



Denton ISD

Pre-School Promotions & Enrollment Update

Prepared for
Denton I.S.D. Board of Trustees
Feb. 8, 2012





Pre-School Marketing Strategies

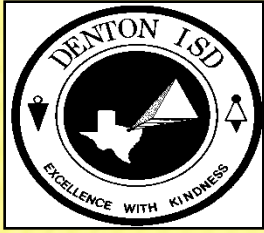
1. Purpose:

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 to two years, the promotional & marketing programs must be ongoing.





Pre-School Marketing Strategies

Preschool Open Houses: Gonzalez & Ann Windle

- 9 to 10 a.m. Wednesday, March 7

Preschool Pre-Registration

- 1 p.m. Thursday, May 10 – at all schools offering pre-school programs

Preschool Tours

- Leadership Denton
- Adopt-A-School/Chamber of Commerce

Internal Communications - Ongoing

Updating websites - Ongoing

Presentations to Civic & Community Groups – Ongoing

Distributing materials to churches, physicians - Ongoing

Distribution of flyers/brochures, etc. – Ongoing

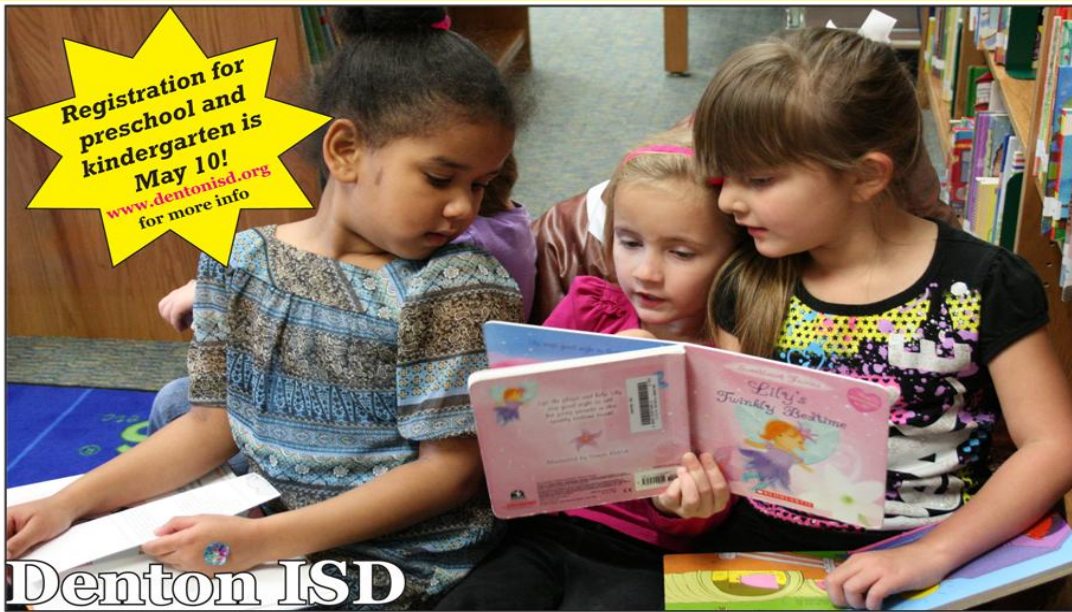
Continue working with Denton Faith Alliance - Ongoing



Pre-School Marketing Strategies

4. Promotional Programs - ONGOING

- **Publicity via News and Social Media**
 - Continuing with news media stories
 - Including TV coverage
 - Public Service Announcements & Facebook
- **Marketing to Parents**
 - Conducting neighborhood meetings – HOAs
 - Meeting with Apartment groups
 - PTA groups
 - Family Fairs
 - Cinco de Mayo Festival
 - Bus signs currently on buses
 - Looking for billboard sponsors



Registration for
preschool and
kindergarten is
May 10!
www.dentonisd.org
for more info

Denton ISD

Preschool Open House

Wednesday, March 7
9-10 a.m. (come and go)

Ann Windle School for Young Children

901 Audra Ln. Denton, TX 76209

Gonzalez School for Young Children

1212 Long Rd. Denton, TX 76207

Please R.S.V.P. and state which school you plan to visit at
(940) 369-0005.

Come
view
the quality
programs
the district
offers
children
ages
3 & 4.

