



## **The 2017-18 Preschool Promise school year is off to a great start!**

- **We're on pace to serve well over 1,000 young learners** at more than 70 participating Preschool Promise programs.
- **We're blanketing the community** about the importance of choosing a high quality Preschool.
- **Preschool Promise teachers and staff are thrilled** about the free training they're receiving.

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

### **EDUCATING THE COMMUNITY:**

- **Our awareness campaign** resulted in 4.5 million online impressions and 14,000+ clicks to the Preschool Promise website.
- **We've begun weekly Facebook Live sessions**, focusing on practical tips to promote children's health and learning.
- **Our Outreach Specialists are everywhere** — including the Montgomery County Job Center, Women, Infants and Children Food and Nutrition sites, at our community health centers and elsewhere.
- **We've sent Preschool Promise brochures** to all Dayton and Kettering recipients of federal cash assistance, food stamps and childcare assistance.
- **We're continuing our outdoor advertising campaign** with new billboards and new radio and commuter ads.

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### **EXPANDING QUALITY:**

- **All students are being assessed**, so we'll have high quality data about their progress and the difference Preschool makes.
- **7 of 8 "unrated" Preschool Promise programs** have earned a Star Rating under Ohio's Step Up to Quality initiative.
- **Teachers at 50 Preschools** are receiving individualized coaching.
- **Preschool staff are committed to improving their teaching** — as evidenced by:
  - **Staff at more than 75% of Preschool Promise sites** are participating in a Professional Learning Community or another professional development opportunity. (PLC participants meet monthly for 2 hours and learn together over 9 months. They earn an \$800 stipend.)
  - **More than 100 teachers and administrators have been trained on "Conscious Discipline,"** a highly effective classroom management strategy.

**ASSISTING FAMILIES:**

- **We kicked off the new Star Attendance Program** to help parents understand the importance of attending Preschool every day, on time. Dayton families can receive \$25 every month their child has a 90% attendance rate. Good attendance habits start in Preschool!
- **ALL Preschool Promise children are receiving a birthday card** with a free pass to the Boonshoft Museum of Discovery and a dessert from Twist Cupcakery or Cheryl's Cookies.
- **Families are receiving a monthly postcard** with suggestions about how to keep children learning at home.
- **Our Parent Advisory board continues to provide critical input** that helps us understand our families' needs.

**WHAT WE'RE LEARNING:**

- **We have significantly increased the number of families receiving tuition assistance this year.** The word is getting out about the benefits of Preschool Promise, but public education takes time.
- **Our community's Preschool teachers are eager and immensely grateful** to participate in training that helps them improve their teaching. There is no such thing as too much education for our educators.
- **We are developing more ways to support parents in helping their children at home** — through our Welcome Packet, Monthly Tips, and Facebook Live conversations. We know parents are our children's first and most important teachers.
- **Parents listen to other parents.** Our best ambassadors are current Preschool Promise families who are recruiting other families and next year's class of Preschoolers.
- **We must continue educating Preschool teachers about Preschool Promise.** They have to be able to answer families' detailed questions on-the-spot.



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