



**Enrollment for the 2017-18 Preschool Promise school year opened April 1. Thanks to Dayton voters, who in November overwhelmingly approved Issue 9, the Preschool Promise has expanded from just Northwest Dayton.**

Now providers throughout the City of Dayton can join the Preschool Promise, and families have more options when looking for quality and convenient Preschool.

The Kettering pilot program, where Preschool Promise began, also is continuing, thanks to support from Montgomery County and the Kettering City Schools.

This year Montgomery County **families can choose from nearly 75 Preschool Promise sites** in Dayton and Kettering.

## How we're doing on the 3 pillars of the Preschool Promise

### EDUCATING THE COMMUNITY:

- **Our public education efforts continue to target families** and focus on the payback of high quality Preschool. But the marketing and recruiting campaign has shifted to a grassroots and neighborhood-based level.
- **We have contracted with the Ohlmann Group** for a significant targeted media buy, emphasizing social media, radio and commuter advertising.
- **Our Parent Advisory Board is meeting monthly.** Nearly **20 parents** of diverse backgrounds are providing valuable advice about marketing messages that will resonate with families; where our ambassadors should concentrate their recruiting energy; and how we can promote strong Preschool attendance.

### EXPANDING QUALITY:

- **100%** of the 2016-17 Preschool Promise providers are participating again next year.
- **100%** of participating programs that are "unrated" under Ohio's Step Up to Quality initiative are on pace to receive a Star Rating.
- **94%** of providers report that their Preschool Promise coach is helping to improve their program's quality.

- **14 coaches** are working with **24 providers** to improve their programming.

The coaches include:

- Staff from 4C for Children
- A mental-health consultant
- Curriculum coaches
- CLASS® coaches
- "Conscious discipline" instructors
- Trainers working with families around fostering children's social and emotional well-being

### What teachers are saying

"(My coach) answers all my questions and supports me as needed with Step Up to Quality and Preschool Promise."

"(My coach) is an extra set of hands in a very challenging teaching setting. She is positive, supportive and willing to help with supplies, etc."

"This was a wonderful training. I learned many new techniques that can help within my classroom."

### ASSISTING FAMILIES:

Work has begun with a Dayton contractor to move [PreschoolPromise.org](http://PreschoolPromise.org) to a secure, stand-alone website. The site will allow families to join Preschool Promise from their smart phones.

Tuition assistance rates were modified slightly for the 2017-18 school year to make it easier for families to understand the financial tiers. The changes also make it simpler for Preschools to apply for reimbursements.

### WHAT WE'RE LEARNING:

**An important goal this year was to create solid baseline data.** For example, our analysis of attendance data shows that nearly half of children — 45% — are not attending Preschool 90% of the time. To benefit from quality programming, children need to arrive on time and be present every day. Instilling that habit at an early age promotes attendance when young learners get to elementary school and even beyond. We are intensely focused on how best to drive up attendance.

**With our providers, we are learning about racial and “implicit” bias and how it negatively impacts children’s learning and their families’ relationships with teachers.** Mary Tyler, of the National Conference for Community and Justice of Greater Dayton, is our “equity adviser” and is helping us ensure that our policies and practices benefit all children.

**Our experience this year persuaded us that we needed to simplify the application process.** We worked with school-based Preschool providers and the Miami Valley Child Development Centers (MVCDC), so they can more easily share information with families.



**Thank you  
for your generous support  
of the Preschool Promise!**