



# SUMMER TOWN HALL

Preliminary Findings from Survey  
of Dallas Area Parents & Families

May 2020

EMPOWERING YOUTH.  
CLOSING THE OPPORTUNITY GAP.



# Welcome

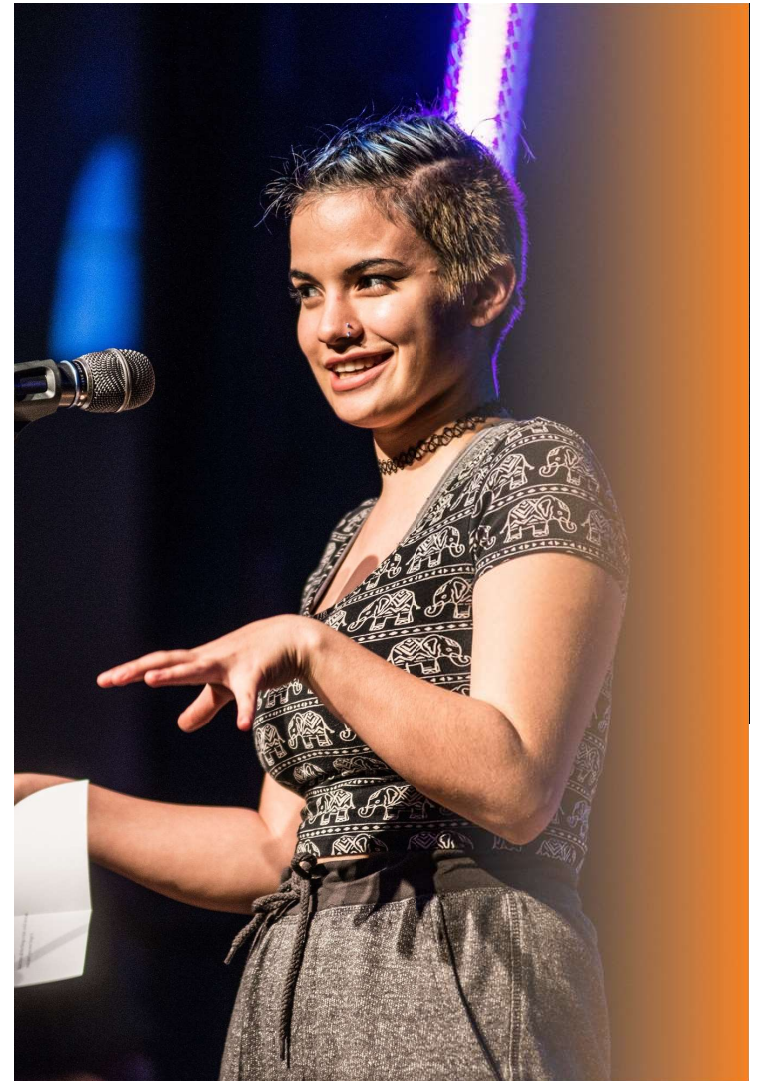


**Sergio Antonio Garcia**

*Dallas City of Learning Program Manager*



At the time of the announcement by Governor Abbott last Monday, was your organization planning to offer *in person programming* this summer?



# Opening Remarks



**Adam McGough**  
*Deputy Mayor, City of Dallas*



What are your *biggest concerns* about offering in-person programming this summer?



# Public Health Perspective



**Dr. Joseph Chang**

*Senior Vice President & Chief Medical Officer  
Parkland Hospital*



# Family Summer Needs Survey Analysis



**Greg MacPherson**

*Chief Officer of Big Thought Institute, Big Thought*

**Allison Lee**

*Director of Program Design, Big Thought*



# CREDITS

Big Thought, through the Dallas City of Learning initiative, collaborated with the following partner agencies on the design and administration of the 2020 Family Summer Needs Survey. Big Thought extends its appreciation to each of these organizations for their support.



This Preliminary Report of the 2020 Family Summer Needs Assessment was created by Big Thought Institute.

