With passage of a capital referendum on March 17, 2020, District 34 set the path for full-day kindergarten (FDK) starting in the 2022-23 school year. As the referendum was for facilities only, and the District faced an operating deficit, the Board of Education approved an FDK fee of $3,600, with an early-registration discount of $300 by March 31, 2022. The staffing plan would be approved at the March Board meeting. A decision on how to structure the half-day option also would need to be made by that time. Therefore, it was critical to have a clear picture of enrollment by mid-March. Kindergarten registration opened more than two months earlier than typical. With increases in homeschool and private school enrollment in the pandemic, a community-wide campaign would boost awareness of FDK in D34 and encourage incoming kindergarten families to take action.

Research
Research from the 2019-20 referendum campaign showed strong support for FDK. An October 2021 ThoughtExchange survey sought to uncover recent perceptions: What does District 34 need to consider as we continue to plan for the launch of full-day kindergarten in the 2022-23 school year? High participation of incoming kindergarten families allowed valid and reliable results that yielded the following FDK priorities:

- Active, play-based learning
- Social-emotional learning
- Equitable access to FDK
- Effective use of added time

Planning
The goal: for District 34 to be recognized as the premier provider of early childhood education in Glenview, with a strong appreciation for the value of full-day kindergarten. The objective: 75% of expected registration enrolled by March 15. A timeline was developed to reach incoming kindergarten families starting in late fall through direct mail, email and social media, with development of an FDK web portal as the hub of all FDK information. Aligned with research findings, messaging focused on the new kindergarten spaces built with referendum funds; the additional time given to physical education and active, play-based learning; the resources for social-emotional learning and community building; and the availability of fee waivers and payment plans. The communications, registration and technology teams collaborated to open the online registration system and provide registration assistance earlier than previous years. A kindergarten planning team worked throughout the year on curriculum, programming, schedules and supports; they reviewed the survey results to inform their work.

Implementation
The following campaign elements were launched starting in late November 2021:

- Video, produced to hit every key priority and to highlight the best of D34 kindergarten
- Website (Glenview34.org/FDK) with FAQs from survey results and other community input
- Direct Mail: Sent to every household in Glenview
- Social Media: Two themes: “Because You Asked” and “What I Love About Kindergarten”
- Emails and newsletter articles sent to current families
- Partnership messaging (through Village, Park District, Library and, most important, local preschools)

Evaluation
Evaluation throughout the campaign has been ongoing. The week after the campaign launched and the direct mail piece hit, 45 FDK registrations were completed, with an additional 81 in progress. By March 18, the numbers had increased to 245 completed and 35 in progress, shy of a demographer’s rough kindergarten enrollment estimate of 350. With only 14 students registered for the half-day option, and survey results showing that families do not want children attending a school other than their home school, the District can plan to integrate half-day students into full-day classrooms. A 2022-2023 survey of kindergarten families will help inform communication and registration plans for the next school year.
2022-2023
KINDERGARTEN IN D34

FEATURING FULL-DAY KINDERGARTEN (FDK) WITH:

- Daily Lunch & Recess
- New Learning Spaces
- More Time for Learning & Play

EARLY BIRD FEE:
$3,300
DEADLINE FOR EARLY BIRD REGISTRATION IS MARCH 31, 2022

FEE AFTER MARCH 31, 2022: $3,600

FDK fee waiver application (requiring proof of income) is available.

Payment plans for all families enrolled in FDK.

FDK OFFERS MORE TIME FOR:
- Learning through play
- Relationships and community building
- Standards-based curriculum
- Strong partnerships with families

WATCH A VIDEO TO LEARN MORE!
Scan now or visit: tinyURL.com/FDKinD34

REGISTRATION & MORE INFORMATION:
GLENVIEW34.ORG/FDK
KINDERGARTEN REGISTRATION IS OPEN
GLENVIEW34.ORG/FDK

IN-PERSON REGISTRATION HELP
D34 Admin Building | 1401 Greenwood Rd.
January 26, February 24 and March 29
4:30 pm - 7:00 pm
Or call 847-998-5063/email residency@glenview34.org to schedule an appointment.

Thank You, Glenview!
On March 17, 2020, the community approved a capital (facilities) referendum that allowed District 34 to offer full-day kindergarten beginning in the 2022-2023 school year. This positive impact will be felt for generations.
The District appreciates the support of the community, and we recognize that we are tasked with Building Future for decades to come.
FDK in D34

Sample Social Media Posts (All posts available at facebook.com/glenview34)

Registering your child for kindergarten before March 31, 2022 will lock in the early registration fee ($3,300) and will include a 10-month payment plan. Learn more at glenview34.org/fdk

2022-2023 Kindergarten in D34

Because You Asked

Are payment plans available for FDK?

Yes. If you register your child before March 31, 2022, the payment plan will automatically be set in 10-equal installments. The first monthly payment after the deposit will be due by September 1, 2022.

Learn more about Full-Day Kindergarten registration and fees at glenview34.org/fdk/registration-fees

A Full-Day Kindergarten day will be filled with literacy, math, play, a full lunch and much more! Learn about FDK at glenview34.org/FDK.

Registration and forms can be found here: glenview34.org/fdk/registration-fees. Be sure to register early to lock in the early registration discount.

What will a school day look like for FDK?

- 90-120 literacy minutes/daily
- 30-60 math minutes/daily
- 60-120 minutes of social studies/weekly
- 60-120 minutes of science/weekly
- 30-60 minutes of SEL/daily
- 30-60 minutes of play/daily
- Art, Music, PE & Drama (as allocated within the building schedule)
- Full lunch and recess periods

With fee waivers and reduced fees. Families who need financial assistance can apply for an income-based fee waiver. For more details visit, glenview34.org/fdk
FDK in D34
Sample Social Media Posts (All posts available at facebook.com/glenview34)

Hear what our students love about kindergarten in D34. Be sure to check out glenview34.org/fdk to learn about our 2022-2023 full-day kindergarten program.

Who loves making new friends? We do! D34 is a great place to make new friends, and a good spot to start is in kindergarten: glenview34.org/fdk

We have art, music, drama and physical education in our schools AND Full-Day Kindergarten students will experience it all! Don’t forget early bird registration ends on March 31. glenview34.org/fdk

Kindergarten classrooms are full of arts and crafts! Do you have a child that loves making crafts? Learn how you can sign them up for kindergarten at glenview34.org/fdk.