



Pre-K Enrollment Support Guide

Pre-K Registration/Information Package

- Registration Forms
- Program Learning Outcomes
- Feature profiles of each Pre-K teacher
- Curriculum Calendar
- Program Highlights and Unique Benefits
- Family Testimonials and Success Stories
- Sample Daily Schedule
- Welcome Note from the Center Director

Communication Strategy

- **Proactive Engagement with Current Families:** Maintain open, regular communication with current families to address any concerns early, preventing potential departures. Highlight program milestones, upcoming Pre-K curriculum updates, and student achievements to keep families invested and informed.
- **Curriculum-Focused Open Houses and Events:** Host events like curriculum-focused open houses and Pre-K registration nights. Use these to demonstrate educational goals, teaching strategies, and classroom activities, making it easy for families to understand the unique value of your Pre-K program.
- **Reconnect with Families Who Transitioned to Other Programs:** Call families who have moved to other Pre-K programs to check in, express continued support, and invite them back. Extend invitations to welcoming events such as ice cream socials, "Trunk or Treat" gatherings, or holiday-themed activities to keep them engaged and connected.
- **Gather and Share Family Testimonials:** Regularly collect testimonials from current Pre-K families. Display these on the website, social media, and marketing materials to build trust and share positive experiences with prospective families.
- **Newsletter and Regular Updates:** Send regular newsletters to keep families informed about program updates, upcoming events, and educational highlights. Include tips for preparing for school, staff spotlights, and parent resources that add value to their experience.

Marketing and Promotion of Pre-K Program

- Dedicated Pre-K Landing Page
- Targeted Seasonal Campaigns
- Signage such as sandwich boards
- Direct Outreach to families by Client Services/Enrollment Team
- Social Media Engagement
- Email Campaigns for Current and Former Families
- Community Partnerships and Local Events
- Open House Events and Parent Workshops

Possible Activities/Events Through the Year

- **September - Back to School Night:** Invite both internal and external families for an introduction to the school year, program goals, and key learning objectives.
- **October - Callbacks and Check-ins with Former Families:** Begin reaching out to families who transitioned to other programs. Complete this by October to reconnect and invite them to upcoming events.
- **November - Curriculum Night with the Education Team:** An in-depth look at the curriculum, primarily for internal families. External families are welcome to attend and learn more about program offerings.
- **December** - Consider family engagement activities or holiday events.
- **January - Pre-K Registration Night:** Schedule this in late January to align with kindergarten registration timelines and encourage early enrollment.
- **February - Enrollment Campaign:** Launch a targeted enrollment campaign to support September Pre-K registrations, focusing on internal and external families.
- **March - Pre-K Graduation 'Save the Date' Announcement:** Notify families early about the Pre-K graduation ceremony date to encourage attendance and excitement.
- **April - Pre-K Registration Night:** Host another registration event to accommodate families still considering Pre-K for September.
- **May - Young Authors Night:** Highlight the children's creative work with an evening dedicated to showcasing student projects, engaging primarily with internal families.
- **June - Pre-K Graduation and Curriculum Night:** Hold Pre-K graduation in mid-June and schedule an additional curriculum night focused on the upcoming September Pre-K enrollment.
- **July** - Consider hosting casual family engagement events or summer readiness programs for incoming students.
- **August** - Capitalize on any enrollment campaigns to capture last-minute enrollments.

Possible Event Details

September: Back to School Night

Back to School Night provides an opportunity for parents to meet teachers, learn about our curriculum, and understand the developmental goals we will work toward throughout the school year. It's recommended that both the CD and ACD are present to help answer educational questions and provide teachers with additional support. Consider providing a handout outlining the curriculum highlights, classroom routines, and parent communication plans for the year.

Callbacks and Check-ins

Directors or teachers can reach out to families who transitioned to other preschool/pre-k programs. These calls offer a chance to reconnect, invite families to any upcoming events, and share the latest about your program's enhancements or benefits. This personal outreach can keep your center in mind for families considering future changes.