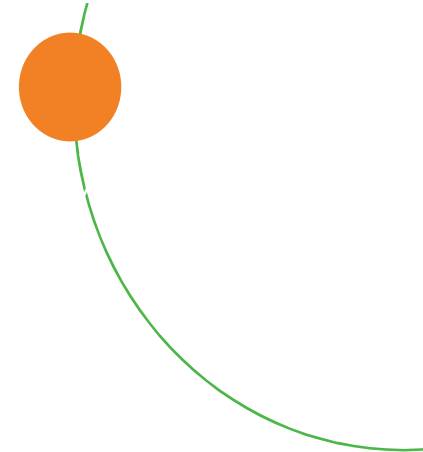
*Contributions from: Paul Polanco, Shannon Epner, Allison Lee, and Greg MacPherson*

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# 2020 FAMILY NEEDS SUMMER ASSESSMENT

<https://dallascityoflearning.org/info/family-summer-survey-analysis/>



**BIG THOUGHT** 

## 2020 Family Summer Needs Assessment

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## 2020 Family Summer Needs Survey Dashboard

**CITY OF LEARNING**  Dallas City of Learning, in collaboration with the partners listed below, is working to help summer program providers across the Dallas community respond to youth and family needs and offer effective and safe options for Summer 2020. To help the community of providers prepare, we asked the parents/guardians and families of Dallas to answer a series of survey questions from May 12 - 18, 2020. The feedback gathered through this survey is an invaluable part of improving programming for the children of Dallas during this unprecedented time.

The full **2020 Family Summer Needs Analysis Report** includes key takeaways based on the survey results. This dashboard was created to allow program providers and stakeholders to explore the survey data more deeply. We invite you explore the following dashboard report pages.

Dashboard Created By: 

**What are your summer camp or summer childcare needs?**

**How can organizations keep your kids & family safe this summer?**

**What learning experiences are best for your family this summer?**



# Survey Goal & Responses

Survey was designed to capture what families have been considering as they move towards making decisions about summer programming and childcare. Survey inquiry centers on two programmatic formats: **In-Person Programming** and **Virtual Programming**

