



# Denton Independent School District

## Additional Pre-School Task Force Recommendations

May 25, 2010

Prepared for

Denton I.S.D. Board of Trustees



# **Updated Enrollment**

## **Gonzalez School for Young Children**

The 2010-11 enrollment for Gonzalez School– as of Tuesday, May 13: \*

½ Day Pre-Kindergarten Program for 3 & 4 year olds (Bilingual) .....	101
½ Day ESL Pre-Kindergarten Program for 3 & 4 year olds .....	8
½ Day Pre-Kindergarten Program (English).....	90
½ Day Pre-School Academy (tuition-based) .....	7
Full- Day Pre-School Academy (tuition-based) .....	5
PPCD.....	TBD
Extended School Day Program .....	5

**TOTAL NUMBER OF STUDENTS ENROLLED: (May 13, 2010) .... 211**

( \*These numbers do not include the PPCD classes – which is expected to enroll about 20 to 25 students throughout the 2010-11 school year at Gonzalez School for Young Children.)

**Enrollment Update:**  
**Ann Windle School for Young Children**

The 2010-11 enrollment for Ann Windle School – as of Tuesday, May 13: \*

Head Start (returning students).....	94
Head Start (Students on priority list).....	88
½ Day Pre-Kindergarten Program for 4 year olds (Bilingual) .....	0
½ Day ESL Pre-Kindergarten Program for 4 year olds .....	0
½ Day Pre-Kindergarten Program (English).....	20
PPCD * .....	23
Deaf Ed. Students .....	11

**TOTAL NUMBER OF STUDENTS ENROLLED: (May 13) ..... 236**

( \* This number does not include 17 PPCD students who at this time are attending AWS and should transfer to the following schools in their PPCD programs: Cross Oaks, 1; Stephens 6; and Gonzalez, 10. )

# Enrollment Update: Cross Oaks Elementary

The 2010-11 enrollment for Cross Oaks Elementary – as of Tuesday, May 13:

1/2 Day Pre-Kindergarten Program for 3 & 4 (English).....	12
1/2 Day Pre-Kindergarten Program for 3 & 4 (Bilingual) .....	2
1/2 Day Pre-Kindergarten Program for 3 & 4 year olds (ESL).....	2
1/2 Day Pre-School Academy for 3 & 4 (tuition-based) .....	6
Full- Day Pre-School Academy (tuition-based) .....	6
PPCD .....	TBD
Extended School Day Program .....	1

**TOTAL NUMBER OF STUDENTS ENROLLED: (May 13) ..... 28**

# **Enrollment Update:** **Paloma Creek Elementary**

The 2010-11 enrollment for Paloma Creek Elementary– as of Tues. May 13:

<b>1/2 Day Pre-Kindergarten Program for 3 &amp; 4 year olds .....</b>	<b>34</b>
<b>1/2 Day Pre-Kindergarten Program for 3 &amp; 4 year olds (ESL).....</b>	<b>1</b>
<b>1/2 Day Pre-School Academy (tuition-based) .....</b>	<b>4</b>

**TOTAL NUMBER OF STUDENTS ENROLLED: (May 13 ) .... 39**

**Enrollment Update:**  
**Borman Elementary**

The 2010-11 enrollment for **Borman Elementary** – as of Tues., May 13:  
1/2 Day Pre-Kindergarten Program for 4-year-olds (Bil.) ..... 35

**TOTAL NUMBER OF STUDENTS ENROLLED: (May 13).....35**

**Enrollment Update:**  
**Newton Rayzor Creek Elementary**

The 2010-11 enrollment for **Newton Rayzor Elementary** – as of Tues, May 13:  
1/2 Day Pre-Kindergarten Program for 4 year olds (Bilingual) ..... 3  
1/2 Day Pre-Kindergarten Program (English)..... 6  
PPCD ..... TBD

