



Fresno Unified is offering over **40 FREE SUMMER CAMP PROGRAMS** for students **TK through 12th grade**

SUMMER CAMP EXAMPLES INCLUDE:

- Fishing
- Rock Climbing
- Video Game Design
- Drone Legends
- Young Engineers
- Woodworking
- Mural Arts
- Macramé
- Sports
- Folklorico Dance

**REGISTER
MAY 23 - JUNE 3**




Fresno Unified School District

SUMMER CAMPS

Marketing
Communication
Campaign

Applicant Name: Diana R. Diaz, Communications Director
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 Phone: Office: (559) 457-3816 Cell: (559) 803-9599

Address: 2309 Tulare Street, Fresno, CA 93721

Number of Communications Staff: 5

Size of District: Fresno Unified serves over 73,000 students at 104 schools and over 10,000 employees

Purpose

Our Summer Enrichment Camps (summer camps), organized by our Extended Learning Department, engage students in new and exciting activities through hands-on instruction and promote critical thinking, physical movement, and team collaboration. The purpose of our summer camps communications/marketing campaign was to promote and overfill for the 10,000 spots in the more than 40 summer camp options.



Target Audience

Families of Fresno Unified with a focus on African American students, English learners, special education, foster and homeless students as well as low SES students.

Measurable Goals

Based on our research and discussions with the Extended Learning Department, we set the following three goals:

1. Overfill for the 10,000 allotted spots in the more than 40 summer camp options.
2. Enroll proportional student populations for targeted groups (African American, English learners, special education, foster/homeless and low socioeconomic status).
3. Increase student attendance to 4/5 days or 80%.

Total Budget

\$15,000

Results

We exceeded our enrollment goal, **filling 18,909 spots**. Camps were allowed to raise their capacity based on the demand. Unique students filled 5,874 spots, **which meant that every student averaged three camps**.

Some subgroups of our student population were proportionately represented, but both our English learners and special education students were underrepresented.



Next year, we will explore new types of media, sending home mailers, translating more communications, and collaborating with more internal or external partners to promote the camps. Utilizing testimonials from English learners and special education parents may encourage more participation next year.

Finally, we were able to **attain an average of 85% attendance rate** for three of the four weeks. Week 3 had a 75% attendance rate.

The summer camps campaign was a huge success, not only achieving our main goals but also attracting support and good will from the community overall. Media coverage was significant and general feedback was positive based on conversations with internal and external partners and data collected from families through an independent survey consulting firm, which indicated that **79% of our families had a “fairly high awareness” of the campaign**.

**79% of our families had a
“fairly high awareness” of
the campaign**

-FM3 Communications Survey, July 2022

SUMMARY

Purpose

Our Summer Enrichment Camps (summer camps), organized by our Extended Learning Department, engage students in new and exciting activities through hands-on instruction and promote critical thinking, physical movement, and team collaboration. The purpose of our summer camps marketing communication campaign was to promote and overfill for the 10,000 spots in the more than 40 summer camp options. The Communications Department worked closely with its primary leaders/partners at the Extended Learning Department to plan and execute the campaign.

Target Audience

Families of Fresno Unified with a focus on African American students, English learners, special education, foster and homeless students as well as low SES students.



Research and Planning

The team utilized the RPIE model to design our 2022 summer camps campaign (see attached Excel spreadsheet showcasing the research, planning, implementation, and evaluation elements). The research component consisted of meeting with the Extended Learning Department to discuss in detail the challenges with summer camps in past years. Information was gathered from both surveys and conversations with parents. Together, we planned for the main challenges: (1) lack of sites to support and advocate for the camps; (2) spots going unfilled despite high student interest, which discouraged partner vendors fearing they would lose money; and (3) maintaining at least a 75% attendance rate. Part of exploring the educational, social and cultural environment, we also discussed the need to build a culture among parents to encourage participation in optional opportunities beyond the school year, such as summer camps. We recognized that this would take time and require several successful campaigns with increased participants, positive media coverage and consistent communications about the benefits of summer camps.

In implementing our plan, we knew the importance of utilizing all communications tools multiple times and in English, Spanish and Hmong. All the content that was produced was also customized and leveraged for social media across all our platforms. This was part of our creative and innovative solutions to better engage our school sites to help with advocating our summer camps and create momentum and interest in our community.



