



Power Up! Managing Your Grant

Session 3: Student Recruitment and Retention

April 27, 2022



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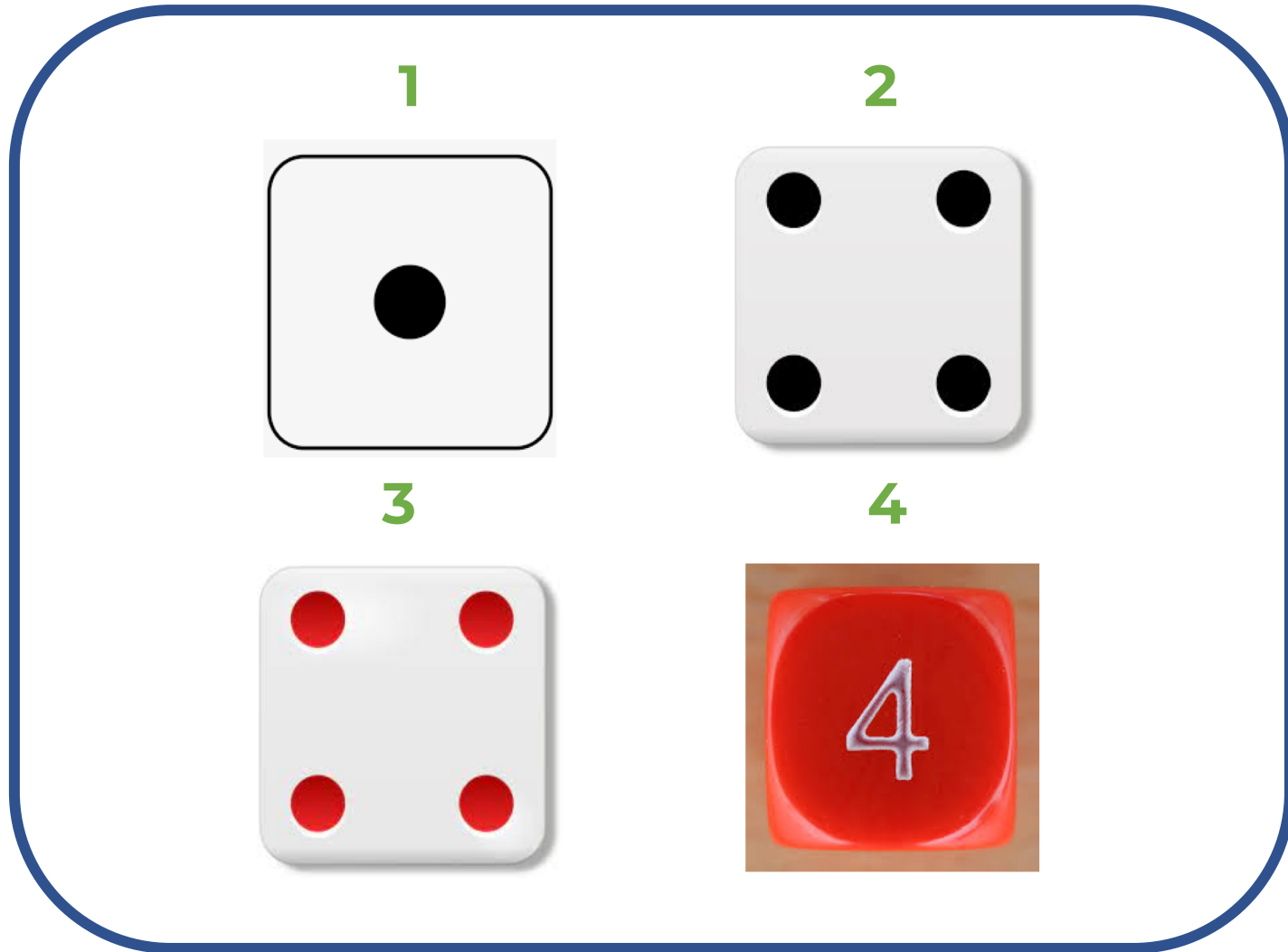
Warm Welcome



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Which one doesn't belong?



