Dysart Schools Kindergarten Enrollment

RESEARCH: In 20-21 schools across the nation, including Dysart, saw a significant decrease in Kindergarten enrollment due to pandemic-related reasons. With studies showing that starting students in school at the Kindergarten level has a significant impact on their future educational success, this became a top priority for Dysart’s leadership. Dysart knew it needed a strong, targeted marketing campaign in order to achieve our goal of increasing kindergarten enrollment. Given that COVID was still a major community challenge, we knew we had to consider that many families were still not comfortable with in person activities yet, so our initial event provided both a virtual option as well as the ability to schedule an in-person tour to best meet everyone’s needs. We also knew that our schools were some of the few offering free, full-day Kindergarten, versus half-day, which would be an important thing to highlight in our promotions.

PLANNING: The target audience was all stakeholders in the Dysart community including parents, students, community members, and staff. Several strategies planned were specific to reaching current Dysart preschoolers that would be aging out into Kindergarten, and others were more general to capture parents in the broader geographic area of the district. We worked closely with preschool staff to craft and distribute materials to parents. Some tactics, such as the editorial and content marketing in the Achiever newsletter and Community Connect magazine were designed to be subtle, but encouraging at the same time and to keep it on the reader’s mind for consideration. The campaign was done in two phases - with the first phase in the spring and the second phase in the summer as a second boost right before school started, and in an effort to reach families that had recently moved into the area and were just now starting their school search. The campaign was designed specifically to take advantage of a wide variety of tactics of varying frequency to most effectively reach the different audiences.

IMPLEMENTATION: To start, we launched a website landing page to provide virtual video tours to prospective parents and give them a way to sign up for an in person tour. Each school created their own video to highlight their program for the virtual tours. Additionally, we decided to host a second in-person event, Kindergarten Experience, in the summer before school started, to provide another opportunity to visit the campus and learn about the program. We used a variety of tactics to promote these events and kindergarten enrollment in general, including parent phone calls, targeted letters to preschool students who would be aging out, postcard mailers to the community, social media posts and ads, ads on Niche.com, a digital billboard, an editorial in a local paper, Google keyword promotions, Arizona Parenting and Raising Arizona Kids magazine ads, video promos with our superintendent, school marquees, and school and district websites and publications. We asked schools to support the efforts as well by posting on their marquees, including it in the parent newsletter and messages, and promoting on their own social media and at events.

EVALUATION: We saw great results for this targeted campaign, and ended up having the highest Kindergarten enrollment we had seen for the last five years! For our Kindergarten Experience event (second phase) we had over 70 new families come, and we know that our July outreach to past preschoolers prompted at least 16 new enrollments. For the social media ads, the first placement had a reach of 16,643 individuals and 108 clicks, and the second round of ads combined had a reach of nearly 20,000 with 304 clicks. The Community Connect magazine was mailed to 90,000 district residents, and the postcards and Achiever newsletter were mailed to 60,000 households within the district. The Spotify ad achieved 14,140 impressions, 70 clicks and had a reach of 7,335. With such great success, we’re hoping to continue the momentum this year using many of the same tactics.
PHASE 1 PROMOTIONS
Kinder Showcase Landing Page with Links to Virtual Tours: Dysart.org/KinderShowcase

School Marquee Message: Now enrolling for Kindergarten! Call to schedule a tour.

Message to Current Preschool Parents: Customized at the bottom with their specific information and closest school.

As we approach the end of the school year, we want to notify you that your child will be eligible to attend Dysart’s FREE full-day Kindergarten for the 2021-2022 school year. While we are sad to see them leave us here in our preschool class, we are hopeful you will continue to choose Dysart for your kindergartener. We are excited that your child has had the opportunity to attend a Dysart preschool with us, as we know that this will make the transition even easier for your child.

Our elementary schools are inviting new kindergarten families to schedule campus tours. Families are invited to watch videos to learn more about each school’s kindergarten program at Dysart.org/KinderShowcase, and parents may contact the campus(es) of interest to schedule a tour to see the campus and learn more. At the bottom of this letter we have noted which school is your boundary school, and the contact information for the school so that you can learn more and schedule a tour at your convenience.

Dysart’s kindergarten program is one of the few full-day programs in the area that is offered at no cost to the community. Curriculum follows Arizona state standards, and offers hands-on, real-life activities in the areas of cognitive, social, emotional and physical development. Before and after school program opportunities are available as well. Extensive protocols are in place to keep our campuses clean, safe and healthy. More details about the Dysart Kindergarten program can be found at Dysart.org/Kindergarten.

Students can also be registered online for the upcoming 2021-2022 school year at Dysart.org/Enrollment. If you are interested in a traditional school option for your child, you can also check out Freedom Traditional School, or another open enrollment option if you want your child to attend a school outside of your boundaries. Details on open enrollment can be found at Dysart.org/OE.

K-12 Parent Message: Emailed to all district parents.

Dysart parents and guardians,

Do you have or know a child who will be ready for Kindergarten next year? Dysart invites prospective kindergarten families to learn more about our Kindergarten programs by watching virtual video tours and scheduling in-person tours at Dysart.org/KinderShowcase. Registration may also be done online at Dysart.org/Registration.

