



Preschool **Task Force**

Informational/Marketing/Promotional Plans

March 9, 2010

Pre-school Programs

Informational/Marketing/Promotional Plans

Purpose: To recruit pre-school students and their families to the Gonzalez School for Young Children and to Pre-School Programs offered in the eastern section of the district.

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 - DONE

- Link on main web page for Pre-School Plans for 2010
 - Overview of Pre-School Programs
 - Including list of programs and qualifications
 - 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 – **DONE/ONGOING**
 - *The Denton Record-Chronicle* (Denton Area) - **DONE**
 - *380 News* (380 area) **DONE**
 - *Cross Timbers Gazette* (Lantana, Copper Canyon, etc) **DONE**
 - *The News Connection* (Southern part of district) **DONE**
 - *The Corinth Times*
 - *Alliance News* (Southern part of district)
 - Robson Ranch news
 - D-TV – **Working**
 - Neighborhood publications – News items sent routinely to neighborhood (HOAs) newsletters
- KNTU 88.1FM broadcasts – **working on PSAs for them**
- Dallas-Fort Worth TV stations – **have contacted all broadcast stations**
- Hispanic broadcast stations – **working with this media group**
- Public Service Announcements – **rewriting PSAS**

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

Marketing to parents:

- E-alerts – **DONE**
- School messenger – telephone messages – **DONE**
- Flyers/letters - **DONE**
- Distribute flyer/letter from campus principals – **Working**
- Distribute brochures, flyers, posters, etc. to medical offices, day care centers and other places – **ONGOING**
- Neighborhood events - try to get information out to various neighborhood events, such as 380 Back-2-School Bash and Lantana Paluza, etc. - **Working**
 - Speaking and registering at Providence Place Apartments on March 11
 - Speaking and registering at Providence HomeOwners Assn. – April 29
 - Speaking and registering at Head Start registration – April 5 – 9.
 - Speaking and registering at Kindergarten-Pre-School Roundups
 - Scheduling Pre-School Preview at Gonzalez (**tentatively scheduled April 21 or April 22**)
 - Speaking at PTAs – working on scheduling.

Preschool Roundups

- Plan roundups with Kindergarten Roundups on May 13 - **Working**
- Promote Preschool Roundups with posters, flyers, web, etc. - **DONE-Ongoing**

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. **DONE**
- Planning Pre-School Preview at Gonzalez on **April 21 or April 22**
- Include Preschool in 2010 Heritage Tour (Come Watch Us Grow Tour for Realtors, Adopters, Grandparents) on March 10 **DONE**
 - Provide pre-school materials to the Realtors at their offices, etc. - **Working**
- Set up meetings with elementary PTAs – if needed to explain the process - **Working**
- Initiate a “Sneak Peek” preview/open house in early summer – when center is finished.

Internal Communications

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

Presentations to civic/community groups

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

Conduct surveys and seek community input - **DONE**