The **2020 Family Summer Needs Survey** was administered from May 12 – 18, 2020

1171

Completed Surveys

115

Zip Codes Represented

2600+

Youth Ages 4-18 Represented

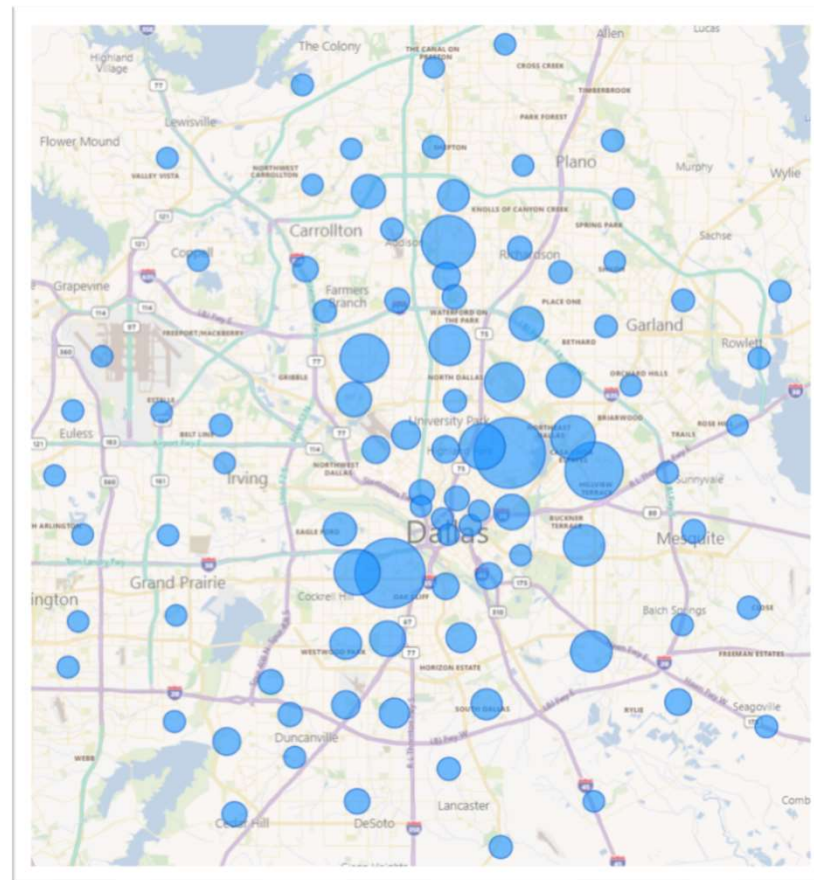


# ZIP CODES

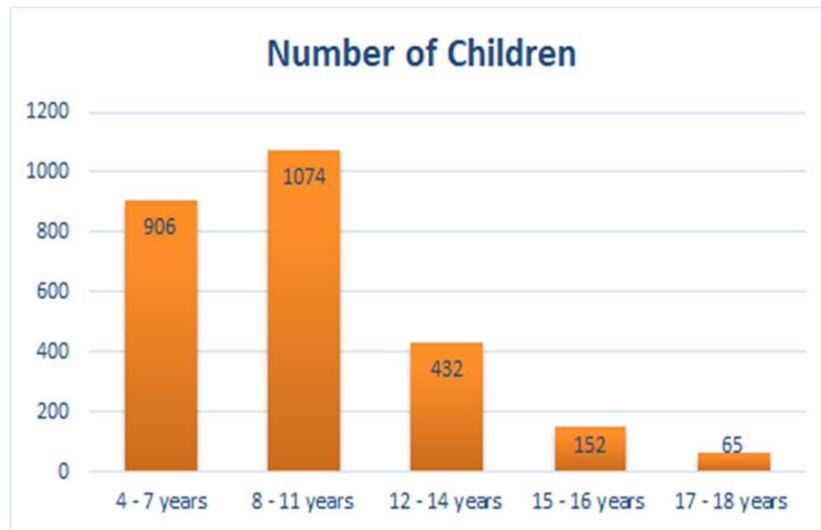
Top Zip Codes: 75206, 75208, 75211, 75214, 75217, 75218, 75227, 75228, 75229, 75248

The top ten zip codes reflects 46% of total survey responses and 43% of youth represented.

The top ten zip codes represented in the responses reported an average of median household incomes of \$63,190. City of Dallas median household income is as \$52,210.