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Social Media Posts:

Dysart is now enrolling for FREE, FULL-DAY Kindergarten for the 2021-2022 school year! Families are invited to watch videos to learn more about each school's kindergarten program and parents may schedule a tour to see the campus. http://ow.ly/JknQ050DEHwq

In this week’s edition of Super in 60 Seconds, Dr. Kelliis traveled to Western Peaks Elementary School to highlight kindergarten enrollment going on right now at Dysart Schools! Register today for the 2021-2022 school year at https://www.dysart.org/Sites/Default.aspx?pgID=6786

Have a child entering Kindergarten for the 2021-2022 school year? Dysart Schools is proud to offer our community a FREE Full-Day Kindergarten program that offers hands-on, real-life activities in the areas of Cognitive, Social, Emotional, and Physical development. Learn more and enroll today at https://bit.ly/3cMsKiBy
Power in the Preparation...Excellence in the Journey...Success for a lifetime...

Governing Board: Chrystal Chaffin, Dawn Densmore, Jo Grant, Christine A.K. Pritchard, Traci Sawyer-Sinkbeil
Community Connect Article: Designed for storytelling and content marketing rather than blatant advertising. Viewable on pages 16/17 in the print version and in digital version here.

PHASE 2 PROMOTIONS

Spotify Ad: https://drive.google.com/file/d/1Gux1eXWKCzzDJTbqM_xohryzoXec-1/view?usp=sharing

Super in 60 Seconds Video: https://www.youtube.com/watch?v=rzCmCQspR1A


Editorial in Surprise Independent weekly newspaper: https://docs.google.com/document/d/1tEAC1ftAYEGczGNozkow_Gc8mIEzb-pV9cOya04K5NM/edit?usp=sharing

Message to Parents of Previous Year Preschoolers Still Not Enrolled in Kindergarten:

Our records indicate that you have not yet enrolled your child in kindergarten for the 2021-2022 school year, and we would like to invite you to secure their seat in Dysart’s FREE full-day kindergarten program today! School begins on Tuesday, August 3.

If you are ready to enroll, you can visit your neighborhood school during regular office hours, or visit Dysart.org/Enroll to begin the process online.

If you would like more information, or a tour, you are invited to join us for a Kindergarten Experience on Monday, July 26 between 3 and 5pm at your neighborhood school. You can also watch videos online to learn more about each school’s kindergarten program at Dysart.org/KinderShowcase.

Kindergarten is an important step for your child and will give them a great start in school! Dysart’s curriculum follows Arizona state standards, and offers hands-on, real-life activities in the areas of cognitive, social, emotional and physical development. Before and after school program opportunities are available as well. More details about the Dysart Kindergarten program can be found at Dysart.org/Kindergarten.

We hope to see your child in kindergarten on Tuesday, August 3!

Social Media Ads:
Social Media Posts and Header:

Our campuses are ready to welcome our new Kindergartners! Dysart Schools is one of few programs in the area that provides FREE, FULL-DAY Kindergarten in a safe, caring environment. Enroll today, school starts August 3rd! [https://www.dysart.org/Sites/Default.aspx?pgid=46]

Interested in learning more about our Kindergarten program? Join us today, July 26, from 3-5pm for a Kindergarten Experience! Tour your neighborhood school, meet the teachers and learn more about the kindergarten program. We hope to see you there!

The Mountain View School hosted a Kinder Experience to welcome their newest students to the school. Our Kinder kiddos met their teachers and classmates to learn about what their 1st day of school will be like. Need to enroll your student for Kindergarten? Register today: [https://www.dysart.org/Sites/Default.aspx?pgid=46 #DysartWelcome]

Prospective parents, join us for our...

Kindergarten Experience
July 26 from 3-5pm at your local school!
Tour the school, meet the teachers, and enroll for the 2021-2022 school year!

Kindergarten is a big step for you and your child. Dysart Schools provide a FREE, FULL-DAY Kindergarten program in a safe, caring environment. The Dysart kindergarten program follows Arizona state standards, and offers hands-on, real-life activities in the areas of cognitive, social, emotional, and physical development.

Not enrolled yet for the 2021-2022 school year?
Watch virtual video introductions to learn more about the programs at each school. [dysart.org/KinderShowcase]
Join us for our Kindergarten Experience event for prospective families at your neighborhood school, Monday, July 26 from 3-5pm.
Ready to enroll now for the 2021-2022 year, which begins August 31? [dysart.org/enroll]

Power in the Preparation...Excellence in the Journey...Success for a lifetime...

Governing Board: Chrystal Chaffin, Dawn Densmore, Jo Grant, Christine A.K. Pritchard, Traci Sawyer-Sinkbeil
Arizona Parenting eBlast Ad:

Our campuses are ready to welcome our new KINDERGARTNERS!
Enroll Today!
School starts August 3rd

dysart.org/Kindergarten

Digital Billboard:

Now enrolling for KINDERGARTEN!
School starts August 3

dysart.org/KinderShowcase

Achiever Newsletter Highlight: Highlighted in a mailer to all parents in the district boundaries in July: