



Meeting Date: 1/24/2022

Meeting Type: Regular

Item Category: Consent Agenda

Primary Contact: Dr. Larry Lewis

Presenter(s)/Contact(s): Dr. Mya Asberry & Keishla Coleman

Item Name: Pre-K Marketing Campaign Memorandum of Understanding

Item Summary:

- The purpose of this partnership is for EMD and DESOTO ISD to jointly communicate with parents about Pre-K registration through a regional school locator website, radio and TV ads, **district-specific geofencing** to target families in low enrollment/high eligibility zip codes , and via digital social channels (Facebook, Instagram, Pandora, etc.).

The objectives for the 2022 Pre-K regional media campaign are to increase the effectiveness and efficiency of creating awareness for the importance of Pre-K enrollment among DFW Pre-K eligible families and to increase the amount of eligible children enrolled in Pre-K across DFW.

The scope of this partnership will run through October 30, 2022.

Policy Reference:

Related Board Goal: Goal 1: Future Readiness

Related District FOCUS Priority: Campuses & Classrooms (Academic Priorities - Culture, High-Quality Instruction, Every Child, Professional Excellence)

Currently Budgeted? Yes No No Budgetary Impact

Fiscal Implications/Funding Source: \$2407.10 / Early Childhood Budget

Completion or Implementation Timeline: October 30, 2022

Recommendation: Administration recommends that the Board approve the Pre-K Marketing Campaign Memorandum of Understanding between Early Matters Dallas/Commit! and DeSoto ISD

Action Required: Record vote.

Attachments: Pre-K Marketing Campaign Memorandum of Understanding