BEING A PROGRAM PARTNER CAN HELP YOU...

REACH A BROADER AUDIENCE.

- ▶ The DCOL platform is the most searched tool for Dallas summer programs.
- ▶ The DCOL platform users include families from every zip code and cultural group in Dallas and attracts more than 75,000 youth each year.
- ▶ DCoL marketing toolkits complete with sample graphics, copy, rack cards and posters help you market your programs.
- ▶ Bonus! Partners who roster and participate in observation opportunities, receive additional social media support through boosted posts on DCoL social channels

ENHANCE YOUR PROGRAMS.

- ▶ Data and assessment tools through DCOL can help you make strategic decisions on how best to serve your youth.
- ▶ Outcome and output information about your specific program(s) can help you raise more funds so you can continue to grow your impact.
- ▶ Participate in cutting-edge pilot program opportunities.

ACCESS CRITICAL RESOURCES.

▶ Check out technology, program and curriculum kits to make program design and delivery even easier.

▶ Apply for funds or transportation support through the Neighborhood Resource Initiative to help support your programming efforts.

▶ Engage in professional development to build the skills of you and your team.

▶ Access evaluation tools and data from SMU's Center on Research and Evaluation.

HELP CLOSE THE OPPORTUNITY GAP FOR YOUTH IN DALLAS.

▶ Share your expertise and data with an ecosystem of hundreds of program providers with a common vision to improve access and dosage to high quality learning experiences to all youth.

▶ Network and build new partnerships to better serve your community.

To become a Program Partner in Dallas City of Learning, you simply need to list your programs and details on the Dallas City of Learning platform.

Additional incentives are offered to organizations who also provide rosters for their programs (including student ID numbers) and/or who participate in program observations.

Learn more and register at dallascityoflearning.org/newpartner

BIG THOUGHT   City of Dallas   DALLAS INDEPENDENT SCHOOL DISTRICT   /DALLASCITYOFLEARNING