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Agenda

- Warm Welcome
- Nine Key Principles for Expanded Learning
 - School Community Partnerships
 - Family Engagement
 - Participation and Access
- Student Recruitment and Retention
- Peer-to-Peer Networking
- Hot Topics
- Next Steps
- Closing Reflection



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Group Agreements

- Zoom Etiquette
 - Enable your camera, so we can see you and feel your energy.
 - Mute yourself unless you are talking to eliminate background noise.
- Be Present
 - The best gift you can give yourself!
 - Start with a learner's mindset.
- Be Your Best You
 - Listen to your body – stay hydrated, caffeinated, grab a snack and stretch!
 - Move Up and Move Back



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Three Step Framework: You for Youth

Plan	Design/Execute	Sustain
<ul style="list-style-type: none"> Reviewed the Application Requirements Bring Stakeholders Together Conduct Needs Assessment 	<ul style="list-style-type: none"> Create Operational Plan Intentionally Design Activities Recruit Students Define Staffing Plan Create Communication Create Budget 	<ul style="list-style-type: none"> Continuous Improvement Gathering Data Train Your Team Engage Community Partners Build Relationships

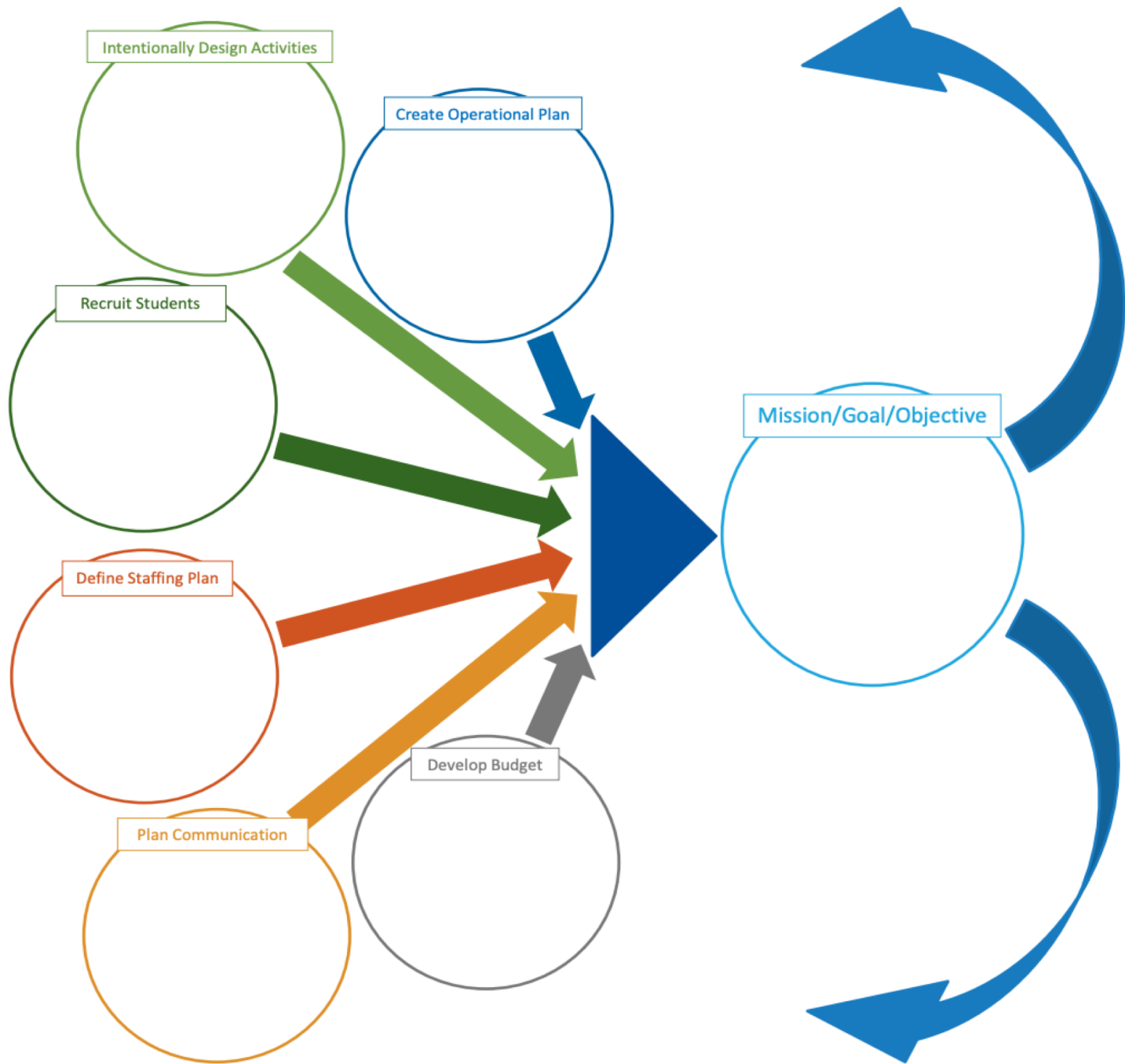
ACTION STEPS:

What needs to happen?

Who will need to be included?

What is needed for success?

What is the timeline?



9 Key Principles for Expanded Learning

- **School Community Partnerships**
- Active Engaged Learning
- **Family Engagement**
- Intentional Programming
- Diverse, Prepared Staff
- **Participation and Access**
- Safety
- Health and Well-being
- Ongoing Assessment and Improvement

Afterschool Alliance, March 2021

<https://sde.ok.gov/sites/default/files/documents/files/9%20key%20principles.pdf>



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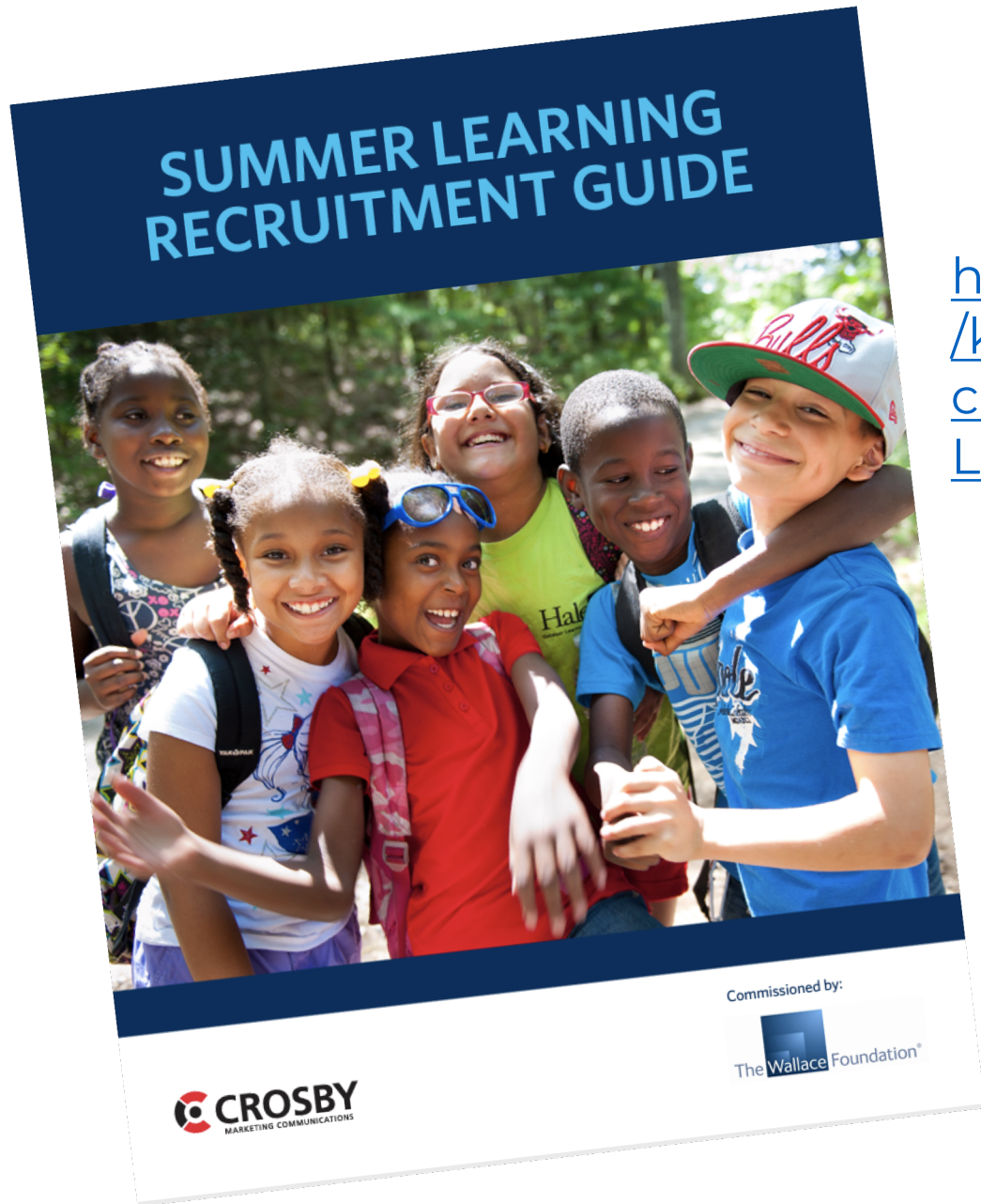


School-Community Partnerships



Strong partnerships between community organizations and schools are at the core of successful expanded learning programs. Expanded learning programs are an opportune partner to keep students engaged in learning, on track academically, and safe and supported in. These partnerships should be characterized by alignment of goals and services, effective lines of communication, and data and resource sharing.





<https://www.wallacefoundation.org/knowledge-center/Documents/Summer-Learning-Recruitment-Guide.pdf>



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8 Keys to Success for Student Recruitment and Retention



Family Engagement



Research points to active parent involvement in their child's education as a key factor in student success, and community based organizations collaborating with schools on expanded learning can help facilitate that involvement. Afterschool programs are well-positioned to regularly check in with parents and help schools stay connected to families and help parents navigate emerging challenges.



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Knowledge Center

Find hundreds of free reports, videos, tools, infographics and other useful material about school leadership, the arts, learning and enrichment, and other issues.

<https://www.wallacefoundation.org/knowledge-center/pages/default.aspx>



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Recruitment Resources



Sample Copy for Recruitment Flyer, Postcard and Website

When creating your recruitment flyer, postcard and website, make sure motivating language and key details are front and center.

 [TEMPLATE](#)



Sample Robocall Scripts

Don't underestimate the value of a good robocall. Parents are used to getting information from schools this way.

 [TEMPLATE](#)



Talking Points for Conversations with Parents and Students

Principals, teachers and guidance counselors are trusted messengers. These talking points and FAQ can help them speak to parents and students about summer.

 [TEMPLATE](#)



Sample Copy for Invitation to Students to In-School Events

This simple invitation delivers an important message for students: Your summer program is a mix of fun and learning.

 [TEMPLATE](#)



Sample Copy for Postcard to Students

This short postcard delivers a motivating message directly to students.