# HOUSEHOLDS

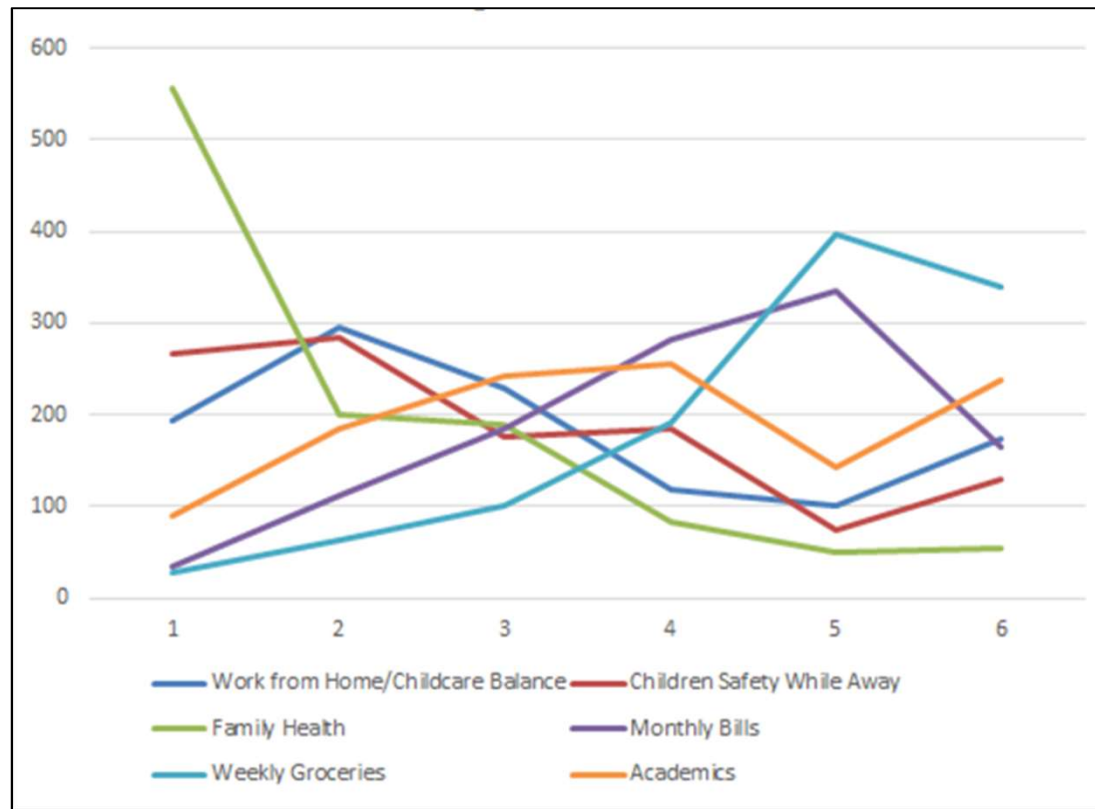


- 2,623 youth ages 4-18
- 75% youth are elementary school age
- 17% youth are middle school age
- 62% households are multi-child (*most common is two-child at 42% of total responses*)
- 38% are single child households
- 84% households reported having previous summer program experience
- 65% households report having at least one adult who qualifies as an Essential Worker