**TOTAL NUMBER OF STUDENTS ENROLLED: (May 13) ..... 9**

**Enrollment Update:**  
**Stephens Elementary**

**The 2010-11 enrollment for Stephens Elementary– as of Tues. May 13:**

**½ Day Pre-Kindergarten Program for 3 & 4 year olds (English).... 16**  
**PPCD ..... TBD**

**TOTAL NUMBER OF STUDENTS ENROLLED: (May 13 ) ... 16**



# ECE Task Force Update ECE Zoning Profile

**Gonzalez SYC**  
•PPCD (Evers, Ginnings, Hodge, Wilson)  
•3&4 Yr. ECE Program  
•Half & Full Day Academy

**Newton Rayzor**  
•PPCD (Rayzor, Borman)  
•Transitional Kindergarten  
•4 Yr. ECE Program

**Borman**  
•4 Yr. ECE Program

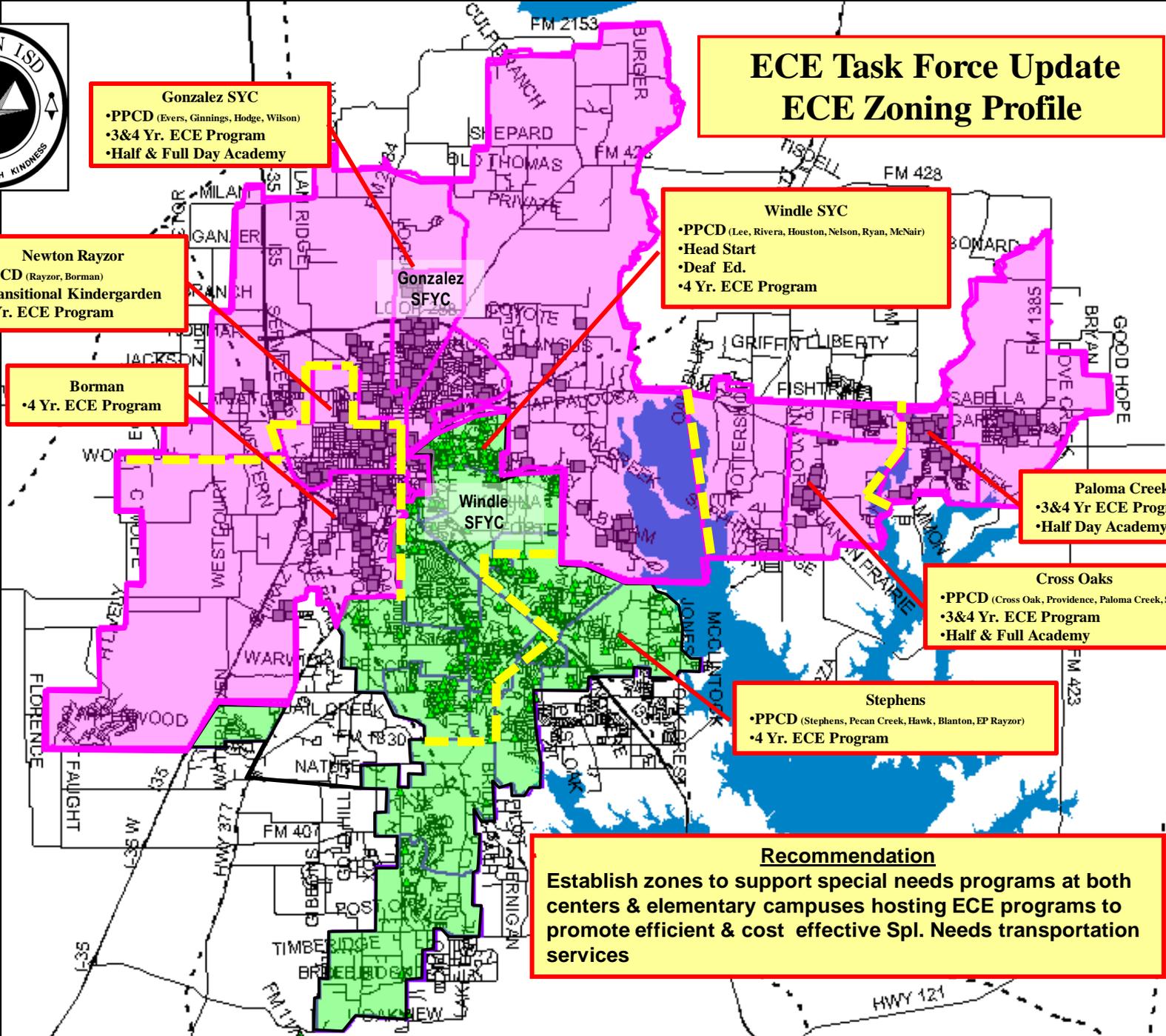
**Windle SYC**  
•PPCD (Lee, Rivera, Houston, Nelson, Ryan, McNair)  
•Head Start  
•Deaf Ed.  
•4 Yr. ECE Program

**Paloma Creek**  
•3&4 Yr ECE Program  
•Half Day Academy

**Cross Oaks**  
•PPCD (Cross Oak, Providence, Paloma Creek, Savannah)  
•3&4 Yr. ECE Program  
•Half & Full Academy

**Stephens**  
•PPCD (Stephens, Pecan Creek, Hawk, Blanton, EP Rayzor)  
•4 Yr. ECE Program

**Recommendation**  
Establish zones to support special needs programs at both centers & elementary campuses hosting ECE programs to promote efficient & cost effective Spl. Needs transportation services





# Pre-School Marketing Strategies

## 1. Purpose:

To recruit pre-school students/families to 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 - **same time/same day**
- 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
  - Family Fair
  - Cinco de Mayo Festival
  - Bus signs currently on buses
  - Looking for billboard sponsors



# Pre-School Marketing Strategies

- **Preschool Preview for Gonzalez**
  - *Tentatively scheduled for Thursday, July 29*
- Meetings/Open Houses/Tours
  - Conducted on Sept. 23, March 10, May 13
- Internal Communications - **Ongoing**
- Updating websites - **Ongoing**
- Presentations to Civic & Community Groups - **Ongoing**
- Continue distributing materials to churches, physicians - **Ongoing**
- Distribution of flyers/brochures, etc. – **Ongoing**
- Continue working with Denton Faith Alliance - **Ongoing**

