

START STRONG



KINDER READY



#StartStrongKinderReady



2025 NSPRA GOLD MEDALLION AWARD SUBMISSION

Public Engagement /
Parental Involvement
Campaign

“Start Strong Kinder Ready:
Building Confident
Kindergarten Stars”
Kindergarten
Readiness Campaign

Michelle Shue | Director of Marketing &
Communications | shuemc@rss.k12.nc.us

Emily Nance | Social Media Manager & District
Photographer | nanceEE@rss.k12.nc.us

Amanda Howard | Business & Community
Relations Specialist | howardag@rss.k12.nc.us

ROWAN-SALISBURY
SCHOOL SYSTEM

Be an original.

K-12 Public School District
18,366 students & 2684 staff
Communication Staff: 3

500 N. Main Street, Salisbury, NC 28144

704.636.7500

www.RSSed.org



synopsis: "THIS ONE IS YOURS."

Rowan County offers a promise of a bright future for every child, but teachers see a concerning reality: many young learners were arriving at kindergarten unprepared with the essential skills to succeed.

Guided by this failed promise, Rowan-Salisbury School System's (RSS) superintendent included a step in our "Renewal in Action 2028" strategic plan to prepare incoming kindergartners. She turned to the Communications department and said, **"This one is yours."** Essentially, she expected us to raise the pre-screener scores.

The data told a compelling story: in 2022-2023, only 16% of our incoming kindergartners were fully prepared for the curriculum. We understood the assignment. We believed that empowering parents, caregivers, and community members to embrace their roles as their children's first teachers, we could transform kindergarten readiness. This belief led to the creation of "#StartStrongKinderReady - Building Confident Kindergarten Stars!" Our initiative was dedicated to equipping rising kindergartners with the essential skills for success.

We spent months talking with kindergarten teachers, principals, and a local education partner ApSeed. We studied the pre-screener tool used by our system and prioritized impactful steps for quick success. Our strategic approach unfolded in phases:

★ We sparked awareness through vibrant social media, igniting curiosity about what it means to be "kinder ready."

★ We underscored the conversation with practical tips and resources on essential skills like socialization, language, and early learning, through grouped skill campaigns on RSS social media.

★ We equipped families with a "Ready or Not... Kindergarten is Coming!" booklet, a teaching tips guide in both English and Spanish, strategically placed where parents could easily access it throughout the county.

★ We continue to amplify the message, sharing skills and tips in later phases at play dates and through elementary school social media pages, and exploring new partners and places for distributing our "Ready or Not..." booklet.

The campaign's impact came quickly, yet incrementally. In just six months, we saw an increase in the kindergarten readiness pre-screener scores from 17% to 22% district-wide. This increase is a testament to our campaign's effectiveness and a promising sign of the work we've done over the last six months. These rising scores mean more of our incoming students will be confident kindergarten stars, ready to shine brightly when they enter RSS.

The story is changing, and a new set of prepared learners is on our horizon.

the problem: **AN UNEVEN PLAYING FIELD**

In Rowan-Salisbury, as in many communities, the path to kindergarten isn't always smooth. We know students are starting out on an uneven playing field. Some children have access to enriching preschool experiences. Some have access to extra assistance. Some have nothing. This disparity leads to varying levels of readiness, a challenge directly addressed by our RSS "Renewal in Action" Strategic Plan 2028, Priority One: Building Academic Excellence. Action step three calls for a **"robust kindergarten readiness campaign to prepare all students for personalized learning acceleration as they enter schools for the first time."**

Our task was to equip parents and caregivers with resources and strategies to foster key skills, but we faced hurdles.

How could we:

- **reach every family,**
- **inspire them to take action,**
- **and craft culturally relevant messages that resonated with all?**



research: WHAT IS “KINDER READY”?

THE URGENT NEED: Our young stars must sparkle from the beginning or our promise of a bright future dims. Without the right foundation, students fall behind, creating gaps that widen over time. **This cumulative effect impacts long-term success, making kindergarten readiness a crucial investment in preventing academic disadvantage.**

Upon taking office in late 2022, RSS Superintendent Dr. Kelly Withers prioritized kindergarten readiness in her 2023 strategic plan after alarming pre-screener scores revealed only 16% of incoming students were prepared. “Parents need to know that kids must be ready to learn when they get to us, and these scores tell us that they are not,” Dr. Withers said.

