



Coppell ISD: Pre-Kindergarten Registration Campaign Increases Pre-K Applications



Why This Matters:

In 2014, an estimated 34,032 students eligible for pre-K were not being served by districts or Head Start in Dallas County, amounting to an estimated 37% gap in public pre-K enrollment versus eligible students.

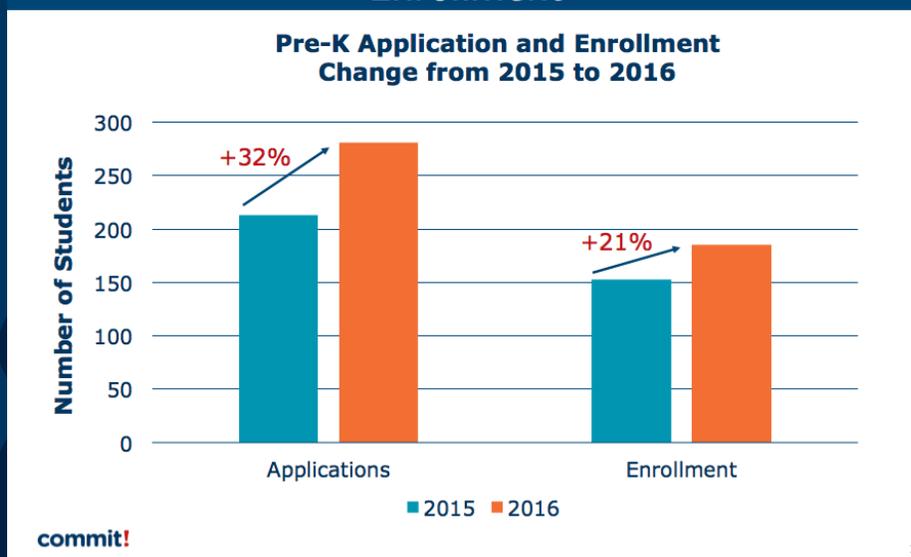
Executive Summary:

As part of a broader pre-K registration campaign in Spring 2016, Coppell ISD held a free fair sharing the district's pre-K program to families. Nearly 60 families of prospective pre-K students spent a Saturday morning learning about the importance of quality early learning through interactive learning stations. Following the registration campaign, the district saw a 32 percent increase in applicants from the 2014-2015 school year to 2015-2016.

Key Takeaways:

- Targeted outreach and community partnerships can be effective tools for increasing pre-kindergarten enrollment. Coppell ISD advertised their pre-K registration campaign by:
 - Distributing flyers in schools across the district, even those without pre-K classes
 - Featuring a banner on the front page of the Coppell ISD website
 - Connecting with local child care providers to promote a Pre-K Discovery Fair
- Families and guardians can benefit from an active and engaging event that informs about the importance of pre-kindergarten and introduces the school experience.

Increase in Coppell ISD Pre-K Applications and Enrollment



Data Points:

- The number of applications for pre-K in Coppell ISD increased 32%, from 213 in 2015 to 281 in 2016
- The number of students enrolled increased 21%, from 153 in 2015 to 185 in 2016
- Since admission for pre-K is rolling, enrollment numbers could be even higher by the end of the 2016-2017 school year

What bright spots did Coppell ISD see in their pre-K registration campaign? Interviews with Regina Owens, Director of Enrichment Programs, highlighted certain efforts that made an impact.

Outreach and marketing: To build on region-wide momentum and shared language, the Coppell ISD public relations team modeled informational materials after others in the broader pre-K campaign sponsored by Commit and its partners. A banner was posted on the district's website, and more than 1,170 flyers were posted or passed out at district schools and around the community.

All elementary schools, regardless of whether they had pre-K classrooms, received flyers to send home to parents and guardians, and kindergarten classes where students might have younger siblings eligible for pre-K were specifically targeted. Owens noted that one of the most meaningful steps she took was meeting

with each childcare center in CISD to talk about the district and how it could complement the services of providers by serving families who were unable to afford private care yet were eligible for CISD.

Coppell ISD Pre-Kindergarten Discovery Fair: On Saturday, April 9, 2016, Coppell ISD held its first ever Pre-Kindergarten Discovery Fair at Richard J. Lee Elementary. The free event, titled Learning and Discovering Through Play, was centered on literacy learning stations. Given that many students in Coppell ISD are international, the district's curriculum focuses on global competencies and experiential learning, and the activities of the day were planned accordingly. The nearly 60 families present received passports to stamp as they traveled to each station, one of which featured a globe so children could show their country of origin and mark their name on the globe in that place. All stations were interactive and offered activities for parents to take and use at home.

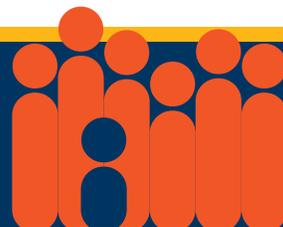
From the moment the 200 attendees stepped on campus, school leadership welcomed them, and they encountered the first station: an outside bus stop. Families sat on the bus together and met Mr. Gus, the bus driver who would be driving their students to and from school. Walking into the building, families began to experience different aspects of the school. Nurses were on-site to talk with parents and guardians, while children built ambulances and other health-related models with Legos or played with life-sized toothbrushes donated by local business partners. To promote a college-going culture and college ready skills, the high school mascot greeted attendees and posed for photos. Several learning stations offered children and families the opportunity to work on letter knowledge, and at one literacy booth, children chose a free book to take home.

Successes: The Pre-K Discovery Fair was an overwhelming success based on parent feedback surveys. One father shared his happiness to be at the event and gratitude to walk through the experiences with his child. He learned some of what it takes for him to be a good support in his child's education. Owens noted, "The Discovery Fair was more than pre-K registration; it was the families' first handshake with our district."

Owens also credits the registration campaign with the increased awareness on the importance of school readiness: "Our goal was to create effective and efficient registration and enrollment processes so students are in class on day one. We are excited about the increase in awareness and enrollment but even more excited about students who are ready and in class prepared to learn on day one."

Overview of Coppell ISD:

- Early education and pre-K currently only make up 1.3% of Coppell's over 11,500 enrolled students. In order to be eligible for pre-K, students must qualify for at least one out of the following criteria: English as a second language, free or reduced lunch, homeless, in foster care, or child of an active duty member of US Armed Forces.



Do Something Today!



DISTRICT LEADERSHIP
CONNECT
Learn about how your district can implement a similar pre-K registration drive by contacting Regina Owens at rowens@coppellisd.com.



FAMILIES
ENROLL
You can visit prekdfw.org to learn how to enroll your child in pre-K.



COMMUNITY MEMBERS
LEARN
To learn more about the importance of quality early childhood education, go to earlymattersdallas.org.



The
Bright Spot Series

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The Commit Partnership is excited to highlight and share successful, data-backed practices that are moving the needle for students in Dallas County through the Bright Spot Series.

You can find more information about the Bright Spot Series, as well as download materials on our website: Commit2dallas.org



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