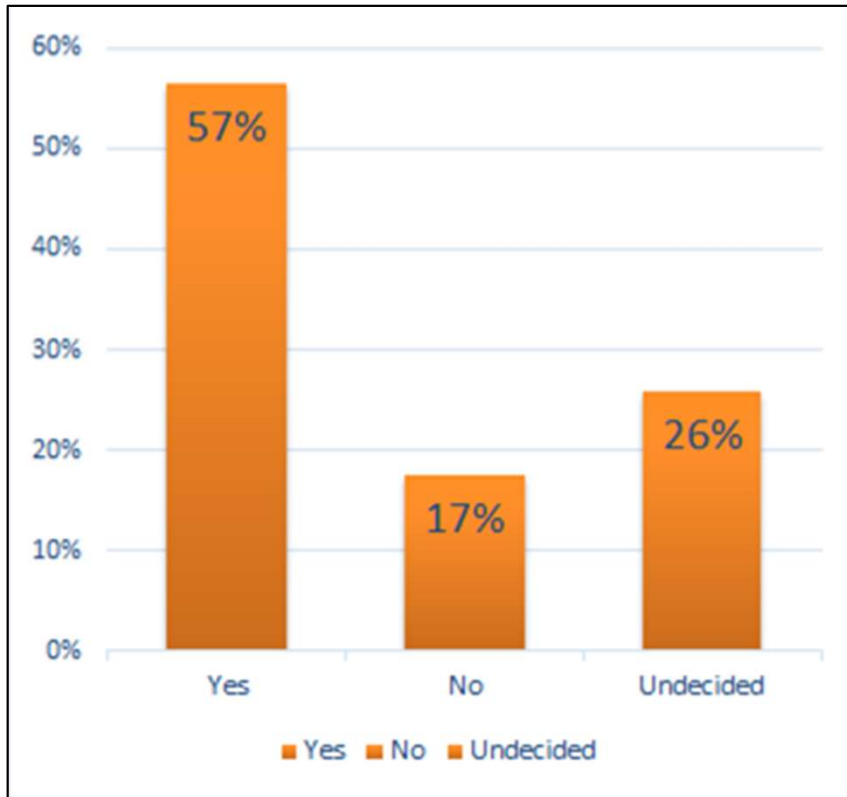
# Survey Highlights



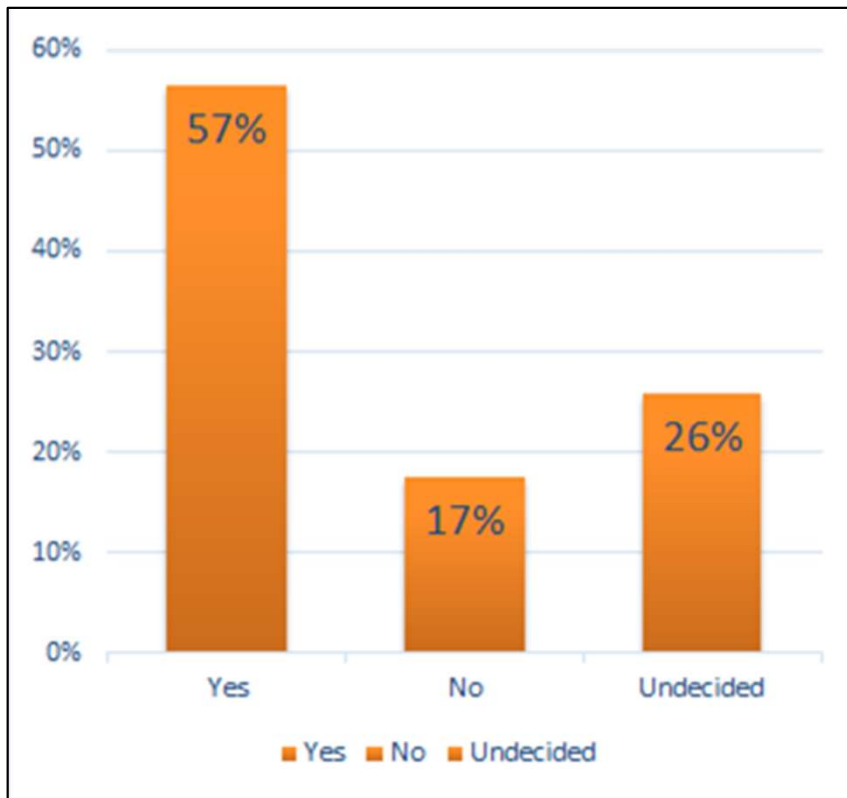
# MOST IMPORTANT ISSUES GOING INTO SUMMER