.....→ *only 16% were kinder ready*

Dr. Withers aimed to boost pre-screener scores. To start, we needed to raise awareness about kindergarten readiness and define what it means to be “kindergarten ready.” This foundation would pave the way for engagement and improvement.

THE PRE-SCREENER: “The skills measured by the DIAL-4 are proven to help predict a child’s success in the classroom. The DIAL-4 screening test can help parents and teachers decide if a child’s skills are appropriate for his/her age ... and show how the child’s developmental skills compare with those of a national norm group.”*

In our first steps, we studied the DIAL-4. We completed the screener on each other. We reflected on our parenting and questioned the parenting of our colleagues with preschoolers. We noticed scoring patterns and weighted categories on the screener. We became DIAL 4 “experts.”

what's on the screener?

SELF-HELP/MOTOR SKILLS

LANGUAGE SKILLS

SOCIALIZATION SKILLS

ACADEMIC SKILLS

PROCEDURE/CONCEPT SKILLS



DIAL-4 RESEARCH OF NOTE: One question on the DIAL-4 asks the child to skip. We began to question, “How does a parent teach this skill?” We Googled skipping. We asked chatGPT to write instructions on how to skip. We went outside our offices, skipped down the hall, and asked our colleagues to skip. Then we asked them to describe how they skipped.

Translating the act of skipping from text to action allowed us to distinguish between skills we would need to simply acknowledge to families and those that would demand more emphasis - particularly skills many caregivers might not recognize as teachable. This insight proved crucial in tailoring our approach to parent education.

We found that DIAL-4's three sections each include a behavior scoring box, potentially penalizing a child three times for the same socialization issue, such as not sitting still or needing directions repeated. Recognizing these behavior/socialization skills as crucial for improving our scores, we decided to prioritize them in our campaign.



research: WHAT IS “KINDER READY”?

SETTING OUR GOAL: Our North Star was clear - to ensure every child in RSS enters kindergarten ready to learn and thrive. In education, we often set idealistic goals reflecting our highest aspirations for students. These goals serve as a compass, directing our efforts and resources. While this goal does not often fit into standard marketing metrics, it is crucial for driving meaningful educational progress.

To establish an actionable goal, we set indicators based on our strategic plan action step to **"develop and implement a robust kindergarten readiness campaign to prepare all students for personalized learning acceleration as they enter schools for the first time."**

We developed a multi-phased campaign, setting clear objectives to track progress. This initiative spans several years, with ongoing development of new experiences and elements to ensure continuous improvement and adaptability.



ESTABLISHING OBJECTIVES TO GUIDE PLANNING:

Increase awareness of essential skills & establishing a common understanding of kindergarten readiness.

Provide families & community members with strategies to teach essential skills & reinforce concepts & procedures.

Streamline kindergarten preparation with a dedicated Start Strong Kinder Ready webpage, providing parents with a single, easy-to-access source for all essential tips & resources.

Connect RSS resources with local preschools & daycares; provide opportunities for parents & preschool-aged children to interact.

Spark action from families by offering additional tips & resources on RSSed.org, "playdates" & "challenges" opportunities for skill development & interaction.

create awareness

provide strategies

direct access

build connections

ignite engagement

Increase engagement on RSS social media channels by 20% during the campaign period.

Create graphics for each identified skill on DIAL-4 pre-screener.

Develop webpages that offer at least 3 additional resources (games, videos, activities or ideas) for each skill area.

Create at least 3 learning experiences year to engage the community in skill practice.

Create website traffic to the Start Strong page on RSSed.org to 1000 visits during the campaign period.



planning: CHARTING A COURSE

KNOWING OUR TARGET: ApSeed's Early Childhood Education, a nonprofit that created an educational touchpad, provides low socio-economic status (SEC) children ages 3-4 with their "Seedling" touchpad for free to help prepare children for kindergarten.



Guided by insights in meetings with ApSeed's Executive Director, Dr. Julie Morrow, **we refined our focus to target middle-income families.** These families often rely on daycares, grandparents, or stay-at-home parents for preschool care, as they fall between the low-income families supported by ApSeed and high-income families who typically opt for education-centered preschools. This group lacks the support for awareness and skill in identifying and addressing specific developmental needs to prepare their children for kindergarten.

THE CHAMPION TEAM: Before we began work on the campaign, we established a Kindergarten Readiness Champion Team comprised of several RSS Kindergarten teachers, one elementary principal, four district leaders, and ApSeed's Executive Director to help guide us in our work.