 [TEMPLATE](#)

<https://www.wallacefoundation.org/knowledge-center/summer-learning/recruitment/pages/all-resources.aspx>



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Participation & Access



Studies show that frequency and duration of participation in expanded learning programs matter; the more kids participate, the more likely they are to improve academically and behaviorally. When children choose and direct their enrichment experiences, they become more ardent learners and stronger leaders. It is important to recognize that attendance numbers in schools and expanded learning programs will likely fluctuate as families and communities make choices and decisions to protect their health and safety. For that reason, it is important that participation not be mandatory.





<https://www.summerlearning.org/knowledge-center/2022-summer-learning-toolkit/>



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Strategies for Strong Attendance

FIVE OUTREACH STRATEGIES FOR OBTAINING STRONG ATTENDANCE		
DEVELOP	Develop an outreach message that has compelling and accurate information about the program with enrollment information, transportation routes, and the program schedule.	1
ESTABLISH	Establish a clear communications plan that includes multiple methods, is personalized to students and families, and is coordinated across the community.	2
ACKNOWLEDGE	Acknowledge the potential no show rate, and plan for it in continued recruitment, incentives and programming.	3
PROVIDE	Provide rich well-rounded learning experiences that are built on caring relationships, academics and other enriching, fun activities that spark joy and matter to students.	4
MONITOR & ASSESS	Survey students and families after week two of programming to: (i) understand the student and family experience, (ii) analyze results, and (iii) share resources that inform future outreach plans.	5

Source: RAND Corporation/The Wallace Foundation: *Getting to Work on Summer Learning* (2019)

<https://www.summerlearning.org/knowledge-center/2022-summer-learning-toolkit/>



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Peer-to-Peer Networking

Action Steps

What needs to happen?

Who will need to be included?

What is needed for success?

What is the timeline?



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Hot Topics!

- Budget Detail
 - Review guidance provided in webinar slides
 - sde.ok.gov/expanded-learning
- Coming Soon!
 - Time and Effort
 - Claims Webinar



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Sample Salaries

1000 ▾	100 ▾	Salary: Instructional Staff (\$77,000.00) ←	→	77000.00
1000 ▾	100 ▾	Salary: Non-Certified Staff (\$14,250) ← Tutors: 1(\$12.00 x 1.25 hrs x 110 days= \$1650) 1(\$12.00 x 1.0 hr x 110 days= \$1320) 1(\$12.00 x 1.25 hrs x 110 days= \$1650 + (\$18.00 x 0.17 hrs x 110 days= \$330 Over-Time) \$1980) 1(\$12.00 x 1.00 hr x 100 days= \$1200) 1(\$12.00 x 1.25 hrs/day x 110 days= 1650.00 + (\$18.00 x 1.591 hrs/day x 110 days=3150.00 Over-Time) 1 (\$12.00 x 2.5 hrs/day x 110 days= \$3300)		0.00
1000 ▾	100 ▾	Salary: Certified Staff (\$62,750) ← Teachers: 9 Teachers (\$20.00 x 2.182 hrs x 110 Days = \$4800) 2 Teachers (\$20.00 x 1.0 hrs x 110 Days = \$2200) 2 Teachers (20.00 x 1.25 hrs x 110 Days= \$2750) 1 Teacher (\$20.00 x 2.75 hrs x 110 Days= \$6050) 3 Teachers (\$20.00 x 1.0 hrs x 60 days= \$1200)		0.00



