

Increase Enrollment in Preschool and Child Care Programs Communication Plan

Background: Twin Rivers USD early childhood education programs are seeing a decline in enrollment. Prekindergarten helps as children who attend preschool do better in school. Our child care programs provide a safe environment for our students and needed support to our parents/guardians. Increases in enrollment will keep our employees employed.

Primary Audiences: Families with preschool children, school families and employees.

Key Messages:

- Programs are free or low cost
- Students who attend preschool do better throughout their lives
- Enrollment is easy
 - Staff to assist and answer questions
 - Interpreters available
 - Child care (recommend use the word play care) provided
 - Computers and internet on site
 - Snacks and refreshments provided
 - Possible Kindergarten registration, too
- What to Bring
 - Birth Certificate
 - Record of Immunization

Methods:

- Four Enrollment Fairs
- Information/Enrollment Booths
 - School Open Houses
 - Neighborhood Schools Celebrations
 - School Events
 - Community Events
- Website
 - Banner
 - Webpage including registration form
 - Story and/or Slide Show
 - School Loop
- Electronic Newsletters
 - Around Twin Rivers
 - eWAG
 - Special Edition
- Fliers
 - Post at school sites, churches, businesses – grocery stores
 - Send home with students and/or with report cards
- Automated Phone Calls
 - Multiple Languages

- Direct Families to Easy Registration Process/Enrollment Fairs
- Digital Signs
 - School Sites
 - District Office
- Principal/Secretary Meetings/Closing School Information/Back to School Binder
- School Site Vinyl Banners
- Review Information in Student and Family Handbook
- Media – Radio, TV and Newspaper
 - Media Advisory
 - Story to Local Papers
 - Calendar Listing
 - Paid Advertisement
 - Pennysaver
 - Neighborhood/local publications
 - Children/Parent Publications