



Prekindergarten Enrollment:

Increasing the Community's Awareness and Knowledge of Pre-k Opportunities

EARLY CHILDHOOD EDUCATION DIVISION

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Goal

Increase community **awareness** of free public prekindergarten opportunities and **knowledge** of the value of prekindergarten education to ultimately increase three- and four-year-old enrollment

Key Topics

- Awareness of free public prekindergarten programs
- Knowledge about the value of prekindergarten education

Pre-k Enrollment Gaps in Texas

- Approximately 50,000 eligible 4-year-olds are not enrolled in free public prekindergarten
- Approximately 225,000 eligible 3-year-olds are not enrolled in free public prekindergarten

Possible Reasons for Enrollment Gaps

➤ Lack of awareness of:

- Opportunities
- Eligibility

➤ Lack of knowledge of:

- Enrollment Process
- Value of ECE

Poll: Which is Your Biggest Challenge?

What can be done?



Needs Assessment

- Identify families of students in kindergarten who did not attend prekindergarten
- Create and distribute a survey to those families

Survey

- Survey eligible kindergarten families who did not attend prekindergarten
 - Awareness
 - Transportation
 - Child/Family “not ready”
 - Didn’t feel child needed it
 - Language barrier
 - Past experiences
 - Attended child-care center

Tools and Strategies to Increase Awareness & Knowledge

- Flyers and Brochures
- Media Campaign
- Primary Care Providers
- Families as Resources
- Prekindergarten Fair
- School Tours

Flyers and Brochures

- Make them bilingual
- Utilize templates from other schools/districts
- Where do you distribute flyers?
 - Answer Garden: <https://answergarden.ch/653969>

Media Campaign

- TV and Radio spots
- Social media, district website
- Local newspapers, campuses' newsletters, and utility bills
- Billboards / Street banners
- School buses
- Designated pre-k hotline

Media Campaign



Media Campaign

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Contact Us

Enrollment hotline: [210-206-PREK](tel:210-206-PREK) (7735)

Email: prek4saenrollment@sanantonio.gov

Primary Care Providers

- Partner with local primary care providers to support the prekindergarten awareness effort.
- Discussing the importance of prekindergarten can be a part of the well check process.

Pre-k Fair and/or School Tours

- Experience pre-k learning
- See a pre-k class in action
- Get a feel for the school
- Build relationships

Families as Resources

- Promote family to family sharing of experiences
- Create video(s) of parents giving positive testimonies
- Parent Ambassadors
 - Direct outreach, registration, etc.

Weslaco ISD



Things to Consider

- Outreach strategies- specific situations (i.e. children with special needs and English Language Learners)
- Family Education- cultural background and knowledge of all families.
- Empowered community members represent a great resource to impact both outreach and education efforts.

Support Available

- TEA
- Region Service Centers
- Other Districts
- Community Organizations

Existing Support Organization

Laura Koenig

Director of School Readiness, E3 Alliance



Resources

- Little Texans: <http://www.littletexans.org/DownloadGuidelines.aspx>
- CLI Engage: <https://cliengage.org/public/tools/assessment/infant-toddler-checklists/>
- Zero to Three: <https://www.zerotothree.org/resources/311-the-power-of-play>
- Enrollment Catalyst: <https://www.enrollmentcatalyst.com/2015/08/06/4-qualities-of-parent-ambassadors/>
- Urban Institute: <https://www.urban.org/research/publication/supporting-immigrant-families-access-prekindergarten>
- Texas Education Agency: Prekindergarten Enrollment Toolkit

Prekindergarten Enrollment Toolkit



Toolkit Sections

Outreach

Family Education

Registration

Expanding Access

Community Empowerment

Conclusion

Increasing student enrollment in High-Quality Prekindergarten programs across Texas is a high priority. By utilizing media resources in creative ways and family involvement strategies, we should be able to expand both awareness and knowledge of prekindergarten education.



Questions



FAQ Document

Send questions regarding enrollment that includes increasing awareness and knowledge to the following email address:

➤ earlychildhoodeducation@tea.texas.gov

The FAQ content will be available on TEA's website.

TEA: Early Childhood Education Division

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Next Webinar



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