# CONSIDERING IN-PERSON PROGRAMMING



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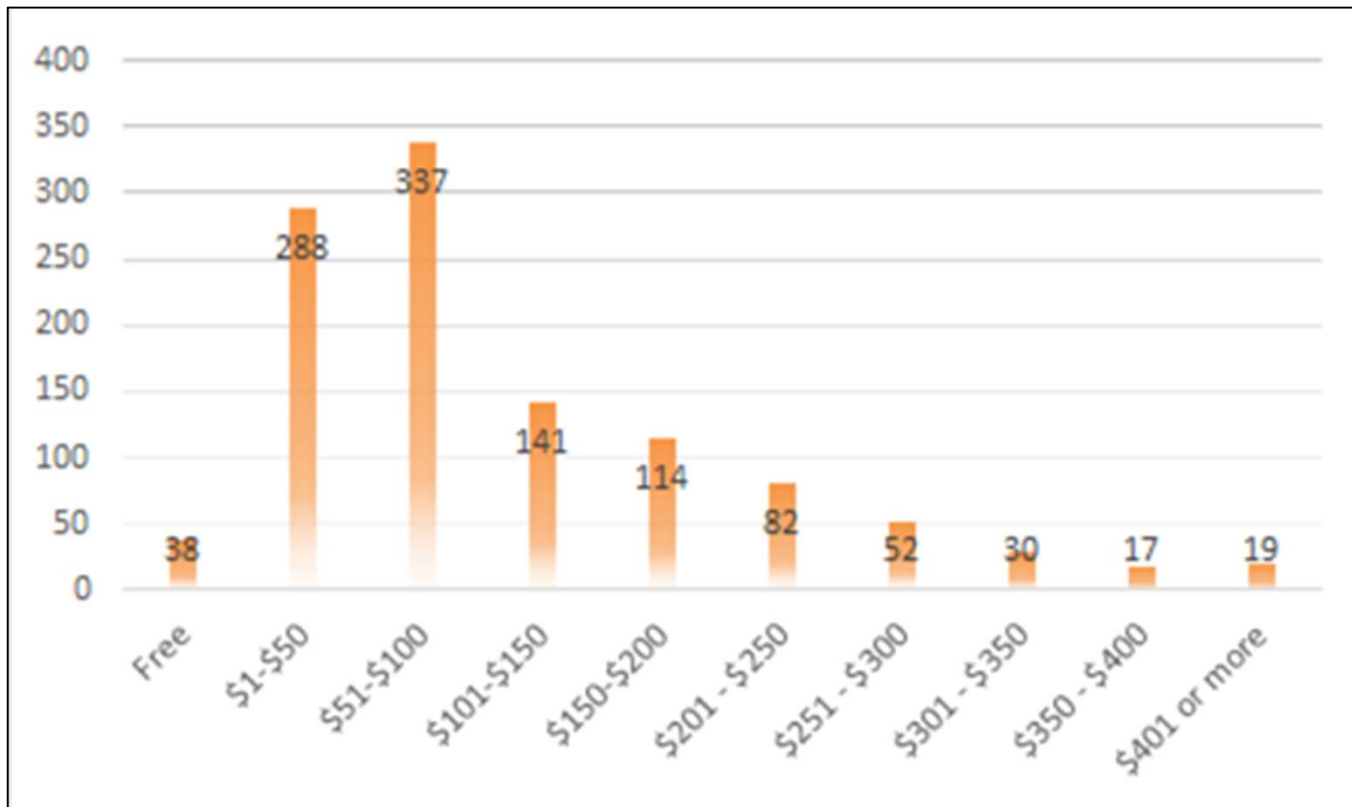


## MOST IMPORTANT SAFETY MEASURES

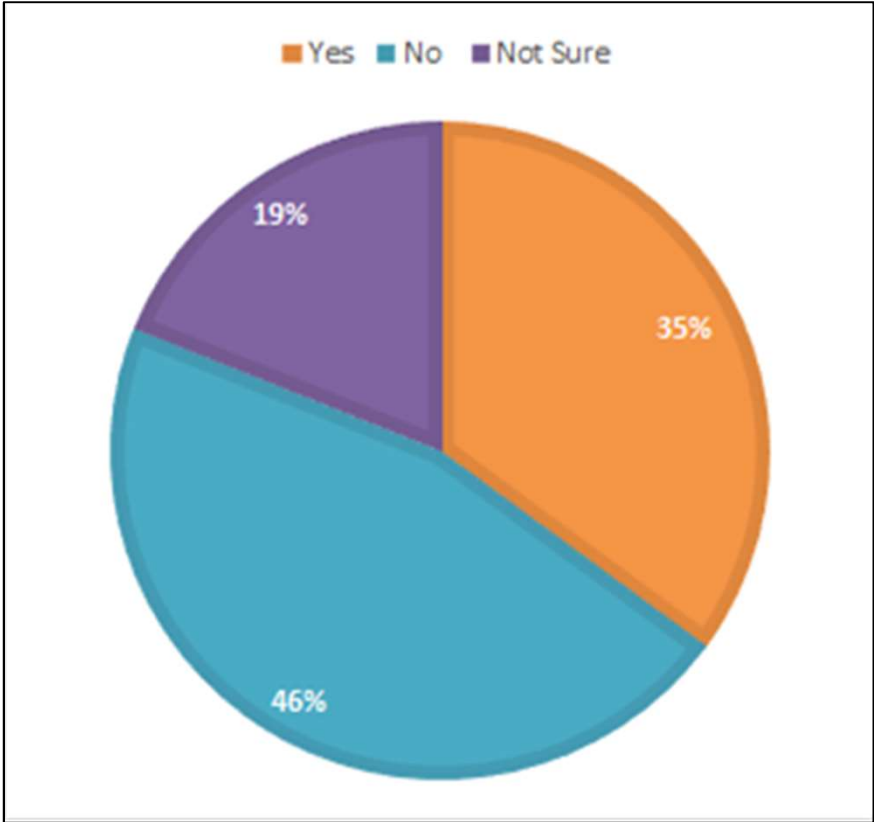
1. Access to, and emphasis on, hand washing
2. Increased access to hand sanitizer
3. Reduced class/group sizes