We initiated our summer camps registration window with a press conference at one of our camps and included testimonials of students who participated in similar camps in the past. Link to press conference: <https://vimeo.com/711859861>. Link to student testimonial in Spanish: <https://vimeo.com/711847157>.



We provided a detailed video tutorial to help families register: <https://vimeo.com/712241789> (was also available in Spanish and Hmong).

We produced PSAs in multiple languages before and during registration that aired on TV and radio:

<https://vimeo.com/706250486>

<https://vimeo.com/710992014>

<https://vimeo.com/710988076>

We produced graphics for all platforms, including our website banner and had them available in English, Spanish and Hmong:

https://fusd-my.sharepoint.com/:f:/g/personal/diana_diaz_fresnounified_org/EuIRuAv-F4RGIfVAaG7fTTABu2IOHR98-6e8zOYw5MLnKA?e=T9pakO

<https://app.peachjar.com/flyers/2278584/districts/5205>

We worked directly with our media partners to encourage positive and engaging media coverage, including taking part in morning show spots in both English and Spanish.

<https://abc30.com/fresno-free-summer-classes-unified-families-camp/12021678/>

<https://abc30.com/arte-americas-free-summer-courses-for-fresno-unified-students-baile-folklrico/12047614/>

<https://www.yourcentralvalley.com/news/local-news/free-summer-camps-for-students/>

Using the RPIE model allowed us to identify key staff to help execute specific tasks/tactics. We targeted different segments of our audience by collaborating with key internal and external partners to share summer camps messaging. For example, we worked directly with our Office of African American Academic Acceleration to engage our African American students and their families. We also utilized an extensive social media strategy using high quality graphics and copy tailored for each platform.

Measurable Goals

Based on our research and discussions with the Extended Learning Department, we set the following three goals:

4. Overfill for the 10,000 allotted spots in the more than 40 summer camp options.
5. Enroll proportional student populations for targeted groups (African American, English learners, special education, foster/homeless and low socioeconomic status).
6. Increase student attendance to 4/5 days or 80%.

Total Budget

\$15,000, funded mostly by the Extended Learning Department. PSAs were covered under Communication's bundled contracts with media partners.

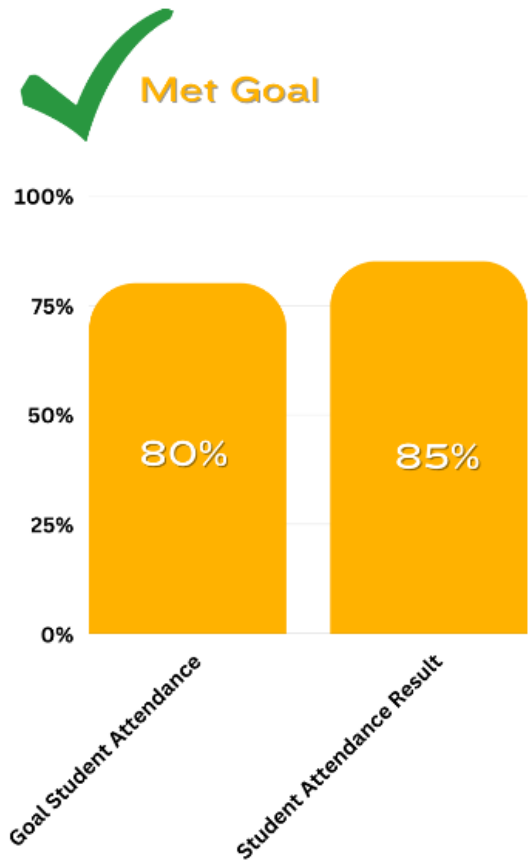
Evaluation / Results

We exceeded our enrollment goal, **filling 18,909 spots**. Camps were allowed to raise their capacity based on the demand. Unique students filled 5,874 spots, which meant that **every student averaged three camps**.

Some subgroups of our student population were proportionately represented, but both our English learners and special education students were underrepresented. Next year, we will explore new types of media, sending home mailers, translating more communications, and collaborating with more internal or external partners to promote the camps. Utilizing testimonials from English learners and special education parents may encourage more participation next year.

