



## Case Study: Fresno Unified School District

### *From Countless Hours and Frustrating Typos to Streamlined Efficiency and Greater Access*

Valerie Rivas Martinez knew something had to change when she saw how many barriers stood between Fresno Unified School District's camp opportunities and the children they were designed to serve.

***We have 70,000 students in Fresno Unified, and we can't do 70,000 paper applications. How do we ensure parents have access?***

InPlay helps districts close the information gap between underserved students and out-of-school-time programs. Valerie and InPlay quickly set up a communication and registration campaign using InPlay's OSCAR registration service. Then InPlay sent out SMS text messages directly to parents offering a choice of local, free programs that they could sign up for in minutes using a prefilled form. The service lowered barriers to access and opened up programs city-wide for students who would otherwise miss out.

***The idea to reach parents right on their cell phone via text messages with a student's specific registration link was just music to my ears.***

More than ever, school districts need a simple solution that reduces the work on overburdened staff while getting more underserved K-12 students plugged into programs to boost learning recovery and mental health.

***The way InPlay structured the system, we were able to ensure that the students who have been traditionally underserved were able to receive access to these programs. We were able to provide technical assistance to parents, they were able to see the messages in multiple languages.***

Contact [rod@inplay.org](mailto:rod@inplay.org) to learn more.



### **Summer 2025**

**Total District Enrollment:** 76,011

**Programs Offered:** 102

**Total Program Spots:** 19,882

**Spots Filled:** 84%

**Spots Filled by Priority Students:** 81%

### **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.

As seen in:



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