While some teachers desired a focus on social and procedural skills, the superintendent refocused the campaign on its core mission: equipping parents to prepare children for academic success in kindergarten, ensuring they enter school ready to learn and thrive.

Additionally, our Champion Team helped the Communications team to identify developmental milestones that children typically achieve naturally, **leading us to concentrate our efforts on areas requiring intentional instruction.**

OUTLINING STRATEGIES:

ROLES, RESPONSIBILITIES, RESOURCES:

- **Social Media Engagement:** Create engaging and informative content for social media platforms.
- **Community Outreach:** Distribute print materials in high-traffic areas and partner with community organizations to reach families and create socializing opportunities.
- **Parent Education:** Provide tips and resources to equip parents with the knowledge and skills to support their children's development.
- **Graphics & Content:** The director and social media manager developed and posted new graphics offering skill overviews and practice tips. Canva for Education: No cost.
- **Printed Booklet:** The director created the content and designed the "Ready or Not..." booklet. Canva for Education: No cost. Printing 1250 copies (English) = \$4874 and 1300 copies (Spanish) = \$1300
- **Photography & Videography:** The district photographer captured students practicing key skills in classrooms and created videos to enhance campaign lessons. Adobe Suite: Budgeted each year. Camera: Already owned.
- **Website Resources:** The community relations specialist (CRS) and early learning director curated online resources for the "Start Strong" website. Online Resources: Free access for RSS and parents.
- **Partnerships:** The director collaborated with Horizons Unlimited for a playdate event, while the CRS secured business partners to provide prizes for the "Routine Challenge." Science Center: Owned by RSS. \$50 for snacks.

THE
DIRECTOR
.....>



THE
BUSINESS &
COMMUNITY
SPECIALIST
<.....

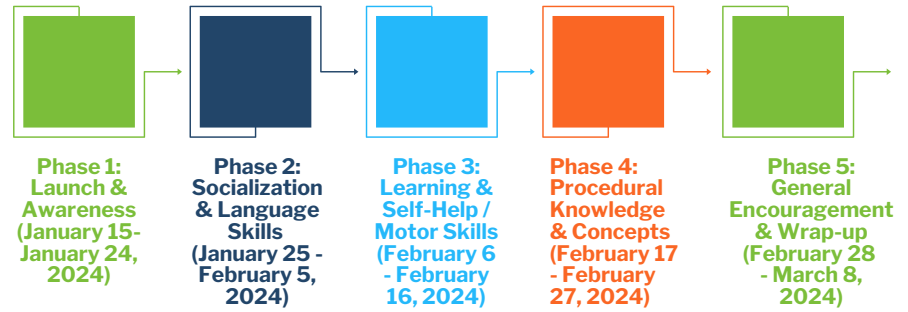
THE
PHOTOGRAPHER
& SOCIAL MEDIA
MANAGER
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planning: CHARTING A COURSE

DEVELOPING A TIMELINE:

In establishing a campaign timeline, we studied the tactics we employed in round one (an effort to jump-start an RSS social media campaign). We modified the timeline for rounds two through five, adding more detailed tactics and phases to group skill sets. We focused each round on adding content to make our campaign more robust and relevant to teaching the grouped skills needed for kindergarten readiness.

ROUND 2: RSS SOCIAL MEDIA (JANUARY 2024 - MARCH 2024)



SOCIAL MEDIA TACTICS:

Launch & Awareness Campaigns:

To kick off the campaign, we wanted to build anticipation with a [teaser commercial](#) and an [announcement video](#) featuring our superintendent underscoring the need for kindergarten readiness and providing a call to action for the community.

Engagement-Focused Content:

To empower families with readily accessible tools and knowledge, we planned an engaging content strategy centered around a multifaceted, parent-centric approach. Visually appealing, skills-focused graphics would equip parents with practical phrases and activities to develop key skill areas, reinforced by videos emphasizing skill development before entering kindergarten. To deepen understanding, we would produce videos featuring kindergarten students demonstrating skills and educators offering tips on building procedural knowledge and fostering communication.

Community initiatives would spark curiosity and social interactions, while skill challenges would provide guidance and practice.

We would incentivize engagement with prizes offered at local businesses. Digital resources would need to be expanded through links to skill-focused educational websites and games on RSSed.org, and motivational messages would be shared through graphics to provide ongoing support to parents.

