



Denton Independent School District

Additional Pre-School Task Force Recommendations

March 9, 2010
Prepared for

Denton I.S.D. Board of Trustees



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Updated Enrollment
Gonzalez School for Young Children
(Number - as of Thursday, March 4)

• $\frac{1}{2}$ Day Pre-Kindergarten Program for 3 & 4 year olds (Bilingual)	57
• $\frac{1}{2}$ Day ESL Pre-Kindergarten Program for 3 & 4 year olds	5
• $\frac{1}{2}$ Day Pre-Kindergarten Program (English).....	32
• $\frac{1}{2}$ Day Pre-School Academy (tuition-based)	4
• Full- Day Pre-School Academy (tuition-based)	4
• Extended School Day Program	3
• TOTAL NUMBER OF STUDENTS : (March 4, 2010)	102



Proposal: Expand Pre-School Programs to schools in Eastern Section (380) of Denton ISD

Current programs:

Pre-Kindergarten Program (½ day program) :

- This is state-mandated program that has been serving children who are four years of age on or before Sept. 1. It is currently offered at Paloma Creek Elementary School.

PPCD – Preschool Program for Children with Disabilities - (½ day program):

- PPCD is a special education program that serves children who have delays in the areas of speech, language, physical, social and/or emotional development. Now offered at Paloma Creek Elementary School and will continue at that school.



Pre-School Programs

“Pilot” Program Recommendations

for Cross Oaks, Paloma Creek

Pre-Kindergarten Program (1/2 day program) :

• This is a state-mandated program that currently serves children who are four years of age on or before Sept. 1. It would be expanded to include three - and four- year-olds (as of Sept. 1) at Paloma Creek Elementary and would be started at Cross Oaks Elementary for both age groups.

Pre-School Academy for 3-year-olds/4-year-olds

- Children who are three or four years old on or before Sept. 1 are eligible to enroll in Denton ISD’s “tuition-supported” Pre-School Academy.
- Students could attend 1/2 day or full day.
- Cross Oaks would offer two half-day programs and one full-day program, depending on availability and demand.
- Paloma Creek would offer half-day programs on a space-available basis.

Extended School Day for Pre-School students

- Children who are three or four years and attending may enroll in the Extended School Day program at the school from 3 to 6 p.m. for a set fee of \$165 per month (2011-11). ESD recommends a minimum of 10 students to pay for 2 instructors.



Pre-School Marketing Strategies

1. Purpose:

To recruit pre-school students and their families to Denton ISD pre-school programs.

2. Promotional Challenge:

Since the young children who will be attending the Pre-School programs, for only one year in most cases, the promotional & marketing programs must be ongoing from year to year.

3. Promotional Programs - DONE

- On-line communications, website, etc.
- Publicity via News Media
 - English media & Spanish media
- Marketing to Parents - meetings, mail, phone messages, etc.
- Preschool Registrations
- Meetings/Open Houses/Tours
- Internal Communications





Pre-School Marketing Strategies

4. Promotional Programs - ONGOING

- Publicity via News Media
 - Continue with news media stories
 - Public Service Announcements
- Marketing to Parents
 - Conducting neighborhood meetings – HOAs
 - Meeting with Apartment groups
 - PTA groups
- Preschool Roundups
 - Continue conducting numerous roundups
- Meetings/Open Houses/Tours
 - Sept. 23, March 10, April 21?, May 13
- Internal Communications
- Updating websites
- Presentations to Civic & Community Groups
- Continue distributing materials to churches, physicians, etc.