



A Case Study: When School Is Out, On-site Summer Camp Is In at AT&T

Behind the scenes of a trend-setting employer and their impactful campus program





From idea to implementation in just six months

What happens when the school bell rings for summer and working parents and guardians have two months of increased child care responsibilities?

AT&T had a similar challenge that many employers face over the summer: how to keep productivity high and stress levels low for employees when kids are out of the classroom.

For AT&T, the answer was to bring summer camp to their Dallas headquarters. Created in partnership with **Bright Horizons®**, the pilot program delivered an on-site camp experience to address gaps in summer family plans.

The program went from concept to reality in **just six months** and earned national headlines for quickly meeting the needs of their evolving workforce.

"Parents told us in focus groups how hard it was to find summer child care," says AT&T Director of Benefits Ryan Mattiza. "This was our answer to what we heard."

Engagement highlight:

97%

family satisfaction rating with the camp



Engagement goals

- ▶ **Ease summer care gaps:** Provide safe, reliable child care to help working parents navigate the challenges of summer scheduling.
- ▶ **Reduce absenteeism:** Support consistent employee attendance and maximize the value of AT&T's existing *Bright Horizons Back-Up Care™* program.
- ▶ **Enhance flexibility and benefit utilization:** Offer an additional, accessible way for employees to use their back-up care benefits, increasing engagement and satisfaction.



The results

- ▶ 10 weeks of structured summer programming for children ages 4 to 12
- ▶ ~2,850 registrations from 400+ employees
- ▶ 97% family satisfaction rating with the camp
- ▶ Standout media coverage from top-tier outlets including USA Today, Fortune, Fast Company, HR Brew, Dallas Business Journal, and more



How they did it

- ▶ **AT&T partnered with Bright Horizons and their Steve & Kate's Camp to launch an on-site summer program tailored to working parents.**
- ▶ They transformed open office space into an immersive camp aligned with office hours and employee schedules.
- ▶ Camp registration was integrated into the Bright Horizons benefits portal, allowing employees to use subsidized back-up care credits and access discounted rates to help bridge summer child care gaps.



“

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“We’ve heard clearly that we’re taking some friction out of the lives of families. That kind of personal feedback motivates us to continue to do more to support our people.

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Setting the trends, providing a blueprint for others

For AT&T, the camp reflected the company's commitment to both its culture and innovation.

During its 100-plus years in business, AT&T has been defined by being ahead of trends, with a history dating back to the invention of the telephone. Its people policies are equally forward-thinking. AT&T is an employer who listens and responds to the needs of its employees while anticipating future needs to design benefits built for real life.

"Having access to this camp makes me feel that AT&T cares about my kids," says summer camp parent Matt Prestenberg. "They know summer is hard. Having access to this camp makes me feel that AT&T cares about me as an employee."

That sense of care and connection resonates beyond individual families. The camp's presence creates a ripple effect across the entire workplace culture.

"The target audience may be parents and children, but employees across the campus enjoy seeing the camp," says AT&T's Director of Benefits Ryan Mattiza. "It's a big hit with everyone, and its impacts are felt far and wide."



Seeing a growing challenge

- ▶ Employee concerns about child care fell in line with national trends.
- ▶ Shortages are a recognized challenge across the country.
- ▶ **More than a million workers** were affected by inadequate child care options every month in 2024.¹

Employers lose up to

1.5 billion

work hours annually due to lack of child care.²



The summer camp solution

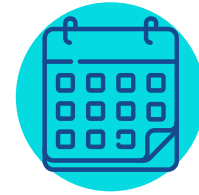
- ▶ Daily care for approximately 60 children ages 4 to 12
- ▶ Operated by Steve & Kate's, a provider with 40 years of camp experience
- ▶ Provides back-up camp to fill gaps in summer plans
- ▶ Setup and disassembly by Steve & Kate's Camp; minimal lift for AT&T

School-age child care: an underappreciated concern

While much of the conversation around child care rightly focuses on infants and toddlers, the need of parents with school-age children often goes unnoticed. It's easy to assume that once a child enters kindergarten, the child care puzzle is solved.

In reality, the school-age years introduce a new challenge: a significant gap between the number of days children are in school and the number of days parents are expected to work.

"The reality is when children go to school, parents can go to work," Bright Horizons CEO Stephen Kramer told FastCompany recently, "and when schools are closed over the summer, they need to find child care coverage."³



School year:
180 days

Average work year:
260 days

Potential care gaps:
**80 days,
mostly
in summer**



Top takeaways from the AT&T summer camp



Consistent demand

Every week of camp saw strong registration, highlighting the ongoing need among working parents for dependable summer care solutions.



Late-summer crunch

The final two weeks before the start of school consistently drew the highest enrollment, underscoring the limited care options available during that time.



Flexibility matters

Working parents value the ability to plan ahead for camp days — but equally need the flexibility to book last-minute when schedules shift.



