision with your network (i.e. broad based community support; key champions, etc.)
- Partner word cloud vision statements
- Work vision mapping; make sure vision matches your work
- Make it pretty and brief
- Consistent, short, sweet and to the point
- Everyone needs to know it
- Add an image / graphic
- Expensive branding
- Find points of connection in other areas of work / interest
- Use data to get people on board with vision
- Use champion to share vision - people want in
- Make it "alive" - active use of it in organizations' activities (i.e. staff meetings)
- Make sure partners are included in vision
- Expensive branding - make it visible
- Actively work on building awareness of the importance of the vision

2) Results Orientation

Defining “success” for your initiative; measuring your progress over time; and adjusting your work, based on what you learn.

- Continuous quality improvement plan
- It’s not about perfect; it’s about better
- Communicating results in most appropriate format for that audience. Make it easy to digest
- Clear goals; easy to message; actually measure a plan based on results
- All stakeholders involved
- Create a culture of “why?”
- “Joyful funerals” or skits that help you recognize and learn from things that didn’t work
- Partner with university for evaluation
- Student retention
- Academic assessment
- Parent perception
- Be honest
- Know what data you should be collecting and take action
- Need smart goals and assess the benchmarks and continuous improvement
- Tie it back to the vision
- Debrief the results of any data
- Every child has free and low cost options for summer in CA - implies a high need
- Using data as a flashlight . . . being open and agile enough to move and shift based on need



3) Strategic Financing Orientation

Projecting the resources you will need and systematically developing a variety of financing strategies and funding sources to provide a stable base of resources over time.



- Building awareness of summer learning loss
- Clear vision will help you secure funding by knowing what the funders' focus areas are and how you fit in
- Use vision, branding and results to get financial needs met
- The vision should be well-defined; the vision will guide towards potential funding and alignment with funding
- Define/source what high quality is
- Base funding on need, vision program - not program on funding
- Local business / corporate giving (not just in kind)
- Grass roots giving / donor campaigns for small dollars.
- Parent donations - "pass the hat"
- Have a 3-5 year plan
- Think about sectors: feds, private foundations, business, parents, faith-based
- Map your communities' resources as potential sources
- Engage in scenario thinking to be flexible and nimble to respond to needs/reality
- Educate finance departments on why summer is important
- Talk with community about fee-based options early on
- Ask, "What if funding goes away?"
- Email funding is to avoid the worst
- Be clear on what your ask is!
- Cultivate donors by identifying points of synergy between their product/service/vision and your organization
- Gas and tobacco tax legislation to fund summer for all
- Cross systems (city, county, school, etc.) Investing and leveraging
- "Menu" funding strategy:
 - Cost per group
 - Cost per field trip
 - Cost per component
 - Etc.
- Bottom line, know how much quality costs. Not just direct, but real cost

4) Broad-Based Community Support

Strategically considering whose support you need and developing appropriate outreach efforts and vehicles for community involvement in your initiative.

- Strategically attending and presenting at their convenings (i.e. conferences, meetings)
- Engage with other institutional publically-funded systems (i.e. universities, libraries)
- Invite to programs
- Engage parents - PTA meetings
- Intentional with marketing strategies
- Community / resources mapping (i.e. philanthropic, political, community at large)
- Identify internal champion and prep him/her
- Year-round engagement of community partners
- Radio / TV sponsorship for fundraising events - sponsor and market!
- Educational decision makers
- Political arena - game changer
- Use the media - maintain those relationships
- Relationships, relationships, relationships
- Showcase summer site visits and issue briefings for stakeholders
- Shared city-wide marketing of summer opportunities
- Summer and expanded learning as #9 strategic priority for LCFF/LCAP



5) Key Champions

Rallying leaders from business, faith-based institutions, government, and other parts of the community and persuading them to use their power and influence to generate support for your initiative.



- Ensure depth of engagement and influence across school, city government, business, etc.
- Create and tap into statewide, regional and local opportunities to inform and celebrate summer champions
- Private business leadership adopting summer as their cause
- Champions influence champions; tell who you're inviting (i.e. sheriff, mayor)
- Pledge campaigns
- Star power publicity
- Parent advocacy strength
- Public recognition and awards; build locally
- Engage on social media
- Have students make the invite
- Opportunities to talk with students in leadership roles
- Summer specific advisory council of key champions (inclusive of parents, students, etc.)
- Have a database of champions; detail on past interactions
- Leverage people's connections; get to the right person to approach the champion
- Tailored message for specific audience
- Compelling visuals / collateral if you can't get them to site
- Be strategic about "who"
- **SITE VISITS - get the right people; make a plan; person in lead**
- Engage year round
- Get to know and build relationships with staffers and schedulers

6) Adaptability to Changing Conditions

Being proactive in the policy environment and adjusting to changing social, economic, and political trends in the community.

- Be at the table; know what's happening
- Stay aware and get involved
- Be aware of the education trends, private sector trends (economies), H. Ed., etc.
- Take a risk - get involved even if not a straight shot
- Listen for understanding; make connections
- Know power as constituent
- Use "windows of opportunity", event / movements that are hot, to link to summer learning
- Join the committees internal and external to your organization
- Participate in CA3; CAN Policy Committee Challenge
- Provide Summer Matters impact data to decision makers
- Community engagement advocacy training; local civics; partner with other advocacy
- Connection to state and national movement
- Position TA / communities as resources around policy; expanded learning summer
- Expanded learning summer = social justice issue?
- Know your competition - internal and external



7) Strong Internal Systems

Building strong systems and structures, such as fiscal management, information, personnel, and governance.

- Imbedded into the district's framework (leadership)
- Best practice: data → analysis → discussion → action
- Keeping all aspects of the work on the table (i.e. summer as part of work)
- Fiscal: data show true cost of per student per day
- Fiscal: budget. Ask for help if needed
- Staff Voice: access all staff voice; acknowledge their contribution
- Train people - teach them to fish
- Shared responsibility
- Transparency: build a culture of transparency
- Transparency
- Not about the individual, but about role and function
- Staff (site coordinators, etc.) - deepen capacity of staff in fiscal management, governance, etc.
- Leadership / management development
- Ongoing succession planning
- Making sure the internal systems know your vision and outcomes or impact
- Strengths based design: use variety of staff skills
- Toolkit - no "summer in a box". Huddle anyone?
- Focus on resource brokering as a TA strategy
- Assess your network to make connections
- Find a way to establish an entity that is not part of school district
- Build sound communication systems
- Invest in capacity building at all levels but especially site leader
- Manage quality improvement and innovate



8) Marketing and Communications

Creating a written plan that can be used to manage and market your work.



- Why your program?
- Start with a communication audit
- Messaging calendar - theme, audience, timeline
- Make it pretty and brief
- Op eds in local publications
- Create a story bank
- Get stories / quotes from kids - have line staff hear these all day
- Document parents/students/teachers voices about the great program
- Ad council - seek prop / professional help
- “Aspiration” and “Hatch” are free tech resources
- Use images
- Gather marketing ideas from program leads
- Leverage social media
- Be clear on what you’re marketing, goals, and audience. Differentiate messages
- Be consistent!
- Summer statewide community campaign (i.e. slogan, tagline). For example:
 - First 5 is “Talk Read Sing”
 - Dairy is “Got Milk?”
 - Recycle is “Reduce, Reuse, Recycle”
- Tell me your story of your successes
- Both adults and youth should be able to articulate
- Variety of tools: vines, Twitter, memes, Snapchat