



Date: April 5, 2024

To: Commissioner Jacobs and Durham Board of County Commissioners
From: Lara Khalil, City-County Youth Initiatives Manager
Cc: Shannon Trapp, Durham County Chief of Staff
Keith Chadwell, Deputy City Manager

Subject: Update on Summer Opportunities for Young People Web Listing

Background

In 2023, in response to a request from City and County elected officials and leadership, the Office on Youth (OOY) created a web listing of the summer programs and internships offered by the City, County, and Durham Public Schools (DPS). Once live, OGY promoted the listing widely in partnership with communications teams at the three agencies.

2024 Youth Summer Listings Update

Conversations about the 2024 listing began with Chief Trapp in late 2023, and OGY worked with the City, County, and DPS to compile this year's list of summer opportunities. The 2024 web listing went live on March 19, 2024, after the majority of programs were able to provide information and registration links for their summer offerings: bit.ly/YouthSummerDurham.

What's on the page

The page once again highlights the City, County, and DPS opportunities, including short summaries for each program with key information and important dates. Summaries will be updated every few weeks with status notes when a program is full and/or the registration deadline has passed. The page also includes links to five other listings of summer camps and opportunities compiled by other organizations.

Promotional efforts to date

The OGY developed promotional materials and is working with the City and County communications teams to share via multiple channels, including: social media platforms, NextDoor, the YODurham youth service provider listserv, weekly City and County newsletters, and the Durham Digest, which will be mailed to 60,000 households throughout April. The OGY also shared promotional materials with the DPS communications team. In just over two weeks, the web page has received about 1,200 views. We will continue to work with these partners to promote the page over the next few months.

Looking Ahead

If the Board has additional ideas and desired strategies related to summer opportunities for young people, we are happy to discuss them and assess impact and needed investments.