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Here is a testimonial that came through our Facebook account:

“Hello, please send a thank you to everyone who made it possible for Annabelle to participate in the Accessories in Apparel IOI camp this week. I had huge doubts it would come together, and she would receive the transportation and support needed for a medically fragile student to participate. You all made this happen!! When Bob Nelson said every student in FUSD is welcome to participate I decided to test that statement. Well, looks like he was right! Thank you from the bottom of my heart.”

- Pamela Bean, Mother of Summer Camps participant.

Most importantly, having used the RPIE model, we have a solid baseline to make informed decisions for next year’s summer camps that will ensure the continued success of the program. Building off the energy and success of our Summer Camps campaign, our Winter Camps turned out to also be a huge success.

SUPPORTING MATERIAL

RPIE Excel Spreadsheet

To view entire spreadsheet [click here](#).

Communications Plan
Campaign: Winter Camps 2022
Department: College and Career Readiness - Extended Learning
Lead Contact: Valerie Martinez
Communications Lead Contact: Diana Diaz, Director of Communications
Timeline and Key Dates: Winter Camp Booklets Delivered to Classrooms - 1st week of May, May 23rd-June 3rd is online registration, camps held each week in July
Who do you hope to impact with your efforts?
All students, TK-12. Targeted focus for AA, EL, SPED, Foster/Homeless, and low SES students.
What change do you want to see as a result?
We want to see all spots filled and increase the attendance rate through each of the camps.
How much change do you want to see?
Students reaching at least 4/5 day attendance - or 80%
How and when will you measure the change?
Day 1 and Day 5 attendance will be captured of all camps (CCR/Extended Learning will formulate an attendance format, likely Excel). Communications will check in each week to see trends and adjust efforts accordingly. Culminating reports will be available in August.
Campaign Goal(s):
1. Overfill for the 10,000 allotted spots in the 40+ summer camp options.
2. Proportional student populations enrolled for targeted groups (AA, EL, SPED, Foster/Homeless, and low SES)
3. Increase student attendance to 4/5 days or 80%
Additional Notes:
All summer academies are messaged by the site. Sites will receive a list of targeted students (50% of students offered) and sites have the ability to enroll more students above the targeted list based on their site's capacity. Elementary and middle schools will run 6/14/22-7/1/22 from 8am-2pm with an optional after school program from 2pm-4:30pm. Summer credit recovery programs for comprehensive high schools will be 6/14/22-7/15/22 from 8am-2pm. Summer credit recovery programs for alternative education will be 6/14/22-8/5/22. Academies have grown to every school site (except Addams and Kirk, Duncan, Patino, Design Science, which will be supported by schools around them). Parents will be contact by their school directly about summer academies.
<
> ☰ <u>Communications Plan Overview</u> Research Planning Implementation Evaluation +

Research

What's the problem/challenge/opportunity? (repeat for each objective)

There is a struggle to get sites to really advocate on behalf of summer camps as they are focused on summer academies. We need to focus on getting information directly to families. To combat, CCR/Extended Learning will be directly delivering summer camp booklets to each and every classroom for each and every student. Summer camps enrolled well in Bullard but had trouble filling spots from other regions, however, they have had a challenge to attain over 75% attendance rate for those enrolled. This means spots are going unfilled even when there are more students interested than able to enroll, and our partner vendors get discouraged and face potential losses to their bottom lines with unfilled spots - per student cost for some vendors.

What do we know about our intended audience? (repeat for each audience)

We know our targeted audiences can struggle with valid contact information. We know our audiences, internally and externally, are not used to a summer camp culture. We know our audiences need reminders to attend optional opportunities such as this. We know our internal site staff are not quite as engaged in summer camps vs. summer academies. We know we must hit all communications tools multiple times AND produce all communications in English, Spanish and Hmong. In winter session parents got confirmation of their spots through email which was a challenge.

Why is this important? How does it connect to our Strategic Plan?

Summer camps are important to combat summer slide, provide fun and engaging ways for students to continue their learning in the summer, provides nutrition for our students, provides childcare options for working parents, and increases and improves our partnerships with other agencies and vendors across the city. Summer camps directly relate to students goals; "expand student-centered and real-world learning experiences" and "increase student engagement in their school and community". Summer camps directly connect to our value of learning; "we emphasize learning is enjoyable, engaging, and interactive". Summer camps directly connect to our value of positive behavior; "we promote all individuals to grow intellectually, emotionally, morally, socially, and culturally" and "we prepare our students to play active roles in building positive communities".