Curriculum Night

Similar to Back to School Night, Curriculum Night invites current families—particularly those with younger children—to explore the preschool/pre-k program. Directors and teachers present an overview of the curriculum, learning approaches, and developmental goals. This event serves as a proactive step in familiarizing families with the program early and can build excitement for their child's next steps.

Preschool/Pre-K Registration Night

During Registration Night, families with children ready for preschool or pre-k in the upcoming year meet teachers, review classroom goals, and complete registration forms to secure spots for September. Directors should have extra registration forms on hand and be prepared to answer any curriculum or administrative questions. Offering refreshments and a welcoming environment sets a positive tone for the upcoming school year.

Young Authors' Night

Students work individually with teachers to create their own stories, culminating in a showcase event where families celebrate each young "author." Decorate the room to feel like a special event, complete with red carpets, author tables, and displays of the children's work in progress. This memorable experience builds pride and provides families with a keepsake of their child's creative accomplishments.

Book Ideas:

- Lakeshore Blank Books: 8-page books with a cardstock cover, ideal for short stories.

<https://www.lakeshorelearning.com/products/language/writing-grammar/write-a-story-blank-books-setof10/p/AA724>

- Bare Books: 14-sheet options, allowing for longer stories.

<http://www.barebooks.com/product/5018-portrait-big-bare-book-lined/>

Graduation Ceremony

Celebrate students moving on to kindergarten with a graduation event held during or after school hours. Prepare a program listing all graduates, with refreshments, a cake, and individual diplomas. Consider adding:

- **Songs:** Teach the children two simple songs to perform.
- **Superlatives:** Fun awards for each student to personalize the experience.
- **Teacher Appreciation:** Present flowers or small gifts to the Pre-K teachers for their dedication.

General Event Guidelines

Preparing the Parents

1. **Invite Distribution:**
 - Send flyers or invitations to both internal and/or external families a month in advance.
 - Send reminders through internal communication channels (like Connect) or to external families through your Client Services Coordinator two weeks before the event.
2. **Building Displays:** Post event flyers in key areas of the building to raise awareness.
3. **Event Displays:** Prepare displays with developmental goals, sample work, journals, and photos of activities such as science and chart-based learning.
4. **Teacher Reminders:** Ensure teachers remind families about the event in their daily updates.

Preparing the Staff

1. **Staffing:** Ensure teachers attend.
2. **Flyer Distribution:** Provide all staff with event flyers to review.
3. **Planning Meeting:** Discuss the event goals, how teachers will explain program/curriculum outcomes, display materials, and room setup.
 - **Display Materials:** Include developmental goals, sample work, journals, and photos of academic activities.
4. **Staff Input:** Encourage teachers to share ideas for enhancing the event's appeal.

Preparing for the Event

1. **Teacher Preparedness:** Confirm teachers are ready for presentations and activities.
2. **Registration Forms:** Prepare extra registration forms and develop a system to support enrollments.
3. **School Starter Packs:** Offer families who enroll a small welcome package, including items like a journal, bookmark, pencil, and magnet.
4. **Gather Supplies:** Ensure all necessary supplies are prepared in advance.

Follow-Up Steps

1. **Event Photos:** Take photos during the event to share with parents.
2. **Thank You Email:** Send a follow-up email thanking attendees and sharing any event highlights.
3. **Urgency in Tours:** During center tours, mention how many spots are filled to create urgency and encourage enrollment.

Additional Suggestions for a Successful Year

- **Notes for Upcoming Preschool/Pre-K Families:** Send personal notes to families in your center who are getting ready to enter preschool and pre-k students expressing excitement for the upcoming year.
- **Educational Activities:** At events, offer short sessions to educate parents about your educational philosophy, developmentally appropriate practices, and child development insights.
- **Raffles and Giveaways:** Host raffles with small prizes, adding a fun element to events and encouraging attendance.
- **Communication:** Reach out to the marketing team and your Client Services Coordinator to help support communicating any planned events.