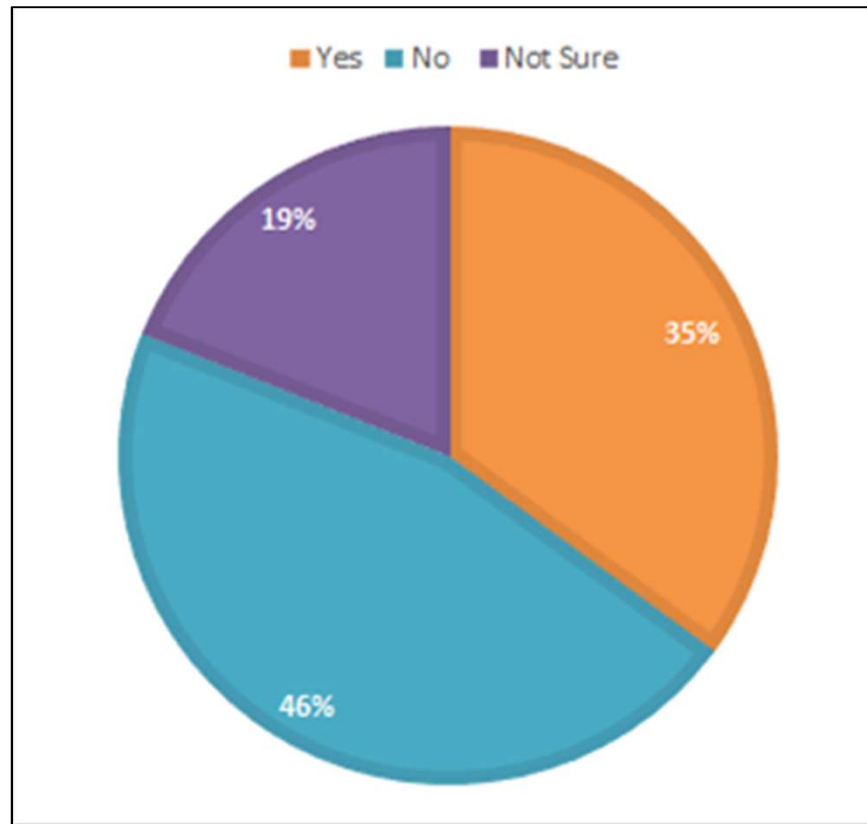
# PRICING EXPECTATIONS FOR IN PERSON PROGRAMMING