Current Results:

Summer camps have seen great enrollment and interest in the past, however they have struggled to target specific student groups and see high attendance for those enrolled.



Planning

What are the most important messages that the audience receive?

1. FREE summer camps available for ALL students, TK-12, in July.
2. Summer camp info booklets being delivered to classrooms the first week in May.
3. Registration is open ONLINE from May 23rd-June 3rd.
4. 40+ camps available this year. (Highlight opportunities)
5. Spots are limited, making it important that all who register are able to attend the full camp experience (otherwise another student has lost an opportunity).
6. Summer camp benefits - academic, real-world learning experiences, summer fun and friendships across schools, meals/nutrition, reduces need for childcare

What communications tools will be utilized?

1. Booklets directly to classrooms for students
2. TV commercials (English, Spanish and Hmong)
3. Manchester Billboard
4. Social media
5. Building Futures
6. Employee Zone
7. Community Zone
8. Special all-staff email
9. Leader email
10. Superintendent board remarks
11. Superintendent Friday Messages
12. SchoolMessenger
13. Direct partnership asks to EL Services, Parent University, Project Access/DPI, A4, BSU, SPED, CAC, DAC, DELAC
14. Prime website banner
15. TV interviews/Story Pitches
16. PeachJar
17. Direct partnership asks of Fresno EOC, Reading and Beyond, Success Together, The Fresno Center, PIQE, CVIIC, Mexican Consulate, Street Saints, Centro La Familia, Fresno Housing, Every Neighborhood Partnership, Fresno County DSS

What additional outreach will be done by the department/school/program?

TBD

What other events or campaigns can we collaborate with?

Steve's Scholars (5/10), Open Houses, DAC meeting (5/19), Excellence in Education (5/25), Principal's Meeting (5/23)



Communications Plan Overview

Research

Planning

Implementation

Evaluation



Implementation			
Audience: <i>(repeat for each audience)</i>	All parents of TK-12 students		
Objective:	Enrollment with intent to attend		
Tactic	Person Responsible	Due Date	Notes
Summer Camp Booklets Delivered			
Summer Camp Webpage Completed and Link Sent to Communications			COMPLETED
Record and Schedule English School/Messenger	Diana/Anne	5/18/2022	
Script and Record TV PSA	Diana	5/5/2022	COMPLETED
Edit TV PSA	Keith	5/6/2022	COMPLETED
Submit TV PSA to English Stations	Keith	5/9/2022	COMPLETED
Design Manchester Billboard	Diana / DR Graphics	5/9/2022	COMPLETED
Submit billboard design to Manchester	Diana / DR Graphics	5/10/2022	COMPLETED
Design Social Media Post	Diana / DR Graphics	5/10/2022	COMPLETED
Post on all social media channels	Diana/Russell	5/18/22, 5/23/22, 5/26/22, 5/30/22, 6/2/22	Russell
Feature in Building Futures	Anne	5/1/2022	COMPLETED
Feature in Bob's Friday Message	Nikki	5/13/22, 5/20/22, 5/27/22	
Design PDF Flyer	Diana/ DR Graphics	5/12/2022	COMPLETED
Post PDF Flyer to PeachJar	Anne	5/13/2022	COMPLETED
Finalize Date and Location for Press Conference	Nikki / Diana	5/6/2022	Locked in for Thursday, May 19th at 2pm AT FRESNO STATE AQUATICS
Create and Send Invitations to Board, EC, and Staff	Nikki/Diana	5/9/2022	In progress -
Finalize Speakers and Run of Show for Press Conference	Nikki/Diana	5/13/2022	Finalized location! - Fresno State Aquatics
Finalize Bob's Talking Points for Press Conference	Nikki	5/18/2022	
Discuss Interview Opportunities w/ contracted media partners	Nikki/Diana	5/13/2022	ABC30, KSEE24/CBS47, Univision, Telemundo, KMPH26, HmongTV
Create and share highlight video and photos from press conference	Nikki/Diana/Russell	5/20/22 and ongoing through June 3rd	
Design Homepage Website Slider	Diana/ DR Graphics	5/11/2022	COMPLETED
Post Homepage Website Slider	Diana	5/12/2022	COMPLETED

