



Now Enrolling Free Pre-K
**Austin ISD
is now enrolling
students for free Pre-K.**



Communications Plan City of Austin and Austin Independent School District Pre-K enrollment

Goal:

To increase awareness and knowledge of AISD's Pre-K classes. The awareness campaign will work towards increasing the enrollment of qualified four-year olds in Pre-K classes in Austin.

Target Audiences:

- Families with children 0 to 4 years of age
- East, Northeast and Southeast parts of Austin
- Stakeholder groups
- Elected city and county leaders
- City of Austin employees
- News media

Background:

Since August 2014 AISD has been doing grassroots community outreach to Austin families about Pre-K classes through community events, going door to door in District households, and informational tables at grocery stores such as Fiesta Food Market.

AISD has enrolled 4,500 students in Pre-K which is approximately 600 below the projected attendance for the 2014 school year.

In August 2014 the Austin City Council passed a resolution to develop a coordinated communication effort to assist AISD with Pre-K enrollment.

Assumptions

- Utilize salient talking points and key messages to emphasize the opportunity and the qualifiers for Pre-K enrollment. Such as: "Today is a good day to enroll your child in Pre-K."
- Focus on appropriate organizations and groups to reach targeted audiences.
- Use social marketing techniques to influence behaviors.
- Use social media to influence behaviors.

Public Awareness Objectives and Strategies

1. In partnership with AISD the City of Austin will share Pre-K information with families through the following resources:
 - a. Austin Public Library locations (21). A one to one approach is the most effective in reaching these families.
 - Pre-K information distributed through the Youth Services Librarians and shared with families of children of 0 to 4 years of age at Library youth programming activities such as storytimes.
 - The Library hosts AISD representatives to talk with parents about Pre-K enrollment at Library youth programs. Program can be conducted in both Spanish and English.



**Austin ISD
is now enrolling
students for free Pre-K.**



- Cross promotional website links on the Library's website to AISD Pre-K information.
- b. Health and Human Services Department locations (18). A one to one approach is the most effective in reaching these families.
 - Pre-K information distributed through 12 Women, Infants, Children sites in Austin/Travis County. This program include income verifications.
 - Pre-K information distributed through six Neighborhood Centers in Austin/Travis County.
 1. Fresh Food for Families is operated through the HHSD Neighborhood Centers and Pre-K information distributed to participants.
 - Pre-K information distributed at immunization program – Shots for Tots clinics and events.
 - Encourage city social service contract agencies to provide Pre-K enrollment information to their client families with young children. These programs conduct income verifications.
 1. Any Baby Can
 2. AVANCE'
 3. Child Inc.
 4. Work Force Solutions
 5. Communities in Schools
 - Provide informational flyers to parents using the HHSD Vital Records site (to obtain birth certificates).
 - Provided information to AISD's High School Child Care Centers
- c. Parks and Recreation Department
 - Pre-K information distributed at 20 City of Austin Recreation Centers.
- d. Media outreach
 - The City of Austin's Public Information Office will work with AISD to publish and distribute a media release about Pre-K enrollment
 - The City of Austin's television station, ATXN will highlight the program on its CityView programming segment.
- e. Cross-Promotional information
 - Pre-K information will be posted to austintexas.gov with website links to AISD information cross-referenced.
 - Pre-K information has been shared with Austin 3-1-1 agents.
 - The City of Austin will use its social media outlets to promote this information to residents.

Timeline

An ongoing effort is currently in place with a concentrated push in October 2014.



**Austin ISD
is now enrolling
students for free Pre-K.**



Future Considerations for Pre-K enrollment

- Most of the unserved children are in ISD's that have half-day programs. With full-day programs, ending at around 2:30 p.m., after school care can be an economic as well as a transportation issue for families.
- Encourage local ISD's to provide full-day Pre-K (currently only AISD and Lake Travis ISD are full-day)
- Use the City's Legislative agenda to encourage the State to fund full-day Pre-K programs.
- Provide more flexible funding for after-school child care especially for families that are not eligible for subsidized child care through the Workforce subsidies.