# CONSIDERING VIRTUAL PROGRAMMING



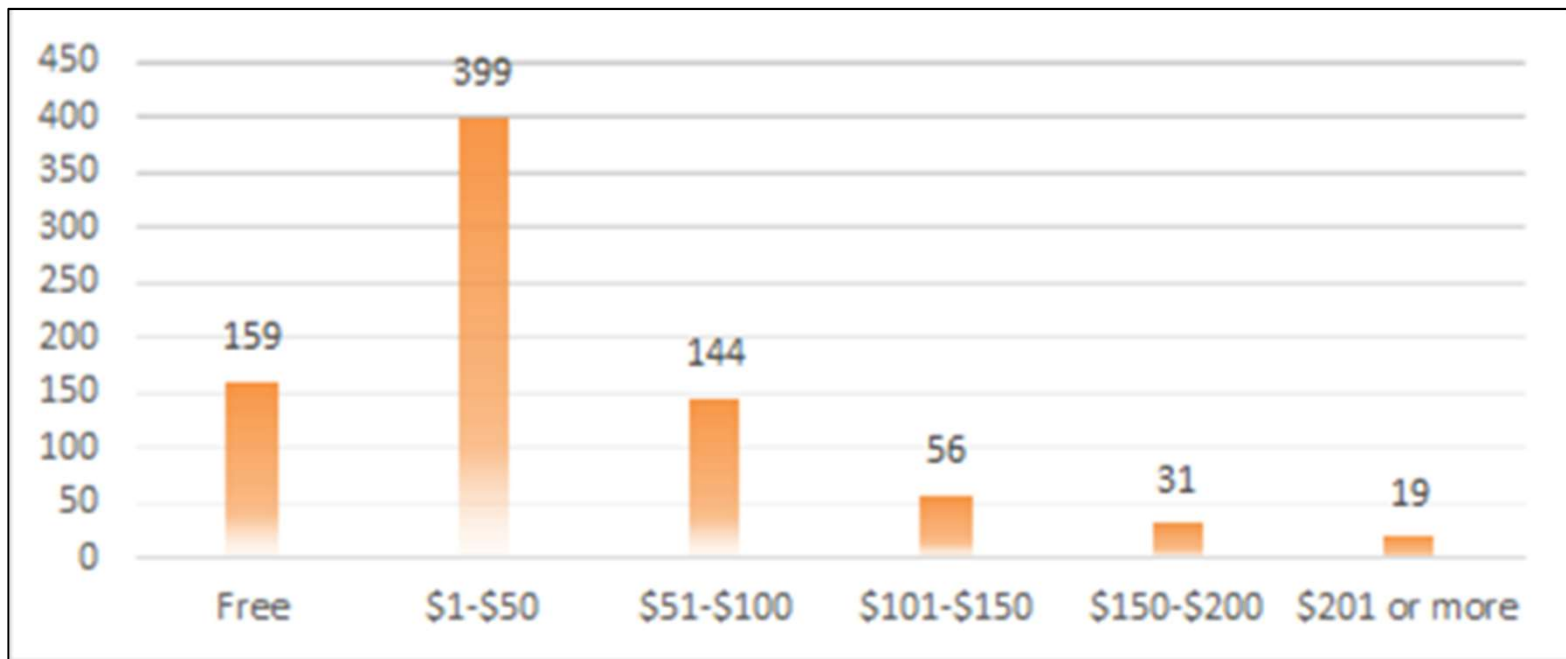
# CONSIDERING VIRTUAL PROGRAMMING



## MOST IMPORTANT QUALITIES

1. Interaction with Other Youth
2. All Materials Provided
3. Academics

# PRICING EXPECTATIONS FOR VIRTUAL PROGRAMMING





# TAKEAWAYS

1. Transparency is Essential
2. Virtual ≠ Passive
3. Connect With Your Community

# EMERGENCY CENTER EXPERIENCES & BEST PRACTICES

## **Ashley Brundage**

*Senior Vice President, United Way*

## **James Adams**

*Senior Manager, Big Thought*

## **Sergio Garza**

*Youth Services Manager,  
City of Dallas Park & Recreation*

## **Muriel Webb**

*Founding Director,  
Braswell Child Development Center*



# DISCUSS WITH YOUR PEERS

- What is your number one takeaway from the information you heard today?
- What is your organization's biggest challenge moving into summer?
- How is your organization formulating a decision about offering in person programs this summer?
- What additional resources or information do you need?





# PEER INSIGHTS





# UPCOMING OPPORTUNITIES

- **May 28, 2pm - The Art of Online Teaching, NSLA.**  
<https://dallascityoflearning.org/info/professional-learning/>
- **May 28, 5pm – Reopening Recommendations & Protocols for Education-Based Agencies.**  
Email [Info@dallasafterschool.org](mailto:Info@dallasafterschool.org)
- **May 29, 11:30am – Leveraging our Youth Resources to Build Stronger Communities.**  
<https://dallascityoflearning.org/info/professional-learning/>





# THANK YOU!

<https://dallascityoflearning.org/info/family-summer-survey-analysis/>

