



City of San Antonio

Agenda Memorandum

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Agenda Item Number: 5.

Agenda Date: 3/7/2017

In Control: Early Childhood Education Municipal Development Corporation Board of Directors

DEPARTMENT: Pre-K 4 SA

DEPARTMENT HEAD: Sarah Baray, Ph.D.

COUNCIL DISTRICTS IMPACTED: Citywide

SUBJECT:

CY2016 Communications Research Briefing

SUMMARY:

This item includes a staff briefing of quantitative awareness findings and qualitative learnings to be utilized in the development of communications strategies and messaging.

BACKGROUND INFORMATION:

In 2016, Pre-K 4 SA conducted two waves of market research designed to ascertain informational needs of the San Antonio consumer and to inform communications activity and messaging.

In February of 2016, Pre-K 4 SA contracted Galloway Research to conduct a public opinion survey of San Antonio residents in order to establish benchmark measures of public awareness of and perceptions about the program. The specific information objectives of this survey were to do the following.

- Measure public brand awareness and image of Pre-K 4 SA, advertising awareness and recall, usage intent and community support
- Establish benchmark metrics against which future assessments can be compared and changes tracked
- Evaluate the brand equity, brand associations, and perceptions of quality of Pre-K 4 SA
- Assess public concern and interest levels in early childhood development and education
- Explore motivational drivers associated with public support of and interest in early childhood development initiatives

In October of 2016, Pre-K 4 SA's Agency of Record, Creative Noggin, contracted Epiphany Research to conduct qualitative exploratory research among Pre-K 4 SA's three primary consumer audiences: Parents, Community, and Educators. The specific objectives of this research were as follows.

- Explore perceptions of the need for and value of pre-kindergarten
- Identify current perceptions of the Pre-K 4 SA program relative to other programs
- Explore the decision-making process, identifying attributes that are most important to parents when choosing a pre-kindergarten program
- Gather reaction to messaging to see what, if anything, has the most potential to drive perception of the program
- Develop consumer understanding of educator target
- Identify and evaluate available professional learning/development resources
- Explore how educators learn about and select professional development opportunities
- Discover unmet professional development needs

ISSUE:

This briefing will include a PowerPoint briefing of the following.

- Overall quantitative findings
- Findings by consumer audience (parents, community, educators); as well as
- Implications for communications efforts moving forward

ALTERNATIVES:

This item is a briefing for informational purposes only.

FISCAL IMPACT:

This item is a briefing for informational purposes only.

RECOMMENDATION:

This item is a briefing for informational purposes only.