



## **STRATEGY BRIEF:**

# Recruiting Staff for Summer Academic Programs

*School leaders often face challenges in recruiting staff for summer academic programs—both in communicating about job openings, and in attracting potential staff to summer roles. The following suggestions can help to further develop plans for marketing summer jobs and attracting staff.*

## I. Recruiting from within the LEA

### **Attract potential staff**

- **Leverage teachers outside core academic areas** to provide academic support and/or enrichment
- **Emphasize what makes the summer program different** from working during the school year (e.g., if teachers can make more decisions about their classes; if staff plan fun “theme days”)
- **Recruit non-teaching staff** for enrichment activities and general program support (those who are not salaried may be particularly interested)
  - Paraprofessionals
  - Transportation workers
  - Cafeteria workers
- **To help attract highly effective core content teachers...**
  - Hire them to work for a shorter session within the summer (e.g., three weeks)
  - Assign them to work half a day (or less)
  - Allow them to work virtually (a paraprofessional or other staff member can supervise students on-site while they work virtually with this teacher)

### **Spread the word**

- **Have all staff complete a brief online survey** indicating interest in different summer roles
- **When communicating about summer roles, include brief “testimonials”** from staff and students about your summer program

## II. Recruiting from the community

### **Attract potential staff**

- **Collaborate with other enrichment activity providers/nonprofits** to staff enrichment activities (e.g., a local community arts program or youth sports coach)

- **Recruit ed prep faculty/instructors**, leveraging existing relationships with ed prep programs
- **Recruit retired educators**
- **For tutors or teaching assistants, recruit from the community, including:**
  - Ed prep students
  - Other higher education students (such as those who work in their college's tutoring center)
  - High school students
  - Students' families, especially those who have volunteered or worked for the LEA before
  - Retirees

### ***Spread the word***

- **Post prominent, clear information** about tutoring positions on LEA website—including why potential applicants would want to work for you
- **Ask community organizations** (e.g., civic or religious groups) to publicize job openings
- **When educators retire from your LEA**, ask if they'd like to join a contact list for future job opportunities, including in summer programs
- **Contact tutoring centers and work study offices** at local institutes of higher education
- **Leverage existing relationships with ed prep programs** to publicize summer jobs to higher education students and/or ed prep instructors

## III. Expand the reach of summer learning

**Collaborate with community organizations** that already provide summer camps (e.g., YMCA, Boys and Girls Clubs)

- Ask if they are planning to add an academic component to their summer programs
- Share your summer curricula and instructional materials with the camps' staff who will be providing academic support
- Invite their staff to your trainings for summer staff



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