



**Gonzalez School for Young Children
Task Force Update**

Attachment #4
Preschool
Promotion Task Force

Informational/Marketing/Promotional Plans

Gonzalez School for Young Children

Informational/Marketing/Promotional Plans

Purpose: To recruit pre-school students and their families to the Gonzalez School for Young Children.

Promotional Challenge: The promotional/marketing programs must be ongoing from year to year because the young children, who will be attending the pre-school programs, will only be there for one year in most cases.

PROMOTIONAL PROGRAMS

On-line communications

- Link on main web page for Pre-School Plans for 2010
 - Overview of Pre-School Programs
 - Including list of programs and qualifications
 - Transportation Plans
 - Extended School Day Opportunities
 - Questions and Answers about Pre-School programs
 - Boundary maps/location maps for all Pre-School Locations

Publicity/news media:

- Submit stories to all news media
 - *The Denton Record-Chronicle* (Denton Area)
 - *380 News* (380 area)
 - *Cross Timbers Gazette* (Lantana, Copper Canyon, etc)
 - *The News Connection* (Southern part of district)
 - *The Corinth Times*
 - *Alliance News* (Southern part of district)
 - Robson Ranch news
 - D-TV
 - Neighborhood publications – News items sent routinely to neighborhood (HOAs) newsletters
- KNTU 88.1FM broadcasts
- Dallas-Fort Worth TV stations
- Hispanic broadcast stations
- Public Service Announcements
- Cable TV stations

- Kid Life publication: A joint publication of the Denton Publishing Company (*Denton Record-Chronicle*) and the Denton Independent School District
- *Distinctly Denton* magazine – published by Denton Chamber of Commerce
- *Denton Record-Chronicle's* Back-to-School issue

Marketing to parents:

- E-alerts
- School messenger – telephone messages
- Flyers/letters
- Distribute flyer/letter from campus principals
- Distribute brochures, flyers, posters, etc. to medical offices, day care centers and other places
- Neighborhood events - try to get information out to various neighborhood events, such as 380 Back-2-School Bash and Lantana Paluza, etc.

Preschool Roundups

- Plan roundups with Kindergarten Roundups and plan others – throughout the next six months.
- Promote Preschool Roundups with posters, flyers, web, etc.

Meetings/Open houses/Tours:

- Conducted: Crayons to Careers Tour for Chamber and Adopt-A-School: Partners in Education on Sept. 29, 2009 with more than 125 attending.
- Plan a big “topping out” party at the center – planning for January/February ...
- Include Preschool in 2010 Heritage Tour (Come Watch Us Grow Tour for Realtors, Adopters, Grandparents)
 - Provide pre-school materials to the Realtors at their offices, etc.
- Set up meetings with elementary PTAs – if needed to explain the process
- Initiate a “Sneak Peek” preview/open house in early summer – when center is about finished.

Internal Communications

- Presentations/information to staff
- Information to be put on Learning Portal
- *The Network* – The district’s staff newsletter.

Presentations to civic/community groups

- Speaker to provide brochure/programming information
- Provide school brochures, information pieces, special events, programs, and other publications:

Conduct surveys and seek community input