



Pre-K 4 SA Program Update

Kathy Bruck, CEO
Board of Directors Meeting

March 3, 2015

Agenda

1. Enrollment – Current Year
2. Enrollment – Upcoming Year
3. Curriculum
4. Parent Engagement





Enrollment – Current Year



2014-15 Enrollment by School District

School District	Available Slots	Enrolled Students
Edgewood	98	92
Harlandale	87	57
North East	198	204
Northside	427	372
San Antonio	470	295
Southside	17	9
Southwest	53	38
Tuition	150	206
Scholarship	-	157
Total	1,500	1,430

Tuition

- Do not qualify by TEA
- Pay 2, 3, or 4% tuition

Scholarship

- Qualify by TEA
- Live in non-participating or capped ISD
- Pay 1% tuition

NEISD and NISD offered 25 and 50 additional slots, respectively. Also, 150 scholarship slots were created during the enrollment process.

Enrollment and Attendance by Education Center

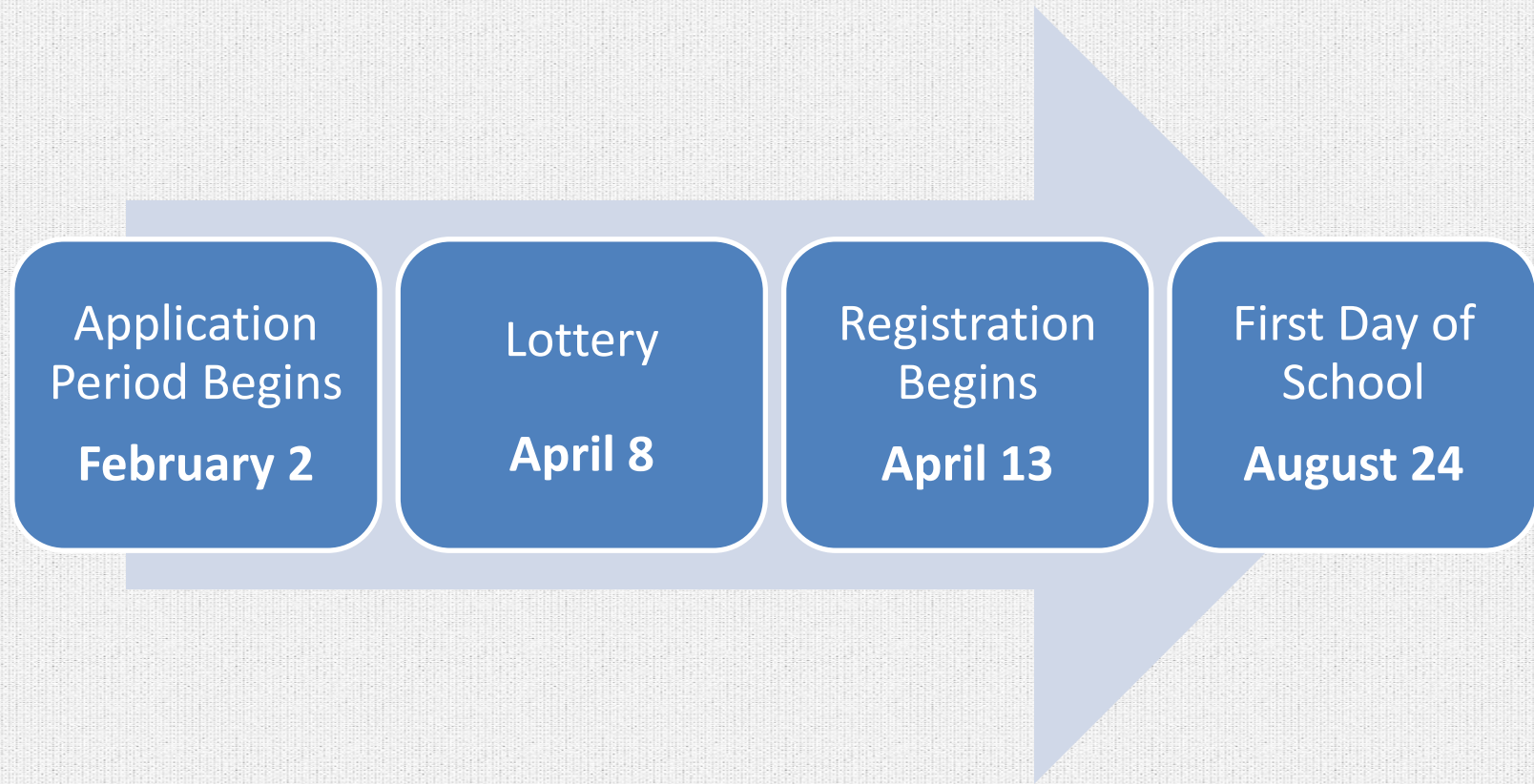
Center	Goal	Enrolled Students	Daily Average Attendance
North	400	379	90.5%
South	400	379	91.0%
East	330	316	93.7%
West	370	356	91.6%
Total	1,500	1,430	91.0%



