Pre-K-4-SA

Early Inspiration. Future Success.

Creative Noggin Marketing Update 2018

Quick Review

In 2017, we created all new assets for Pre-K 4 SA such as TV spots, radio spots, C-store signage, digital banners, etc. and were able to roll those out to the appropriate audiences.

In 2018, we were able to fully actualize all these assets through paid media year round.

Pre-K4-SA

Quick Review – Where were we?

Enrollment

- :30 English and Spanish TV Spots
- Digital banners (4 versions in Eng & Span)
- Over the Top video (Eng only)
- C-store signage (Eng/Span) within 5 mile radius of centers (focused heavily on East & South)
- Radio spots (Eng/Span)
- Social media campaign that includes FB Ads, FB Boosts, Instagram Ads targeted to prospective parents (heavily targeted to East & South)
- Street Banners (placed heavily in East & South areas)

Awareness

- :30 English TV Spots
- Digital banners (2 versions in English)
- Over the Top video (English)
- Pandora Radio spot with supporting creative (English)
- Social media campaign that includes FB Ads, FB Boosts, Instagram Ads targeted to parents, educators and the community











Goals

- 1. Successful 1st day of enrollment with ample media coverage
- 2.4,000 Applications
- 3. Higher # of applications for East and South
- 4. A more even distribution of applications across the centers



Enrollment Microsite



Home Quick View Why pre-K? Enrollment Contact

ESPAÑOL

The smartest investment for your child



If you want to give your child every advantage possible, then Pre-K 4 SA is for you. At Pre-K 4 SA, every minute is strategically designed for learning. Your child will think they're just playing, but the unique Pre-K 4 SA curriculum will be impacting your child's educational future–every day.



Enrollment for 2018-2019

- <u>Business Objective</u> Increase registration and enrollment at all four education centers to full capacity with a wait list by school start date.
- <u>Communication Objectives</u>
 - Enrollment Increase demand for enrollment with all four education centers by increasing awareness of features and benefits of Pre-K 4 SA early childhood education.
 - Awareness/Perception/Support Achieve enhanced community understanding, engagement and support for the role Pre-K 4 SA is playing to forge a better future for children across San Antonio and, thus, a more robust and futurefocused city for all.



Strategic Approach

Combined communication objectives throughout the year to highlight the successes of the program rather than leading with the features and benefits of the program. This approach piqued the interest of education reporters.

- Open enrollment began February 1, 2018.
- Led enrollment campaign with Media Relations January 29.
- Social media, advertising and marketing began February 5.





<u>Results</u>

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1st Week in Review Table 1: 2017-2018 vs 2018-2019 Applications Received Comparison

Year	East	North	South	West	Total
2017-2018	203	600	181	301	1,285
2018-2019	342	804	232	511	1,889
Difference	68%	34%	28%	70%	47%

Table 4: When Will We Reach 2,000?*Projected

Reach 2000	Date
2014	April 29, 2014
2015	March 25, 2015
2016	March 27, 2016
2017	March 21, 2017
2018*	February 17, 2018





Awareness 2018



Awareness 2018

Awareness

- How Julian Castro Bet on 4-Year-Olds to Transform San Antonio POLITICO Aug. 2017
- Report shows Pre-K 4 SA students exceeding averages (Westat Research)

Nov. 2017

Expect more.

San Antonio Express-News ExpressNews.com | mySA.com

ExpressNews.com | mySA.com



Urban. Independent. All About San Antonio.

SAN ANTONIO REGIONAL **PK-12 PUBLIC EDUCATION FORUM** San Antonio Express-News



Urban. Independent. All About San Antonio.

