



## Case Study



# San Diego Foundation and Level Up San Diego

## How the 5th Largest Public School District in the U.S. Reaches 90,000+ Students

As the second largest public school district in California and the fifth largest in the nation, Tobie Pace of San Diego Unified School District and Trudie Giordano of San Diego Foundation and Level Up San Diego were faced with an daunting challenge – how to successfully partner to reach more than 90,000 students with out-of-school-time programs, especially the ones who really could benefit from them the most.

**TP:** *We tried things such as Google surveys and interest forms, and yet we weren't able to reach everyone.*

**TG:** *It was painful. Ultimately, we weren't reaching our priority population and we weren't successful in keeping track of who we reached and who we hadn't to fulfill the grant requirement.*

InPlay helps districts close the information gap between underserved students and out-of-school-time programs. The partners in San Diego 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.

Contact Us:



rod@inplay.org



(650) 246-9976



www.inplay.org

**TP: InPlay's service was great because not only did it serve the families with an easy text-based registration, it actually gave our 80+ community business organization partners access to view their specific enrollment numbers and student data information safely and securely.**

**TG: Our partnership with InPlay just keeps getting better. This past summer, thanks to InPlay, we reached 78% of our priority students, which is a tremendous achievement given that other districts/organizations across the state are having trouble reaching 25%.**

In addition, InPlay successfully managed a three-way partnership to facilitate the expansion of providers throughout San Diego to include more Community Business Organizations (CBOs). Specifically, InPlay designed a system that allowed only confirmed SDUSD students to enroll, made it easier for parents to view and register for opportunities offered by CBOs, and ultimately lowered barriers to access to achieve the equity that all three partners were hoping to achieve.

**TG: This year, we worked with InPlay to ensure our CBOs had their own landing page, which they could promote with an unique link, were able to export their own rosters, and access a waiting list to easily keep their enrollment numbers up. With a free program, naturally, there's some attrition. By having a waitlist of interested and pre-qualified SDUSD students, our CBOs were able to keep pulling from the waitlist if anyone didn't show.**

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.

**TG: Whether it's suggesting a two week on ramp or a campaign to update all of our families' phone numbers, they truly partner with us to reach that ultimate goal.**

**TP: The heart of the work is really around providing access to students and families who could not find it on their own. By partnering with InPlay, we were able to get right to that end user in a quick, easy, seamless way, which immediately increased the participation, registration, and access for those families.**

Want to learn more about how InPlay can make expanded learning registrations easier for your team?

Reach out to Rod at [rod@inplay.org](mailto: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: 95,715

No. of Programs Offered: 103

Total Program Spots: 10,412

Spots Filled: 90%

Spots Filled by Priority Students: 69%

Contact Us:



[rod@inplay.org](mailto:rod@inplay.org)



(650) 246-9976



[www.inplay.org](http://www.inplay.org)