Sample Supplies

1000 ▾	600 ▾	Supplies: Instructional Supplies: \$4700.00 ←	→	4700.00
1000 ▾	600 ▾	<p>Supplies: \$3500.00 ←</p> <p>-Classroom and Art Supplies (glue, crayons, paints, pencils, beads, construction paper, folders, notebooks, etc.) \$1,000</p> <p>-STREAM Supplies: Batteries, Science Experiments Equipment, Materials for Building Structures (Straws, Tape, Wood Dowels, etc.) Math Manipulatives (Counters, Measuring, Cards, etc.) \$500.00</p> <p>-Health and Wellness (Spark Program Materials, Balls, Hoops, Jump-ropes, Outdoor Games, etc.) \$500</p> <p>-Archery, Golf, Dance, Boy's Club, Girl's Club, Service Learning Materials: Example: Archery Arrow, Targets; Golf: Balls, Nets, Tees,; Dance: Mats, Ribbons; Boy's and Girls Club: Cooking, Team Building Activities and Games; Service Learning: Plants, Flowers, Potting Soil, Paint, etc.) \$1500.00</p>		0.00
1000 ▾	600 ▾	<p>Supplies: \$1200.00 ←</p> <p>-Classroom and Art Supplies (glue, crayons, paints, pencils, beads, construction paper, folders, notebooks, etc.) \$250</p> <p>-STREAM Supplies: Batteries, Science Experiments Equipment, Materials for Building Structures; STEM Kits (Straws, Tape, Wood Dowels, etc.) Math Manipulatives (Counters, Measuring, Cards, etc.) \$500.00</p> <p>-Health and Wellness (Spark Program Materials, Balls, Hoops, Jump-ropes, Outdoor Games, etc.) \$250</p> <p>-Archery, Golf, Dance, Boy's Club, Girl's Club, Service Learning Materials: Example: Archery Arrow, Targets; Golf: Balls, Nets, Tees,; Dance: Mats, Ribbons; Boy's and Girls Club: Cooking, Team Building Activities and Games; Service Learning: Plants, Flowers, Potting Soil, Paint, etc.) \$250.00</p>		0.00



Sample Travel

2213 ▾	500 ▾	Travel: Instructional Staff Travel for Professional Development (\$9830.00) ←	9830.00
2213 ▾	500 ▾	<p>Travel: Project Director</p> <p>-Travel to State Meetings and Professional Development throughout the year. (1,500 miles x \$.56/mile= \$840.00) (Meal and Travel Fee Reimbursement for State Meetings and Professional Development 10 Days @\$35.00 per day= \$350 per year.(Hotel Accommodations \$120 per night @5 nights= \$600.00)</p> <p>-Attend National Conference (Air Transportation \$900.00); Mileage to and From the Nearest Airport (500 miles x \$.56/mile=\$280.00) Hotel Accommodations for National Conference (4 Nights x 300.00 per night= \$1200.00); Meal Reimbursement and Fees for National Conference (Parking, Tolls, Etc.) 5 Days @ \$60.00 per day= \$300.00]</p>	0.00
2213 ▾	500 ▾	<p>Travel: 2 Teachers Attend National Conference (Air Transportation \$900.00x 2 = \$1800); Mileage to and From the Nearest Airport (500 miles x \$.56/mile=\$280.00 x 2 =\$560) Hotel Accommodations for National Conference (4 Nights x 300.00 per night= \$1200 x 2 =\$2400); Meal Reimbursement and Fees for National Conference (Parking, Tolls, Etc.) 5 Days @ \$60.00 per day= \$300.00 x 2= \$600.00</p>	0.00



Next Steps



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Community of Practice

Who: Lead Instructional, Programmatic Team, Grant Directors, Site Coordinators

What: Small Group, Peer-to-Peer Learning, Led by Quality Coaching Team

When: Attend 1 of 2; Wednesday at 10:00 a.m. **or** Thursday at 1:00 p.m.

Session 1 – Continuous Quality Improvement

Wednesday, April 6 **or** Thursday, April 7, 2022

Session 2 – Gathering Youth, Community and Partner Voice

Wednesday, April 20 **or** Thursday, April 21, 2022

Session 3 – Reflection and Planning

Wednesday, May 4 **or** Thursday, May 5, 2022

[**Register Here!**](#)



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Power Up! Managing Your Grant

Who: Based on Topic

What: “Just-in-Time” Grantee Technical Assistance; Focused on Relevant Grant Management Topics; Led by the OSDE Grant Team

When: Wednesday mornings from 10:00 a.m. – 11:30 a.m.

