

Executive Summary

Prepared for Board of Trustees Meeting

June 9, 2009

Virginia Gallian Child Development Center

Board Goal:

Vision ... In pursuit of excellence, the district will:

Develop a culture where learning is our first priority.

Climate... In pursuit of excellence, the district will:

Promote and nourish a safe learning and working environment which is supportive, cooperative, and ensures open communication.

Establish a high expectation level for success for all students, staff, parents, and community.

Human Resources... In pursuit of excellence, the district will:

Promote health and wellness in the workforce

Purpose of Report

To provide a Fall Enrollment Update to the Board.

Objectives

- To discuss and provide information relating to fall enrollment of the Virginia Gallian Child Development Center.
- To provide marketing strategies for fall enrollment

Operational Impact

- We want to provide you with the framework of how we arrived at our fall registration numbers
 - Enrollment Strategies
 - We have employed various strategies to create enrollment including but not limited to:
 - Word of mouth
 - Posters
 - Describing the program, fees, hours etc.
 - Electronic Flyers
 - Sharing enrollment opportunities
 - Offering tours
- Below is a timeline for the marketing strategies we used.
- October '08
 - Application for waiting list became available for prospective employees to complete.

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- Prospective parents completed the form at that time for Spring and Fall 2009 registration
 - Prospective parents are continuing to complete the form
- January '09
 - Open House
 - Used to promote program and facility to DISD Staff
 - Individuals that attend the Open House then discussed it with their colleagues, who are prospective clients
 - Electronic Flyer sent via emails began going out regarding enrollment in the program to all district employees
 - Posters were created and distributed to all district locations
- April '09
 - Emailed prospective parents that had completed the application for the waiting list
- May '09
 - Electronic Flyer was sent via email to district staff regarding enrollment in the program
 - New posters were created for placement in the district facilities
- June '09
 - Flyers were created to be used in the marketing of the Virginia Gallian Child Development Center
- June, July, August '09
 - Electronic Flyer will continue to be sent via email to district staff regarding enrollment in the program
 - Continue to provide tours as requested by prospective parents
- During Fall '09
 - Electronic Flyer sent via email to district staff will continue going out regarding enrollment in the Child Development Center
 - Will meet with HR department about attending new staff orientation to provide information regarding the Child Development Center
 - Will contact principals about attending monthly campus staff meetings to provide information regarding the Child Development Center
- In addition
 - Will continue ongoing correspondence with prospective parents
 - Tours will continue to be provided and offered to prospective parents
 - Current satisfied customers will continue to share their experiences

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- Timeline for fall 2009 registration
 - April '09
 - 20th sent an email to all current families offering enrollment for the 09-10 academic year with a by/when response date of April 27th
 - 21st sent an email to prospective parents offering enrollment for the 09-10 academic year with a by/when response date of April 24th based on the number of slots available to fill classrooms
 - 28th sent an email to additional prospective parents offering enrollment for the 09-10 academic year with a by/when response date of May 1st
 - Throughout May, emails were generated and distributed as open slots became available and requesting parents to provide a by/when date

Results

Current Enrollment

Room #	Age	Max #	Currently enrolled	Staff
1	6wk-12mo	8	8	2
2	13mo-2 years	8*	7	2
3	Empty	12	0	0
4	Empty	16	0	0
5	Empty	16	0	0
6	3-5 years	17	12	2
Total		77	27	6

Fall Enrollment

Room #	Age	Waiting list **	Max #	Enrolled for Fall	Returning	New	Staff
1	6wk-12mo	5	8	8	3	5	3
2	13mo-23mo	1	8*	8	7	1	2
3	2 years	0	12	7	1	6	2
4	Empty	0	16	0	0	0	0
5	Empty	0	16	0	0	0	0
6	3-5 years	0	17	16	9	7	2
Total		6	77	39	21+	19	9

* A possibility for the Toddler Room would be to add a caregiver and increase enrollment to 12.

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Regarding the 6 children not returning, 3 children are going to kindergarten, 2 families will no longer be working for the district and one family has elected to use a program closer to home.

** There are a total of 5 children whose parents have indicated they are a DISD prospective employee. Once their eligibility in the program becomes known we will move forward with offering placement or adding them to the waiting list.

Other Options

Please see the “*” in the “Results” section of this Summary.