



Case Study

Alum Rock Union School District

Partnership and Innovation: Connecting Families to Expanded Learning Opportunities

Before finding InPlay, Lupe Ruvalcaba and the Alum Rock Union School District team was juggling an array of disconnected external registration partners, Excel spreadsheets, and Google Forms. Now, three years into their partnership with InPlay, they have a customized system that streamlines the registration process, allowing them to focus on what matters most — connecting kids in their district with enriching expanded learning opportunities, giving them the space to grow.

We took a chance, and InPlay heard what our vision was and understood what challenges we face. They're so open to listening to those challenges — and we walked through different scenarios, says Lupe Ruvalcaba, Coordinator of Student Support Services for expanded learning programs. It's not just an actual platform or a tool that I use; it's a partnership.

InPlay is committed to removing barriers to access to expanded learning for families and improving systems. Their unique tech solution is powered by a mission-driven team dedicated to being good partners; a team that listens, responds to needs as they arise, and has set each party up for success, making sure families, program providers, and internal staff can plug in and hit the ground running.

InPlay has been so great about creating training resources and tools for our team to really just pick up and go...and they created very detailed and yet easy trainings for all of our partners, including families. It was easy for them to know how to navigate the system.

Now, everything Alum Rock needs is all in one place — they can track opens, registrations, cancellations, and more in real time, and run accurate reports with ease. Lupe shares that by reducing the administrative load, InPlay's registration solution has given them the freedom to plan ahead and think strategically. The initial investment of time has paid off, and their intuitive registration process is running faster and more smoothly each year.

It's a one-stop shop. It takes time to build it, and you have to make that investment ahead of time, but it's going to be all worthwhile at the end of the day, because it'll be built for families to sign up without having all the back and forth.

Want to learn more about how InPlay can make expanded learning registrations easier for your team? Reach out to Rod at rod@inplay.org.

About InPlay

Founded in 2014, InPlay is a nonprofit whose mission is to connect disengaged, low-income children with out-of-school programs to ignite their individual interests and talents, thereby closing the achievement gap. InPlay has served over 600,000 students in all 50 states.

Summer Campaign Summary

Total District Enrollment: 7,028
Total Students Registered: 1,730
Total Program Spots: 2,137
Percent Underserved in District: 83%



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