Session 1 – Fiscal and Program Updates

March 30, 2022

Session 2 – Using Data to Make Plans

April 13, 2022

Session 3 – Student Recruitment and Retention

April 27, 2022

Session 4 – Hot Topics!

May 11, 2022

[**Register Here!**](#)



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sde.ok.gov/expanded-learning



Home / Expanded Learning

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Comprehensive afterschool and evidence-based summer learning and enrichment programs are highly effective in closing the achievement gap and addressing students' social and emotional needs, particularly the unique needs of disadvantaged students who were disproportionately impacted by the coronavirus. The Oklahoma State Department of Education is committed to ensuring students and families have access to quality out-of-school time programs. These programs, developed through community partnerships, should address local needs, be widely available, and focus on student success.



- Expanded Learning
- Expanded Learning Home
- Grant Application
- Grant Guidance
- Grantee List
- Grantee Resources
- Success Stories
- Summer Learning

Contact Us

Family and Community Engagement

2500 North Lincoln Boulevard,
Suite 414
Oklahoma City, OK 73105

Phone: 405-522-6225
Fax: 405-522-2269

Announcements

Afterschool and Summer Learning and Enrichment Grant Awarded

The Oklahoma State Department of Education has announced the [grant awards](#) for the High-Quality Afterschool and Summer Learning Programs Initiative. For more details visit our [Grantee List](#).



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Feedback



https://bit.ly/OKESSER_Feedback



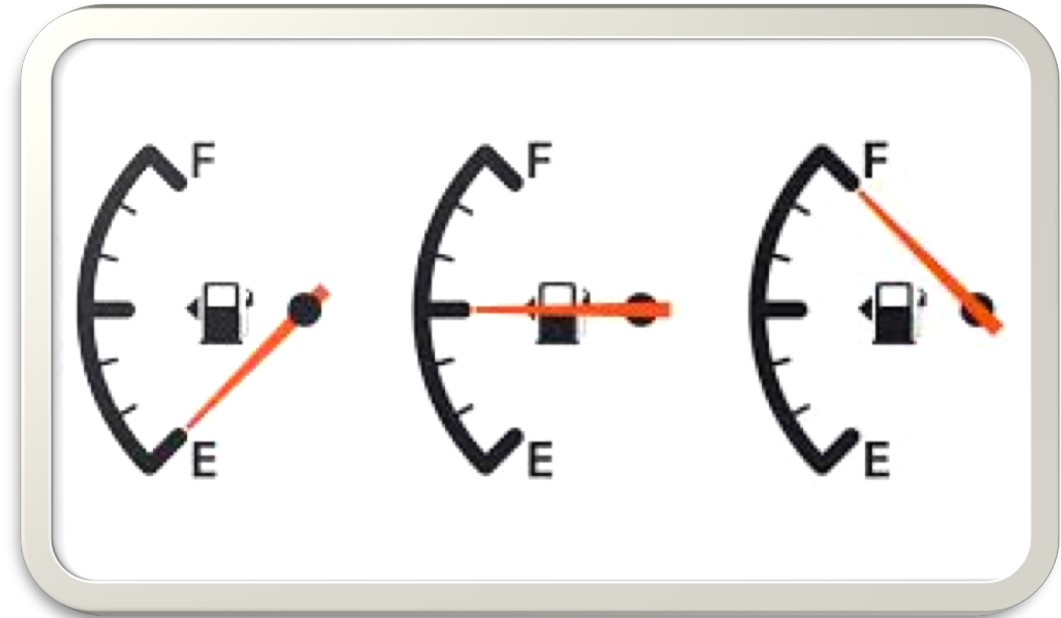
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Closing Reflection

How full is your tank?

- **FULL** = Ready to Go!
- **HALF** = Need more time with my team to process.
- **EMPTY** = Call AAA... I need additional support.



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