A	B	C	D	E	F
Audience: (repeat for each audience)					
Internal Direct Partners					
Objective: Increase their engagement to share with targeted students and families					
Tactic					
	Person Responsible	Due Date	Notes		
District Advisory Committee	Russell	5/20/2022	COMPLETED		
Parent University	Russell	5/20/2022	COMPLETED		
Student Voice Collaborative	Russell	5/20/2022	COMPLETED		
Men's and Women's Alliance	Russell	5/20/2022	COMPLETED		
Audience: (repeat for each audience)					
External Direct Partners					
Objective: Increase their engagement to share with targeted students and families					
Tactic					
	Person Responsible	Due Date	Notes		
Fresno EOC	Russell	5/20/2022	COMPLETED		
Success Together	Russell	5/20/2022	COMPLETED		
PIQE	Russell	5/20/2022	COMPLETED		
Reading and Beyond	Russell	5/20/2022	COMPLETED		
Every Neighborhood Partnership	Russell	5/20/2022	COMPLETED		
Audience: (repeat for each audience)					
Families with AA students					
Objective: Enrollment with intent to attend					
Tactic					
	Person Responsible	Due Date	Notes		
BSU	Russell	5/20/2022	COMPLETED		
A4	Russell	5/20/2022	COMPLETED		
West Fresno Family Resource Center	Russell	5/20/2022	COMPLETED		
Fresno Street Saints	Russell	5/20/2022	COMPLETED		
Targeted SchoolMessenger	Diana	5/25/2022			
West Fresno Churches & Pastors	Diana	5/20/2022	Ask Lisa Mitchell for assistance		
Audience: (repeat for each audience)					
Families with students with disabilities					
Objective: Enrollment with intent to attend					

Audience: <i>(repeat for each audience)</i>	Families with EL students		
Objective:	Enrollment with intent to attend		
Tactic	Person Responsible	Due Date	Notes
Script and Record Spanish TV PSA	Diana	5/5/2022	COMPLETED
Work w/ PU to Script and Record Hmong TV PSA	Diana	5/5/2022	COMPLETED
Edit Spanish TV PSA	Keith	5/6/2022	In Progress
Edit Hmong TV PSA	Keith	5/6/2022	In Progress
Submit Spanish TV PSA to Univision and Telemundo	Keith (& PU)	5/12/2022	Completed
Submit Hmong TV PSA to Hmong TV	Keith (& PU)	5/12/2022	Completed
Record and Schedule Spanish SchoolMessenger	Diana	5/18/2022	Completed
Record and Schedule 2nd Spanish SchoolMessenger	Diana	5/23/2022	
Work with Parent University to Record and Schedule Hmong SchoolMessenger	Diana	5/18/2022	
Work with Parent University to Record and Schedule Second Hmong SchoolMessenger	Diana	5/23/2022	
District English Learner Advisory Committee	Russell	5/20/2022	Valerie is attending DELAC 5/12 to speak
CVIIC	Russell	5/20/2022	COMPLETED
Stone Soup	Russell	5/20/2022	COMPLETED
Design Targeted Flyers (Spanish and Hmong)	Keith	5/12/2022	In progress
Post Targeted Flyers	Anne	5/13/2022	Working on translation
Mexican Consulate	Russell	5/20/2022	COMPLETED
The Fresno Center	Russell	5/20/2022	COMPLETED
GoFresno	Russell	5/20/2022	COMPLETED

	Audience: (repeat for each audience)			Families with Foster/Homeless Youth		
2	Objective:			Enrollment with intent to attend		
1	Tactic	Person Responsible	Due Date	Notes		
2	Project ACCESS	Russell	5/20/2022	COMPLETED		
3	The Poverello House	Russell	5/20/2022	COMPLETED		
4	CoC Collaborative	Russell	5/20/2022	COMPLETED		
5	CASA Fresno	Russell	5/20/2022	COMPLETED		
6	Fresno Housing	Russell	5/20/2022	COMPLETED		
7						
	Audience: (repeat for each audience)			Low SES Families		
2	Objective:			Enrollment with intent to attend		
2	Tactic	Person Responsible	Due Date	Notes		
1	Identify top 10 UPP school sites	Russell	5/13/2022	COMPLETED		
2	Targeted outreach to principals at top 10 UPP school sites	Russell	5/20/2022			
3	Order 200 16x20 posters from graphics	Russell		COMPLETED - Delivered 5/23		
4						
5						
6						
7						
8						

