Like districts across the nation, the Ceres Unified School District has struggled to combat declining enrollment amid the COVID-19 pandemic. From 2019-2020 to 2021-2022, enrollment decreased by 860 students, with the most significant impact among non-compulsory grade levels: kindergarten and transitional kindergarten.

To offset families’ uncertainties amid the pandemic and refocus attention on kindergarten as a safe and nurturing foundation for lifelong success, the Communications department developed a multipronged marketing strategy consisting of digital social media and Website content, videography, radio advertising, direct messaging, and custom vinyl banners – all themed around the Class of 2035.

Enrollment has steadily increased since the campaign was launched in early March, particularly for transitional kindergarten which is up 5 percent over the same period last year.
Digital content starring current kindergarten students posts regularly on the district’s Facebook, Instagram, and Twitter platforms, as well as district webpages. In an initial Facebook post, organic and paid content reached more than 6,000 users.
A video created in-house and shared through district social media platforms, webpages, a mass communication tool and third-party email blast offers perspectives from parents and a first-grade teacher on the value of kindergarten and TK.
From March through May 2022, 30-second radio ads air 30 times/week on the area's top four stations, including Spanish La Suavecita. An email add-on with KATM/KHOP reaches 40,000 accounts and averages 7,000 clicks per month.

**Hey Parents!**

Do you have a child turning 5 by February 2nd of 2023? The Ceres Unified School District is now enrolling the Class of 2035!

Ceres Unified offers a full-day kindergarten program, transitional kindergarten, free after-school care, free meals, quality instruction, and strong student supports!

Pick up a registration packet at any CUSD neighborhood school to secure your child's spot for the 2022-2023 school year, or give us a call at (209) 556-1500 if you have questions.
Direct Outreach

Kindergarten Registration Opening Soon!

CUSD Families,

Kindergarten/Transitional Kindergarten registration for children who will turn 5 years old on or before February 2, 2023 is opening soon:
- **February 1-28, 2022** - Lucas Elementary Dual Language Academy, Caswell Elementary Dual Language Immersion, and Patricia Kay Beaver Leadership Magnet
- **March 1-31, 2022** - priority registration for all other schools

CUSD offers a full-day kindergarten program and free after-school care until 6 p.m. Registration packets will be available at elementary schools or online [HERE](https://www.ceres.k12.ca.us). Please see more information below or attached.

Kindergarten/transitional kindergarten messaging is sent monthly to the families of Ceres USD’s 14,000 students using the district’s mass communication tool. Messages are automatically translated to the user’s preferred language.
Now Enrolling the Class of 2035!

- Children who will turn 5 by FEB. 2, 2023
- Full-day kindergarten or transitional kindergarten
- FREE after-school care to 6 p.m.

Registration packets available HERE or use the camera on your phone to scan the QR Code

¡Ahora Inscribiendo la Clase de 2035!

- Niños/as que cumplan 5 años antes del 2 de febrero del 2023
- Kindergarten de día completo o kindergarten de transición
- Cuidado después de la escuela GRATIS hasta las 6 p.m.

Paquetes de registro disponibles AQUÍ o use la cámara de su teléfono para escanear el código QR

Eye-catching vinyl banners were created for each of the district's 13 elementary schools and the District Office. Displayed in prominent, street-facing locations, the banners include QR codes that link to electronic registration forms.