Efficient use of space

A high-quality camp experience can be delivered with less physical space than originally anticipated.



Culture boost

Having children onsite created a meaningful culture lift — parents felt supported, and the presence of kids brought energy and connection to the workplace.

Beyond absences: under-the-radar costs of a summer without care

For employers, a summer without child care presents immediate concerns about absenteeism and return-to-office participation. But other costs of summer care breakdowns can ripple throughout the year.



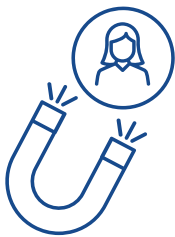
Presenteeism

Children without supervision cause distractions, and 87% of parents told the Bright Horizons Modern Family Index that they experience such distractions when their children are home during the summer months.⁴



Burnout

Parents using paid vacation time for child care are unable to reenergize for the fourth-quarter push. More than two-thirds of parents told the Bright Horizons Modern Family Index that summer feels like a break for everyone but them.⁵



Turnover risk

The strain of juggling work and parenting can take a toll. A global study on employee turnover found that August — when summer care options are most limited — is the month employees are most likely to quit.⁶



A snapshot of summer's effect on working parents

Parents told the Bright Horizons Modern Family Index that summer is an exceptional challenge to their ability to work. It's an under-the-radar problem that risks more than absenteeism.

76%

of working parents say their ability to focus at work depends on the reliability of their children's summer schedules.⁷

42%

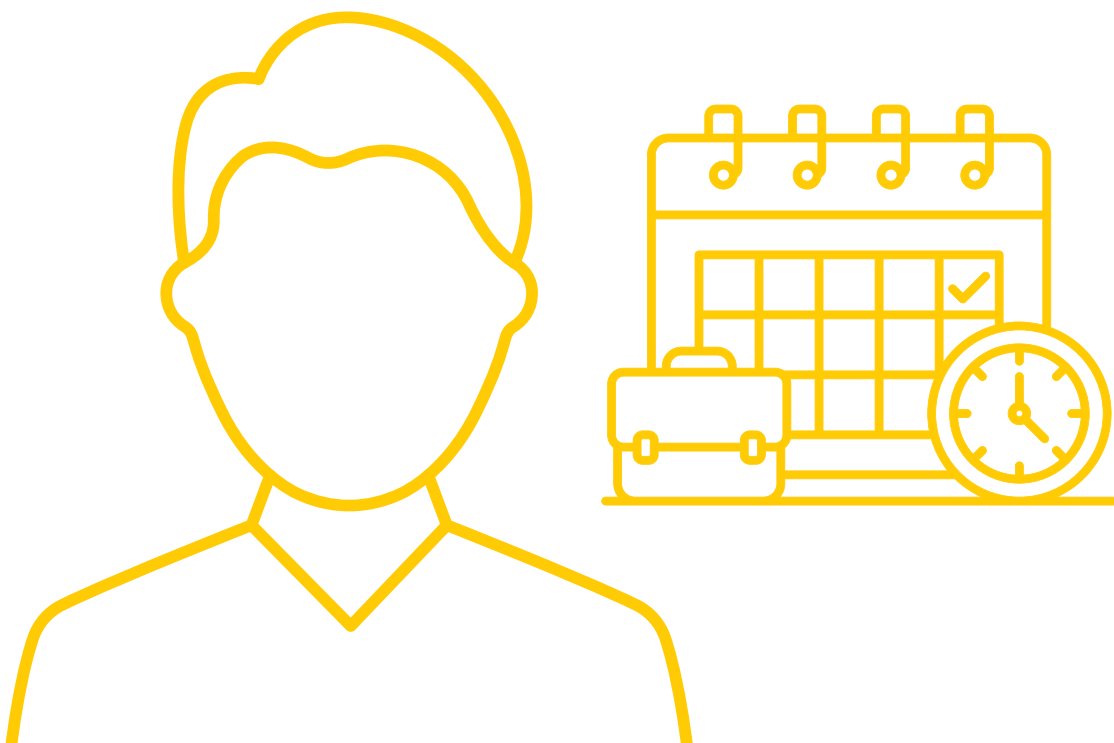
report that emotional and mental strain is worse during the summer months.⁸

30%

take more time off work in summer because of parenting responsibilities.⁹

76%

wish their employer offered more support to help them secure reliable summer schedules for their children.¹⁰





A challenge to today's productivity — and tomorrow's talent pipelines

Just as important as the challenge itself is who it impacts.

Today, women are having children later in life, with the average age of a first-time mother today close to 30. That means many parents of rising kindergartners are also entering pivotal stages in their careers — often stepping into more senior or strategic roles.¹¹

"I've been a mom for a long time, and these camp days were some of the best days I've had since joining the company. Being able to go downstairs, check in on my daughter, and hear her say, 'Mom, I'm great,' has made all the difference," says AT&T summer camp parent Kambrin Chambers-Oliver.