Evaluation

	Campaign Goal: (repeat for each goal)
1	1. Overfill for the 10,000 allotted spots in the 40+ summer camp options.
	Campaign Outcome: (repeat for each goal)
	18,909 spots were filled. Camps were allowed to raise their capacity based on the demand. 5974 were unique students.
	Lessons Learned:
	Total number of registrants 18,909. That would mean each student averaged three camps.
	Campaign Goal: (repeat for each goal)
	2. Proportional student populations enrolled for targeted groups (AA, EL, SPED, Foster/Homeless, and low SES) Percentage of AA students in FUSD: 8.2% % of AA students in Summer Camp: 10.2% % of EL Students in FUSD: 18.5% % of EL students in Summer Camp: 7.6% % of Foster/Homeless in FUSD: 1% % of Foster/Homeless in Summer Camp: 1.3% % of SPED in FUSD: 10.9% % of SPED in Summer Camp: 8.1%
1	Campaign Outcome: (repeat for each goal)
2	The population of some subgroups were represented closely to district numbers, but our EL students were very underrepresented. SPED was low as well, but not as low as EL.
3	Lessons Learned:
4	We can make a better effort in outreach for our EL families. Exploring new types of media, sending home mailers, translating more communications, outreaching to more internal or external partners to get the word out to them. For SPED- families may have not felt like camps would be accessible. We have testimonials from a parent who thanked the district for making the camp accessible for her daughter, we can use the picture or testimonial in marketing efforts next year or do more research among SPED parents who didn't send their students.
5	
6	Campaign Goal: (repeat for each goal)
7	3. Increase student attendance to 4/5 days or 80%
8	Campaign Outcome: (repeat for each goal)
9	Overall attendance average was 85%. Only one week fell below the 80% threshold, and that was week three. Totals are as follows: Week 1: 90% Week 2: 89% Week 3: 75% Week 4: 84%
0	Lessons Learned:
1	Be sure to include the sense of "it's important to attend all days" in our messaging next year.
2	
3	
4	
5	

A vibrant, comic-style flyer for Fresno Unified's Summer Camps. The background is a collage of images: a student in a hard hat using a power tool, two students working on a laptop, a student painting a large mural of hands, and a group of students in traditional Mexican folklorico attire. The text is bold and colorful, with a 'FREE!' speech bubble and a 'SCAN TO REGISTER' speech bubble. A QR code is located in the bottom right of the main image area.

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- Woodworking
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- Macramé
- Sports
- Folklorico Dance

FREE!

SUMMER CAMPS

SCAN TO REGISTER



REGISTER MAY 23 - JUNE 3

- Registration will be available at www.fresnounified.org
- For questions call (559) 248-7560
- Spots are limited



Example Social Media Post

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FREE!

SUMMER CAMPS

SCAN TO REGISTER

REGISTRATION IS NOW OPEN UNTIL JUNE 21ST!

- [FRESNOUNIFIED.ORG](https://fresnounified.org)
- (559)248-1560

Fresno Unified School District

This photo is from a post. View post

Fresno Unified School District
★ Favorites · June 10, 2022 · ...

Did you miss the deadline for our Summer Camps? Do you want to sign your student up for a second camp? You're in luck! Registration has been extended to June 21st. For more information and to check for updates on transportation, visit the Summer Camps website at <https://extendedlearning.fresnounified.org/summercamps/>. #USDFamily #AchievingOurGreatestPotentialFUSD

¿Te perdiste la fecha límite para nuestros campamentos de verano? ¿Quieres inscribir a un alumno a un segundo campamento? ¡Hoy estás de suerte! El registro se ha extendido hasta el 21 de junio. Para más información y actualizaciones sobre el transporte, visita nuestro sitio web: <https://extendedlearning.fresnounified.org/summercamps/>

Puas yog koj plam cuv npe tuaj kawm Summer Camps lawm? Koj puas teem xav cuv koj lus me nyuam npe tuaj kawm qhov camp thib ob? Koj muaj hmoo hevi! Peb muab lub caj nyooq cuv npe tauj ntshv mus rau lub 6 hli tim 21 lawm. Yog koj muaj lus nug thab xav paub txog transportation, mus salb peb qhov Summer Camps website nyob rau <https://extendedlearning.fresnounified.org/summercamps/> See less

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