Enrollment – Upcoming Year



Enrollment 2015-16 Timeline



Enrollment 2015-16 Marketing

Media Component	Start Date	End Date
Radio Ads	February	April
Television Commercial	March	June
Street Banners	March	April
Direct Mail	March	May
Digital Ads: Search Engines	March	May
Digital Ads: Facebook	March	March
Billboards	April	June

Application
February 2

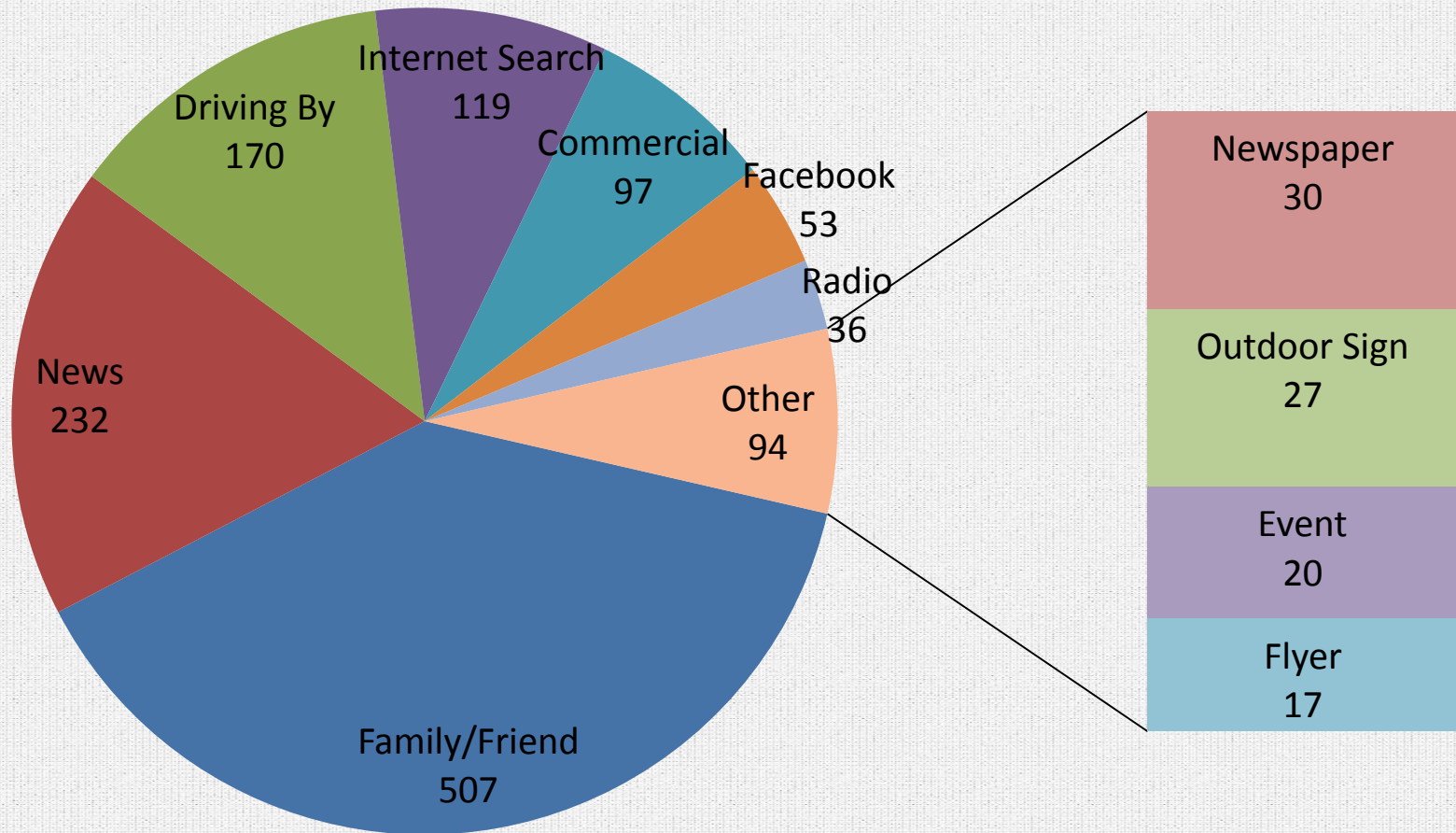
Lottery
April 8

Registration
April 13

First Day
August 24

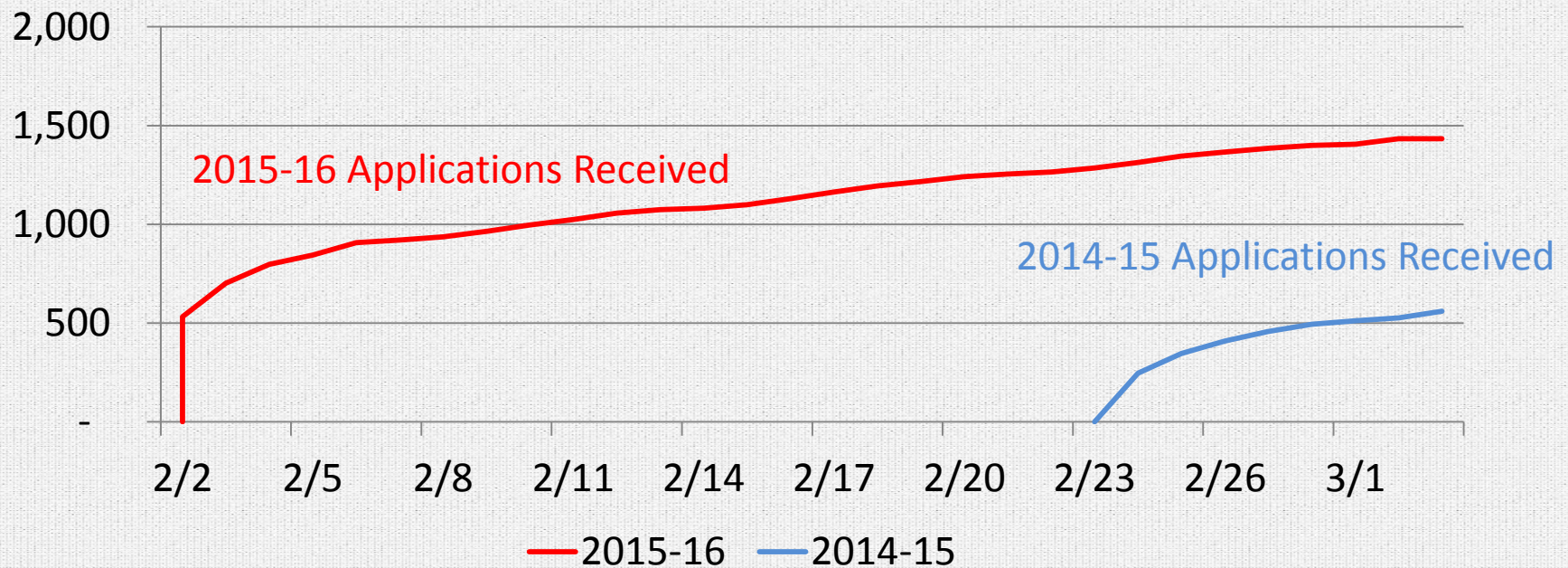
Enrollment 2015-16: Media Impact

Applicants' response to "How did you first hear about Pre-K 4 SA?"



Enrollment 2015-16: Applications Received

Pre-K 4 SA has received **1,434** applications since February 2, 2015 for the 2015-16 school year.



Applications Received by ISD

School District	Available Slots	Applications Received
Edgewood	158	71
Harlandale	119	36
North East	203	237
Northside	471	381
San Antonio	470	199
Southside	44	9
Southwest	65	26
Tuition	170	377
Scholarship	-	98
Total	1,700	1,434

Applications by Education Center

Center	Goal	Potential Free	Potential Tuition	Potential Scholarship	Total
North	460	389	184	7	580
East	400	143	57	35	235
South	460	149	70	41	260
West	400	278	66	14	359
Total	1,720	959	377	98	1,434



Curriculum



Curriculum Updates

Focus on **Executive Function**

1. Planning

2. Monitoring

3. Self Regulation



Sample Curriculum Activities

Social-Emotional

- Applying Conflict Resolution with Peers
- Using language to express needs , wants, and emotions

Physical

- Strengthening large muscles development with motor lab activities
- Strengthening eye-hand coordination and muscles needed as a prerequisite for writing in meaningful ways

Language

- Retelling events and stories.
- Engaging in back and forth conversations with peers and adults

Cognitive

- Connecting experiences applying knowledge to similar situations
- Developing memory skills through intentional planning and reflection

Mathematics

- Identifying numerals by name and connecting to counted objects
- Collecting data and organizing into graphs

Literacy

- Writing to convey meaning
- Recognizing rhyming words and alliteration

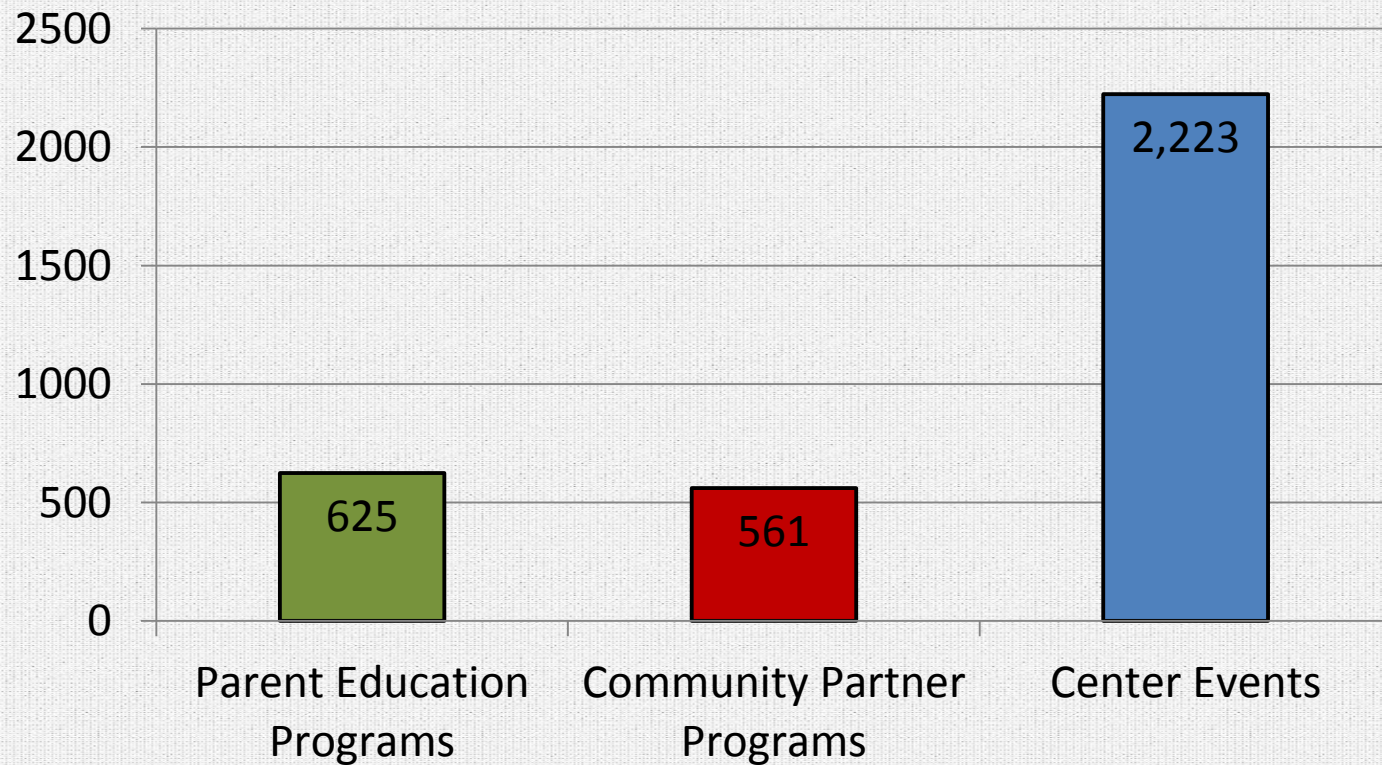


Parent Engagement



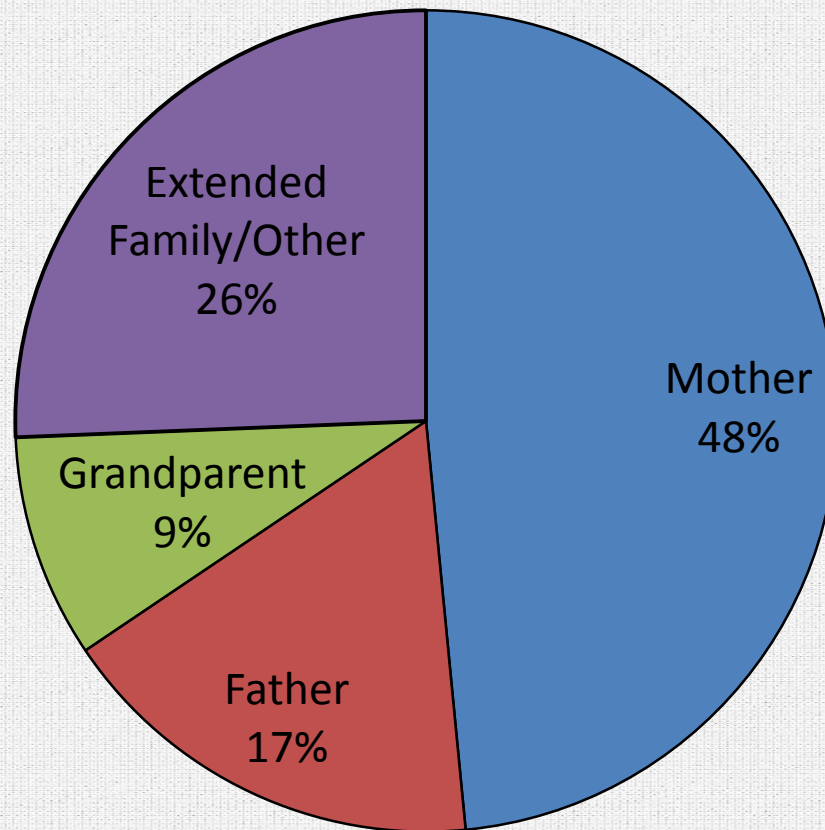
Event Attendance

Total Event Attendance
August 15, 2014 – February 15, 2015



Event Attendance

Event Attendance by Attendee's Relationship to Child August 25, 2014 – February 15, 2015



