

preschool PROMISE

Quarterly
Highlights
June 2018



More than 600 children are already fully enrolled in Preschool Promise for the 2018-19 school year! 250 additional applications are in process!

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

EDUCATING THE COMMUNITY:

- Our Outreach Team has attended more than 100 events in Dayton and Kettering and identified over 1,000 families we've contacted to tell about Preschool Promise.
- We held 5 open houses that attracted new families inquiring about Preschool Promise and high quality Preschool.
- We are partnering with East Dayton food pantries to connect with hard-to-reach families.
- Our Parent Ambassadors are gearing up to host Parent Parties to spread the word about Preschool Promise.

What Preschool Promise parents say:

Without Preschool Promise, I couldn't work. I don't have anyone I can depend on for childcare. Preschool Promise plays a big role in our life.

EXPANDING QUALITY:

- 16 Preschool administrators completed a 9-month-long Business Practices Professional Learning Community facilitated by CWCC, Inc. Participants learned about Ohio's Step Up To Quality initiative, onboarding, branding and how to foster quality practices.
- We partnered with CWCC, Inc., Mini University, Cincinnati's Preschool Promise, and 4C on Coaching to Fidelity training. Coaches learned how to better assist Preschools that use Creative Curriculum®.
- A total of more \$80,000 in stipends was awarded to 100 teachers and administrators who completed their 9-month Professional Learning Community.
- A Preschool Promise CLASS® expert led a special summer session for teachers who were in the 21st Century Skills Professional Learning Community. She focused on Instructional Support, which is linked to improvement in child outcomes.
- Preschool Promise, Sinclair College, and CWCC, Inc. held orientations for Preschool Promise administrators and teachers who want to begin earning an Early Childhood Education degree this fall. Sinclair and Preschool Promise are offering scholarships.

ASSISTING FAMILIES:

- **More than 850 families** have applied to join Preschool Promise this fall.
- **More than 300 Dayton families received a \$100 Star Attendance bonus** for ensuring their child had a 93% or better attendance rate in 2017-18.
- **Our Facebook Parent Group** has grown to almost 100.
- **We are creating a new pilot attendance program** designed to promote family engagement.
- **We are planning a pilot program using tend.ly**, an app that allows parents to see what their child learns each day and how to reinforce those skills at home.

WHAT WE'RE LEARNING:

- **We've redirected a portion of our social media advertising to Snapchat** after discovering it produced strong click rates and better engagement.
- **Our simpler online application is making it easy** for families to join Preschool Promise.

What Preschool Promise parents say:

Preschool Promise and my daughter's Preschool really worked for me. **The tuition assistance I received made it possible for her to go 5 days a week.** That was amazing.

Every time I pick up my son at Preschool, I get another compliment about how smart he is. **He's ready for kindergarten.**



Thank you for your generous support of the Preschool Promise!