Supported by these Adopt-A-School Sponsors

Absolute Smile Dental
Balfour Beatty Construction
Carpets Plus
DATCU
Denton Municipal Electric
Denton Record-Chronicle
Devon Energy
Jimmy Brown Realtors & Property Management

First Baptist Church Denton
First State Bank
Fremaux's Catering
Game On Athletics
Gold Landscape, Inc.
Hero's The Party Experience
Hicks Lighting Protection

James Wood AutoPark
Jostens
Lewis & Passons, P.C.
Meridian Bank Texas
NorthStar Bank of Texas
O'Bryan's Carpet Cleaning
Pecan Creek Pediatrics
Texas Health Presbyterian Hospital Denton

Sawko & Burroughs
SHW Group
Stocker Woods Financial
Thomas Ethan Allen Interiors
VLK Architects
Wells Fargo
Robert Widmer Jr., P.C.

Flyer
reached more
than 5,500
homes by mail



kid Life

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Inside this issue:
Pre-School Preview
planned for March 7

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Kid Life
magazine
went out to
all Denton
ISD
elementary
students
in school
folder.

Gonzalez School for Young Children

The 2011-12 enrollment for Gonzalez School– as of Tuesday, Feb. 21:

1/2 Day Pre-Kindergarten Program for 3 & 4 year olds (Bilingual)	133
1/2 Day ESL Pre-Kindergarten Program for 3 & 4 year olds	12
1/2 Day Pre-Kindergarten Program (English).....	171
1/2 Day Pre-School Academy (tuition-based)	3
Full- Day Pre-School Academy (tuition-based)	22
PPCD.....	22
Extended School Day Program	16

TOTAL: 363

(Number of students enrolled in May 2010.... **211** (4 months prior to opening))

Ann Windle School for Young Children

The 2010-11 enrollment for Ann Windle School – as of Tuesday, Feb. 21

Head Start	194
1/2 Day Pre-Kindergarten Program for (Bilingual)	33
1/2 Day ESL Pre-Kindergarten Program	16
1/2 Day Pre-Kindergarten Program (English).....	52
PPCD *.....	45
Deaf Ed. Students	6

TOTAL: 346

(Number of students enrolled in May 2010 236

Cross Oaks Elementary

The 2010-11 enrollment for Cross Oaks Elementary – as of Tuesday, Feb. 21:

1/2 Day Pre-Kindergarten Program for 3 & 4 (English).....	26
1/2 Day Pre-Kindergarten Program for 3 & 4 year olds (ESL).....	11
1/2 Day Pre-School Academy for 3 & 4 (tuition-based)	14
Full- Day Pre-School Academy (tuition-based)	9
PPCD	27

TOTAL: 87

No. of students enrolled (May 13, 2010 - prior to school opening) 28

Paloma Creek Elementary

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

1/2 Day Pre-Kindergarten Program for 3 & 4 year olds	40
1/2 Day Pre-Kindergarten Program for 3 & 4 year olds (ESL).....	16
1/2 Day Pre-School Academy (tuition-based)	7

TOTAL: 63

NUMBER OF STUDENTS ENROLLED: (May 13-2010) 39

Borman Elementary

The 2010-11 enrollment for Borman Elementary – as of Tues., Feb. 21:
½ Day Pre-Kindergarten Program for 4-year-olds (Bil.)28

TOTAL: 28

NUMBER OF STUDENTS ENROLLED: (May 13, 2010).....35

Newton Rayzor Creek Elementary

The 2010-11 enrollment for Newton Rayzor Elementary – as of Tues, Feb. 21:
½ Day Pre-Kindergarten Program for 4 year olds (Bilingual) 22
½ Day Pre-Kindergarten Program (English)..... 23
PPCD 4

TOTAL: 49

NUMBER OF STUDENTS ENROLLED: (May 13, 2010) 9

Enrollment Update:

Stephens Elementary

The 2010-11 enrollment for Stephens Elementary– as of Feb. 21:

1/2 Day Pre-Kindergarten Program for 3 & 4 year olds (English) 35
PPCD..... 4

TOTAL: 49

NUMBER OF STUDENTS ENROLLED: (May 13, 2010) 16

Total: Pre-school students-985





**Goal:
To continue
reaching
one student
at a time so
every child
will succeed!**