Creating a summer camp that works

AT&T's camp was enthusiastically embraced, with strong daily reservations throughout the full 10-week camp. Its success was driven by four essential elements:

A benefit that's easy to use: AT&T's summer camp was designed with simplicity in mind. Employees could access it directly through their Bright Horizons benefits portal, making registration seamless. Each family could book up to ten subsidized days through the back-up care benefit, with the option to purchase additional days at a discounted rate — offering both affordability and flexibility for working parents.

An answer that's available when needed: Care gaps come in many forms — from planned breaks between week-long camps to last-minute changes like a sitter canceling unexpectedly. To support both scenarios, AT&T's summer camp allowed parents to reserve spots well in advance or on short notice, offering the flexibility working families need to navigate unpredictable schedules.

Enrichment for children: More than just a child care solution, AT&T's summer camp offered active learning opportunities, helping school-age children stay engaged and avoid the summer “brain drain” that teachers and parents often worry about.

Camp as parents remember it: Steve & Kate's Camp has a 40-plus-year history of creating authentic camp experiences, with counselors who guide campers' activities, and a breadth of choices that speak to everyone from theater kids to coders (see sidebar).



What's in a camp?

A day at camp is camper's choice, with access to a long list of activities including:

- ▶ Coding
- ▶ Sewing
- ▶ Cooking
- ▶ Animation
- ▶ Sports
- ▶ Art
- ▶ Robotics
- ▶ Media lab
- ▶ Library
- ▶ Archery
- ▶ Magic
- ▶ And more...



A success for AT&T, a blueprint for others

AT&T leadership has called the summer camp pilot an unquestionable success — one that addressed a significant challenge for the company, demonstrated a bold and creative approach to talent strategy, and now serves as a blueprint for other companies navigating similar needs.

Beyond strong enrollment numbers, the camp sparked broader awareness and engagement with AT&T's back-up care benefits, reinforcing the company's commitment to supporting employees both at work and at home.

"Data shows this camp is helping employees and supporting return to office," says AT&T Vice President of Global Benefits Ben Jackson. "We've heard clearly that we're taking some friction out of the lives of families. That kind of personal feedback motivates us to continue to do more to support our people."

And a steady stream of enthusiastic employee feedback continues to come in, reinforcing the positive impact AT&T made.

What AT&T employees are saying



"Access to on-site care has certainly lightened my mental load and improved my mental/emotional health. It has been quite a load lifted to have on-site care for my children during the summer, and the offering does make it seem like AT&T cares about me and my family."



"Love having camp on campus at AT&T! Also, my son loves the time there. It is great to have him there while I work. The flexibility to see him, take him to lunch, meet my co-workers...it is second to none!"



"My daughter attended two days of camp at the Dallas downtown AT&T District as we needed back-up care. She absolutely loved it and wished she could have attended earlier during the summer! We're really hoping you will be back next summer!"



"It's just the most convenient thing to have that kind of access. Knowing my daughter's just steps away at a great camp makes me feel super focused on work. I don't have to worry about her."



"I was surprised to see the banners that were put up, announcing this program, because it really kind of does fall outside the scope of things that we normally would expect to see in a place of employment. And it's been really wonderful. Really, overall, it has kind of exceeded my expectations"



About [AT&T](#)

We help more than 100 million U.S. families, friends and neighbors, plus nearly 2.5 million businesses, connect to greater possibility. From the first phone call 140+ years ago to our 5G wireless and multi-gig internet offerings today, we @ATT innovate to improve lives. For more information about AT&T Inc. (NYSE:T), please visit us at [about.att.com](#). Investors can learn more at [investors.att.com](#).



About [Bright Horizons](#)

Every day, **Bright Horizons**® helps employers attract and retain employees by solving education and care needs. We offer affordable, high-quality child care; reliable nationwide back-up care; trusted elder care assistance; unique coaching and support for children's education; employee educational assistance and more — solutions that support personal responsibilities and help people work their best at every stage of life.

Endnotes

1 "The parental work disruption index: A new measure of the childcare crisis," KPMG, 2024

2 Ibid

3 Rheana Murray, "AT&T launched an on-site summer camp for employees' kids," FastCompany, July 9, 2025,

4 Modern Family Index, Bright Horizons, 2025

5 Ibid

6 "Employers beware: this is when your employees are most likely to quit," Ambitions Personnel, May 4, 2023

7 Modern Family Index, Bright Horizons, 2025

8 Ibid

9 Ibid

10 Ibid

11 Sara Moniuszko, "Average age of moms giving birth in U.S. has climbed to nearly 30 years old,CDC data show," CBS News, June 13, 2025



Contact us to learn more about
providing summer support

[brighthorizons.com/family-solutions](#)