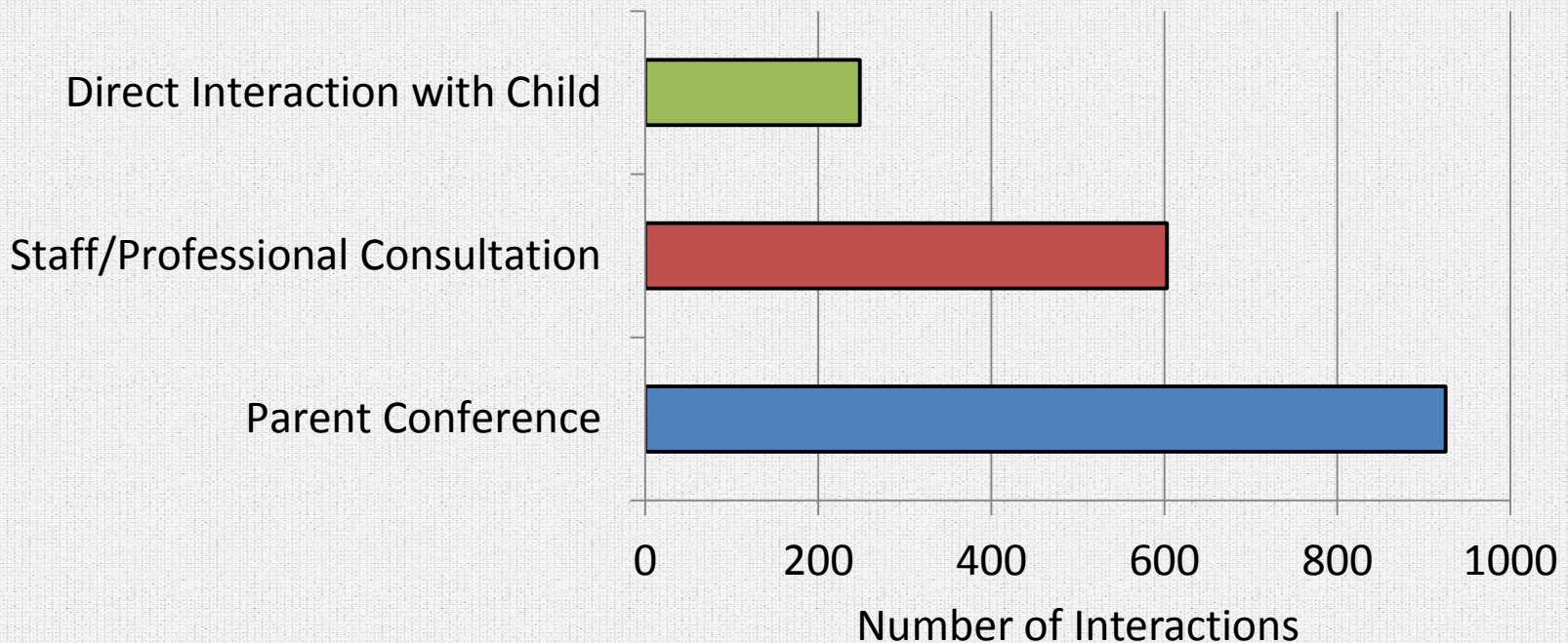
Event Attendance

Number of Events Attended by Individual August 25, 2014 – February 15, 2015

Number of Events	Persons Attended
1 event	1,130
2-5 events	500
6-9 events	47
10-13 events	21
13+ events	12
Total	1,710

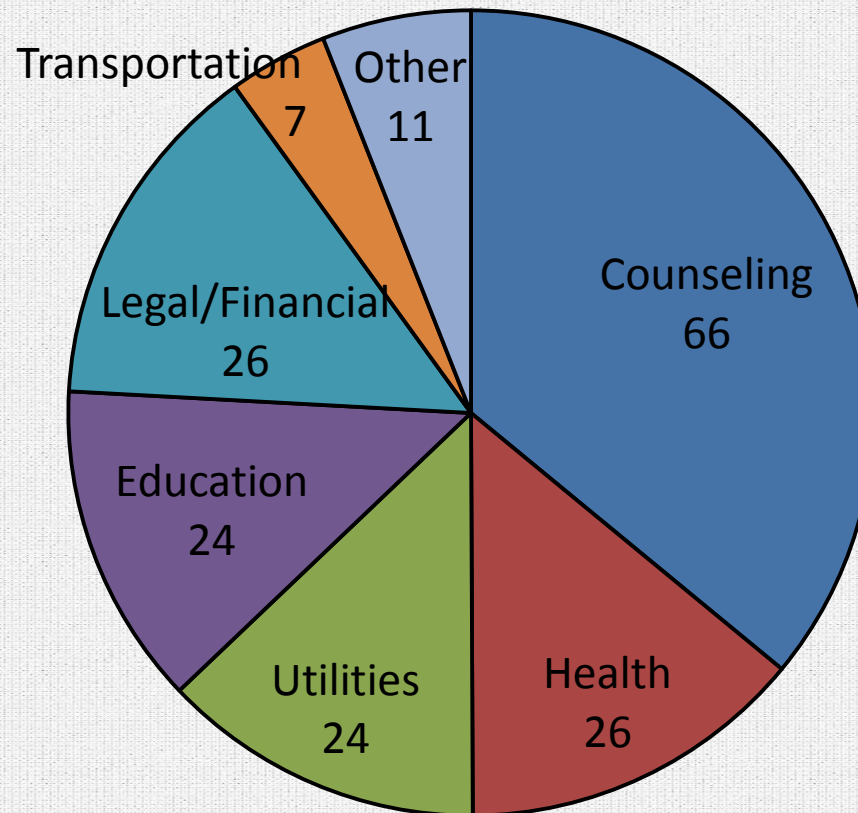
Family Specialist Services

Number of services provided by Family Specialists November 1, 2014 – February 15, 2015



Service Referrals

**183 service referrals were provided in the following categories:
November 1, 2014 – February 15, 2015**





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