

NSPRA National School Communication Awards

Publications and Digital Media Excellence Awards
Category: Publications - Marketing Promotional Package
Nominee: Deer Valley Unified School District (DVUSD)



Overview of The Big Kid Book Club Program

The Deer Valley Unified School District's Big Kid Book Club gives families with 3-5 year olds the tools and information they need to help their child begin an #Extraordinary educational experience as they became a part of the DVUSD family. Families sign up and kids receive free books in the mail. **This program helped boost enrollment by more than 100 kindergarten students!**

Purpose

Plain and simple: DVUSD was getting killed by charter schools! About 16% of the available students in our District attend charters. We battle more than twenty charter schools in or very near to our boundary. When we dug further into the data by examining entry and exit data collected at the time of enrollment and withdrawal, we discovered that students were NOT leaving us in droves. So, how did we get to a place where many students are attending charter schools and not DVUSD? The answer we found is that we never had them at Kindergarten.

The DVUSD Big Kid Book Club (BKBC) was developed to accomplish three things: 1) get books into the hands of our community's youngest children, 2) improve community relations, and 3) most importantly, increase enrollment at the ground level.

How does it work?

Families in the county (inside and outside of DVUSD) sign up for free books with an online form. Parents provide their names, child's name and date of birth, address, and email address. DVUSD then sends a

packet 4-5 times each year to the kids in the “club.” The packet contains books, activities, and tips parents can use to help their children learn. We also include Kindergarten program details, and registration information.

Target Audience

Families in and around the Deer Valley Unified School District boundaries with children 3 - 5 years of age who want to be a “big kid” and can’t wait to start school.

How it is Supporting Effective Communication

The marketing program focused on families of young children through online targeted ads on FaceBook, Google, and through online publications, print ads in key parenting magazines, Welcome Wagon ads for new families, flyers to DVUSD parents through Peachjar and the Superintendent’s Parent Organization Presidents meetings. Postcards were also printed for a targeted direct mailing program. We also distributed flyers to DVUSD preschool children and to other preschools within District boundaries. The marketing pieces displayed the image of a child who was VERY excited about receiving “her” book. Families receive four mailings throughout the school year. They include an age-appropriate book, an additional activity or item for the child, developmental information/tips for parents, and DVUSD marketing materials. The additional items for the child have included: stickers; book marks; pencils; activity sheets; and crayons. The parent tips and marketing materials included: Parent Involvement; Kindergarten Prep; Reading to Your Child tips; Developmental Steps; Enrollment Dates and Links; Kindergarten Preview Night Dates and Times; and DVUSD Kindergarten Program Information and links.

Outcomes Achieved

The following outcomes show that the marketing and start-up of the Big Kid Book Club were successful.

- Over 640 children received books and their families received information about DVUSD and our Kindergarten Program
- 1,935 Books were put into the hands of young children
- **Kindergarten Enrollment increased by 108 students**
- Increase of \$270,000 in revenue
- **Return on investment of \$255,703**

First Year Cost vs. Return on Investment

Cost	Books Sent - 1,934	Cost per Book = \$7.39	Total Cost = \$14,297.51
		Funding for Kindergarten (½ student rate) = \$2500	Total Funding = \$270,000
			Difference +\$255,703
Return on Investment	Enrollment Increase = 108 kindergarten students	If students stay for grades 1-12 - \$5,000/year	Potential additional funds = +\$6,480,000