




Austin/Travis County Health & Human Services Department



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MEMORANDUM

To: Mayor and City Council

From: Shannon Jones, Director, Health and Human Services Department 

Date: October 13, 2015

Subject: Resolution 20150623-016

On June 23, 2015, City Council approved Resolution 20150623-016 which directed the City Manager to coordinate with all school districts within the city limits and other community organizations to promote Pre-Kindergarten (Pre-K) enrollment for the 2015-2016 school year and subsequent school years. As a result of this resolution, the Health and Human Services Department (HHSD) was assigned and designated as the lead department. Below are the actions taken by HHSD and our partners related to this Pre-K initiative. These steps have been implemented for this year and will continue for future school years.

Historical Background:

Prior to this resolution, HHSD was involved in Pre-K enrollment efforts resulting from Resolution 20140807-105, which directed the City Manager to coordinate communication efforts with Austin Independent School District (AISD) in promoting Pre-K programs for 2014-2015 school year.

The following is a chronology of HHSD's actions to date with respect to both Council approved resolutions:

2014:

- September 2014 – Deep Dive on 2014-2015 Central Texas public school Pre-K enrollment hosted by Austin Area Research Organization (AARO) to discuss low enrollment and strategies for addressing the issue
- October 2014 – AISD Pre-K Enrollment Flyers sent to HHSD Women, Infants and Children (WIC) Clinics within AISD jurisdiction (50 each)

2015:

April 2015

- Meeting with City of Austin Communications/Marketing team to discuss re-designing AARO multi-district Pre-K flyer with help of City graphic designers. Multi-District Pre-K flyers include AISD and 14 other Central Texas school districts
- Meeting with AARO, E3 Alliance, McBee Fellowship recipients and City of Austin Marketing team for Pre-K flyer re-design expectations and deadlines for print
- Coordinated Interview on Telemundo for Pre-K push with City of Austin Marketing team and McBee Fellowship recipients

May 2015 -

- Sent Pre-K frequently asked questions to 211 and 311 who are listed on flyers for questions
- Coordinated with AISD and City of Austin Marketing staff to discuss dissemination strategies for AISD specific Pre-K flyers to Public Libraries and Recreation Centers

June 2015

- Mayor staff coordinated meeting with HHSD, AISD, United Way Success by Six and City of Austin Marketing staff to discuss 30 second Public Service Announcements (PSA's) for Pre-K promotion from Mayor, AISD Superintendent and City of Austin Police Chief

July 2015 -

- PSA recordings with Mayor, Superintendent and Police Chief
- Distributed AARO Multi-District Pre-K flyer to WIC Clinics (3600), Neighborhood Centers (1800), African American Quality of Life (200) and Vital Records Office (200)
- Worked with City of Austin Public Information Office to distribute AISD specific Pre-K flyer to Public Libraries and Recreational Centers (500)
- Distributed AISD specific Pre-K flyer to WIC Clinics (650), Neighborhood Centers (650), and Vital Records office (200)

August 2015

- Pre-K PSA's to be featured on partner webpages as well as HHSD Main Website page and Early Childhood Council webpage

October 2015

- HHSD Staff Briefing to the Early Childhood Council on summary of actions is scheduled for October 14th at City Hall in the Boards and Commissions Room

Additionally, Mayor's staff led by Laura Hernandez and Joene Grissom has been coordinating meetings with United Way Success by Six, AISD, Travis County Health and Human Services & Veteran Services, Austin/Travis County HHSD, and City of Austin Communications and Public Information Office to outline activities for the Mayor to assist in Pre-K enrollment push. Current efforts include a forthcoming presentation by the Mayor to all local area superintendents for commitment and support for achieving the big goal of serving all 3-4 year olds in Public Pre-K (working on goal oriented date/year) so that these children will be school ready.

Please contact me if you have any questions, 512-972-5010, thanks.

CC: Marc A. Ott, City Manager
Bert Lumbreras, Assistant City Manger