



2025-26
kindergarten
marketing



EDEN PRAIRIE SCHOOLS



Goals of reimagined K marketing

Create more experiential opportunities for students and families

Reduce burden on schools

Stay competitive with neighboring districts

Increase attendance at events

Better align with our vision for engagement through the Inspired Journey lens

- Opportunities to discover, explore, and pursue



2022-23 events

<u>Event</u>	<u>Boundary school attendance (avg.)</u>
November - Principal presentation and tour; Virtual option	12 families
January - Parent Panel, school tour	10 families
May - Open House	35 families
August - KinderCamp	54 families



2023-24 pilot of new events

October – Kindergarten Kickoff: Virtual presentation and parent panel

November – Kindergarten Adventure Day

January – Kinder KidFlick

February-April; At least two more already-planned school events

August – KinderCamp



2022-23 vs. 2023-24 events

<u>2022-23 Event</u>	<u>Attendance/RSVPs (avg. per school)</u>	<u>2023-24 Event</u>	<u>Attendance/RSVPs (avg. per school)</u>
-	-	October Kindergarten Kickoff	28 families
November event	12 families	Kindergarten Adventure Day	37 families
January event	10 families	Kinder KidFlick	22 families
May event	35 families	May events at schools	Vary by school
August - KinderCamp	54 students	KinderCamp	56 students

Key events



VIRTUAL KINDERGARTEN KICKOFF

Meet the principal, a teacher, and current kindergarten parents to have your questions answered!



KINDERGARTEN ADVENTURE DAY

Enjoy a bus ride, lunch, classroom storytime, and playground fun at your future school.



KINDER KIDFLICK

Bring your blankets and pillows for a special movie night at your school! While you watch one of your favorite movies, you'll also meet our amazing kindergarten teachers and see all of your new friends.

You're invited to Kindergarten Adventure Day!

Nov. 1-9, 10 a.m.-12 p.m.



EDEN PRAIRIE SCHOOLS
Inspiring each student every day*

It's time to climb on board the big yellow school bus and take a trip to school! Play on the playground, listen to a special story in a real kindergarten classroom and enjoy a school lunch with your new friends.







Welcome to
Cedar Ridge Elementary's
**Kinder
KidFlick!**

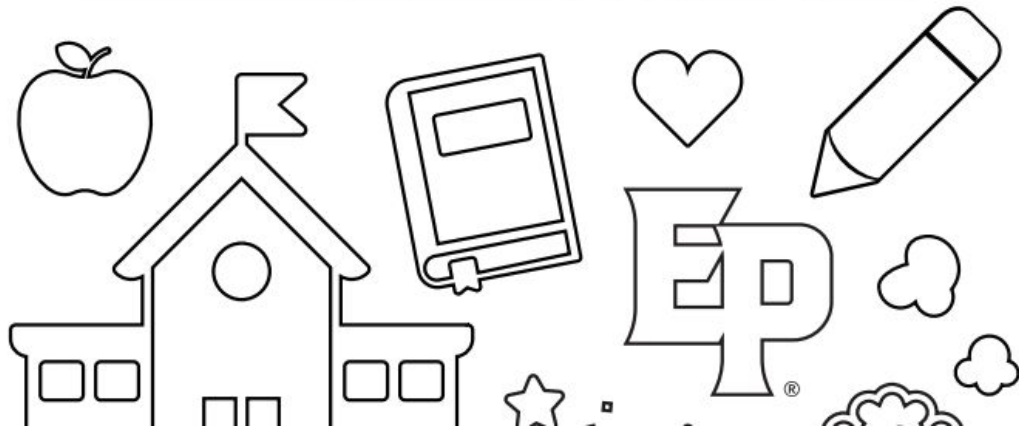
Kindergarten passport

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WRITE YOUR NAME HERE.

KINDERGARTEN PASSPORT



Kindergarten passport



KINDER KIDFLICK

Jan. 18, 5:30-7:30 p.m.

Bring your blankets and pillows for a special movie night at Eden Lake! While you watch one of our favorite movies, you'll also meet our amazing kindergarten teachers and see all of your new friends from Eden Lake.



FAMILY FUN NIGHT

Feb. 2, 6:30-8:30 p.m.

Oh, what a night: dancing, open gym, bingo & prizes!



BOOK FAIR

May 7-8,
3:30-6 p.m.

Visit, shop, and tour our school while the book fair is open.

FAMILY PICNIC

May 23, 5-7 p.m.

Join staff, students and families for a playground picnic to celebrate the end of the school year!



CULTURE WEEK ASSEMBLY

Dec. 1, daytime
(time TBD)

Come celebrate the rich diversity of our Prairie View community!



KINDER KIDFLICK

Jan. 25, 5:30-7:30 p.m.

Bring your blankets and pillows for a special movie night at Prairie View! While you watch one of our favorite movies, you'll also meet our amazing kindergarten teachers and see all of your new friends from Prairie View.



FAMILY FITNESS NIGHT

March 8,
5-6 p.m. -or-
6:30-7:30 p.m.

Get moving with other students and families while learning how to stay healthy.

SCHOOL CARNIVAL

May 10, 4:30-7:30 p.m.

Join us for carnival games, food trucks, inflatables and more!



Additional marketing strategies

Outreach at preschool conferences

Personalized mailers to all incoming kindergarteners

Marketing emails and recurring messages

Popsicles with the Principal/summer events

Personal phone calls by school leaders

Kidstock summer event outreach



Pilot outcomes

Increased attendance at events earlier in the process

More enrollments completed earlier in the process

Teachers required to attend fewer events

Stronger buy in from principals and schools because of co-creation



Pilot outcomes

Exceptional feedback about event experiences

How helpful was this event as you learn about your school and/or Eden Prairie Schools?

97% helpful or very helpful

How likely are you to enroll in Eden Prairie Schools after attending this event?

97% likely or very likely



Pilot outcomes

“This was such a great experience! **My son will not stop talking about it** and made us both so excited for that transition next year.”

“A wonderful event and so organized which I appreciate. **Everyone was so kind helpful and friendly** warm and welcoming. Great job everyone for organizing!!”

“Please bring this back again next year! **It was such a powerful experience** for both myself and my incoming kindergartener.”



Updates for 2025-26

Continue with three anchor events

- Use debriefs from last year to make improvements

More intentionally track data (a family's attendance event-to-event, for example)

- Enhanced outreach with more personalization
- Scheduled communication to maintain connection with families

Add a July event for ongoing engagement with families

Exploring a mirrored approach at CMS and EPHS