March 2018







Awareness 2018

Awareness

 Garden to Table at Pre-K 4 SA April 2018



• Gracias April 2018







San Antonio Express-News				
ExpressNews.com mySA.com				



 NAEYC Accreditation May 2018



 Parents as Partners August 2018

San Antonio Express-News ExpressNews.com | mySA.com



Social Media 2018

Social media channel growth from January – July 2018:

Facebook: Up 12.9% over previous date range

Twitter: Up 25.3% over previous date range

Instagram: Up 8.7% over previous date range

Audience Growth Metrics	Totals	Change
Total Fans	19.9k	▲13.5 %
New Twitter Followers	358	▲25.3%
New Facebook Fans	1,853	▲12.9 %
New Instagram Followers	146	▲8.7%
Total Fans Gained	2,357	▲13.5%



Social Media 2018

Top posts on Facebook by engagement (from January – July 2018):

- 1. Week of the Young Child recap and photo album
- 2. Shared video about The DoSeum's new exhibit and info on free admission to The DoSeum on the first Tuesday in June
- 3. Announcement of our two new board members (Brandon Logan and Jennifer Laster)

Pre-K 4 SA shared an album. Published by Colleen Pence 71 · May 1 · @

The Week of the Young Child™ is an annual celebration hosted by the The National Association for the Education of Young Children (NAEYC) celebrating early learning, young children, their teachers, and families.

This year The Week of the Young Child took place from April 16-20 and Pre-K 4 SA students from all four Education Centers marked the occasion with special activities including: Music Monday, Tasty Tuesday, Work Together Wednesday, Artsy Thursday, Family Friday, literacy events, Fiesta fun, a pop-up adventure playground, parents writing wishes for their children, and more!

When children play and build together they explore math and science concepts and they develop their social and early literacy skills.

Would your child like to join us for our 2018-2019 school year? Apply for a spot for your child at Pre-K 4 SA today:





Pre-K 4 SA shared a post. Published by Colleen Pence ?/ · June 5 · 🚱

You and your family can enjoy free admission to The DoSeum tonight (and every first Tuesday of the month), during their summer hours of 6:30 p.m. - 8:30 p.m.

Be sure to read their recommendations for making the most of your visit here:

https://www.thedoseum.org/default.aspx....

And, while you're there, be sure to visit their brand new, interactive exhibit, Dream Tomorrow, Today!



6,241 Views

San Antonio Things To Do June 4 · 🔗

🖬 Like Page

The DoSeum offers FREE admission tonight (Tuesday, June 5), with new summer hours (6:30 p.m. - 8:30 p.m.).

This is your chance to take your family to see their brand-new exhibit, "Dream Tomorrow Today," for free! We took a tour of the exhibit before it opened and it's stunning. Your kids are going to LOVE it. Check out our video of the exhibit below

(J¹ tap the video to hear the music 30) and visit https://www.thedoseum.org/dtt for details.

Pre-K 4 SA Published by Colleen Pence 7 - May 24 - @

We are excited to announce the following appointments to our Pre-K 4 SA Board of Directors:

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Representing District 2 on Pre-K 4 SA's Board, Brandon A. Logan is the CEO of Urban Capital Partners, which works to establish people- and place-based strategies to uplift the standard of learning and living in inner city communities. Brandon graduated Cum Laude in three years from Grambling State University with a Bachelor of Science in Business Management.

Representing District 10 on Pre-K 4 SA's Board, Jennifer Laster is the Brand Content Manager for Whataburger Restaurants. Jennifer earned a Bachelor of Arts in Communication Arts from Texas Lutheran University. A passionate supporter of early childhood education, she believes it is critical to offer opportunities for all.

We warmly welcome these local citizens who are eager to help us change the San Antonio workforce in one generation through highquality early childhood education.









Key Messages







Messaging

- You are our Brand Advocates
- Foundation of Communications
 - Elevator Speech
 - Key Messages
- Message Platform
 - Audiences
 - Detailed information





What's to come



In the near future

We have many exciting items coming in the near future!

- 1. New Website (Fall 2018)
- 2. Overall Program Video (Fall 2018)
- 3. Launched Pre-K 4 SA LinkedIn page (make sure to follow us)
- 4. Facebook Live Events
- 5. Board Features on our Social channels
- YouTube/Video library growth (We will be launching a series of new videos featuring the different aspects of our curriculum, parent/family engagement, grant recipients, professional learning and so much more!)
- 7. Now is the time to tell the impactful stories of Pre-K 4 SA! Pre K 4 SA

