

## 2016 Summer Program Summit Summary

CEO hosted its annual Summer Program Summit for 2016 on Wednesday, February 24th. The Summit included a presentation and workshop by Vicki Bigelow from the School of Education's Center for Education Design, Evaluation and Research on program evaluation and its relationship to program design. This presentation is included below.

The Summit also included discussions with campus colleagues about the following topics:

- Participant Recruitment, Selection, & Application
- Building Robust Programming
- Student Staff Recruitment, Hiring and Training

Notes from these conversations are also included below.

CEO is committed to helping campus partners deliver outstanding programs to youth. Please feel free to reach out to discuss your programs and needs. CEO is happy to share its expertise, resources and relationships to support educational outreach efforts across campus.

## Participant Recruitment, Selection & Application

### Primary methods of recruitment include:

- Email
  - Past participants
  - Teachers whose names and email addresses were included on past applications
  - Teacher professional organizations (e.g., Michigan Science Teachers Association)
- Mailings
  - Brochures
  - Postcards - Perhaps less costly and more effective (i.e., lower printing and postage costs; no envelope to open; short/targeted messaging with direction to web resources/application for more information.
- Websites
  - Posting on page(s) - Must be linked with mailing, email or social media campaign to be effective; must be easy to find on a site (no more than three clicks recommended)
- Social Media
  - Facebook/Twitter are being used; other platforms not being using
  - Must be careful to use a platform that will engage the right audience

### Challenges:

- Finding a diverse population through the application process that have the necessary prerequisites
- Recruiting to meet donors'/funding organizations' expectations
- Understanding populations and meeting their needs (i.e., Are students from a particular population even interested in attending my camp? If not, how can I generate interest and engage?)

### Ideas

- Utilizing web applications (e.g., Formsite, Eventbrite, etc.)
  - Effective for managing application process
  - Can often use to collect payments (Must check with U-M Finance. See <http://www.finance.umich.edu/node/37946>.)
  - Can serve as an archive of data regarding past participants
  - Downside - Many applications require fee or subscription
  - Downside - For some populations, paper forms are still more effective
- Incentivize recruitment
  - Offer gift/prize to teachers or schools with the largest participation
  - Offer gift/prize or other incentive to individuals who apply by a certain date
- Tag Team on recruitment - Share materials with another camp or program and have both distribute and inform populations; coordinate school visits, mailings, and campaigns
- Utilize maintained databases of schools and addresses (e.g., [State of Michigan Center for Education Performance and Information](#))
- Share contact information of "Rock Star" teachers and principals across programs
- Find more ways to network with leads of programs across campus

- Promote across programs and departments/schools/colleges
  - Develop list of contacts in target schools/populations
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## Building Robust Programming

### Best Practice: Partner with experts

- Academic departments
- Faculty
- Community experts

### Engaging faculty is a challenge. Potential solutions include:

- Building excitement around your program
- Appealing to what faculty know and love: their research!
- Make personal one-on-one requests rather than sending blanket emails to departments
- Rather than focusing on what you need, ask faculty what they would be interested in contributing.
- Target junior and non-tenure track faculty
- Be persistent
- Make participation easy:
  - Make programming flexible so faculty can simply “plug-in”
  - Make scheduling flexible to suit faculty schedules

### Strengths for student engagement:

- Focus on hands-on, physical activity
  - For overnight programs, make sure students have [plenty of time to sleep](#)
  - Expose participants to interdisciplinary thinking/learning about problems
  - Connect content of programming to life experiences and real life examples
  - Incorporate near-peer mentoring
    - Be sure that staff are trained well to facilitate near-peer mentoring
    - Train student staff well to engage in near-peer mentoring
  - Avoid strict structures in scheduling; build in time for students to explore the knowledge and experiences that are presented
    - Remember, in school’s students often get little more than 50 minutes to learn and explore content
  - When possible, utilize location-based activities connecting the surrounding environment with lessons and learning
  - Inspire students by exposing them to big questions and exploring how they might make an impact
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## Student Staff Recruitment, Hiring & Training

### Recruitment

- Grassroots recruitment works best
  - Word of mouth - Utilize past/returning student employees to spread the word
  - Listservs, email marketing can work well
  - Table at events/Diag (Central and North Campus)
  - Networking and partnerships with other departments
    - Reach out to students in School of Education at [soe.careerservices@umich.edu](mailto:soe.careerservices@umich.edu)
    - Engage leadership of student organizations with aligned interests
- Guarantee work hours and # of work hours; consider including meals and housing in total compensation for overnight programs
- Recruit and hire a diverse group of students
  - Consider hiring students from other universities (Ann Arbor-Ypsilanti area students home for the summer)
- Over-hire

### Training

- Make program objective clear
- Making training curriculum exciting and interesting
  - Expose students to faculty and other departments/administrative units and content area experts
  - Identify, engage, and leverage students' skills
  - Help students use their voice to tell their story
  - Align training and work experience to building students' skills and competencies
    - Students concerned with how they can utilize/showcase experience on resumé
    - Keep students' career goals in mind
  - Include role-playing and discussion of scenarios
- Regular mandatory meetings before, during, and after program
- Utilize the leadership of returning students
- Be sure to include the following topics in training
  - CPR Training
  - Children on Campus Policies/Procedures
  - Cultural Awareness
  - Classroom/discussion facilitation
  - Mental health
- Possible experts to include in training:
  - Center for Educational Outreach
  - Spectrum Center
  - Office of Academic Multicultural Initiatives
  - Trotter Multicultural Center
  - Program on Intergroup Relations
  - Student Life
  - Children on Campus/Risk Management
  - Ginsberg Center for Community Service and Learning