PRINT MATERIALS & DISTRIBUTION TACTICS:

"Ready or Not...Kindergarten is Coming!" Booklet:

Crafted in both [English](#) and [Spanish](#), this parent guidebook would offer practical tips, activities, and user-friendly phrases to support caregivers in confidently teaching and reinforcing skills related to social interaction, language development, academics, self-help, motor skills, and key concepts.

Strategic Distribution:

The "Ready or Not..." booklets would be distributed strategically throughout the county, with placement in high-traffic areas such as stores and doctor's waiting rooms. Booklets would be given directly to community organizations and RSS schools for distribution to families with younger siblings not yet in school. To further extend the reach of the resource, we plan to distribute a second printing to local preschools and daycares for dissemination to their families which are not associated with RSS.

COMMUNITY ENGAGEMENT TACTICS:

Partnerships:

- *ApSeed* : We plan for a closing video featuring Dr. Morrow from ApSeed summarizing the initiative's comprehensive impact on kindergarten readiness.
- RSS Kinder Ready Champion Team
- Elementary teachers & students in promotional materials & development
- The Rowan County Public Library, BrickEd, & Horizons Unlimited, & other local businesses
- *The Salisbury Post*
- Local private preschools & daycares

implementation: HEAD FOR THE HORIZON

TIMELINE ROLLOUT:

We maintained our timeline by scheduling and posting social media content aligned with key campaign milestones. We also created, printed, and distributed our booklets by summer break. In the fall, we revisited successful challenges and posts, organized playdates, and collaborated with our Kindergarten Readiness Champion Team to guide next steps.

EXECUTION:

The campaign was carefully designed to maximize reach and impact. We used social media as a primary platform, creating visually appealing graphics with Canva and sharing daily posts on Facebook and Instagram, featuring practical tips, reminders, and event promotions. The hashtag #StartStrongKinderReady was used to engage the community and to serve as a repository for all campaign information online. Community outreach was a key component, with the "Ready or Not..." booklets strategic distribution to local organizations and at doctor's offices, and by promoting already existing resources like those found at the local public library. To reinforce learning in a hands-on setting, we developed engaging in-person challenges. The "Count & Learn Challenge," implemented in partnership with a local business, offered special activities and take-home Lego kits for skill development. The "Nature Challenge" collaboration with the science center created learning stations along their nature trail to reinforce observation and motor skills.

ROUND ONE:

RSS social media engagement strategy to create awareness of the skills to be kinder ready.

Start Date:

September 2023

TIMELINE ...➔
DEVELOPMENT
AFTER INITIAL
LAUNCH:

ROUND FIVE:

Social media campaign strategy to reuse posts from Rounds One and Two on RSS social media, repost them on all RSS elementary schools' social media platforms to broaden our reach.

Start Date:

November 2024

ROUND TWO:

RSS social media engagement strategy to further our reach and create more depth to share the skills essential to be kinder ready. Use unfinished items from Round One and develop new graphics for additional skills.

Start Date:

January 2024

ROUND SIX:

Print additional "Ready or Not..." booklets and distribute to local preschools and daycares in Rowan County to increase reach and educate non-RSS teachers on kindergarten readiness skills they can reinforce.

Start Date:

March 2025

ROUND THREE:

Develop print materials ("Ready or Not...") to place strategically throughout the county for parents to use while shopping, in waiting rooms, etc., and to take home. The booklet is printed in English and Spanish.

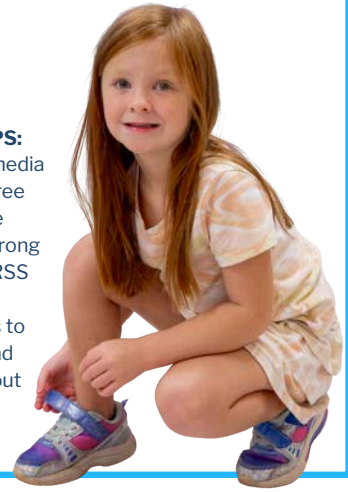
Start Date:

May 2024

ROUND FOUR: Distribute "Ready or Not..." booklets to community locations, and provide RSS schools (to send to families with younger siblings).

Start Date:

June 2024



MONITORING:

We tracked social media engagement (likes, shares, comments) to organically refine content and outreach, and collected participation data from challenge events.

KEY MESSAGES:

Positive audience feedback validated the helpfulness of our content. To address reach limitations identified by our Champion Team, we expanded distribution to elementary school social media pages in Round Five.

evaluation:

"ALL WE REALLY NEED TO KNOW..."

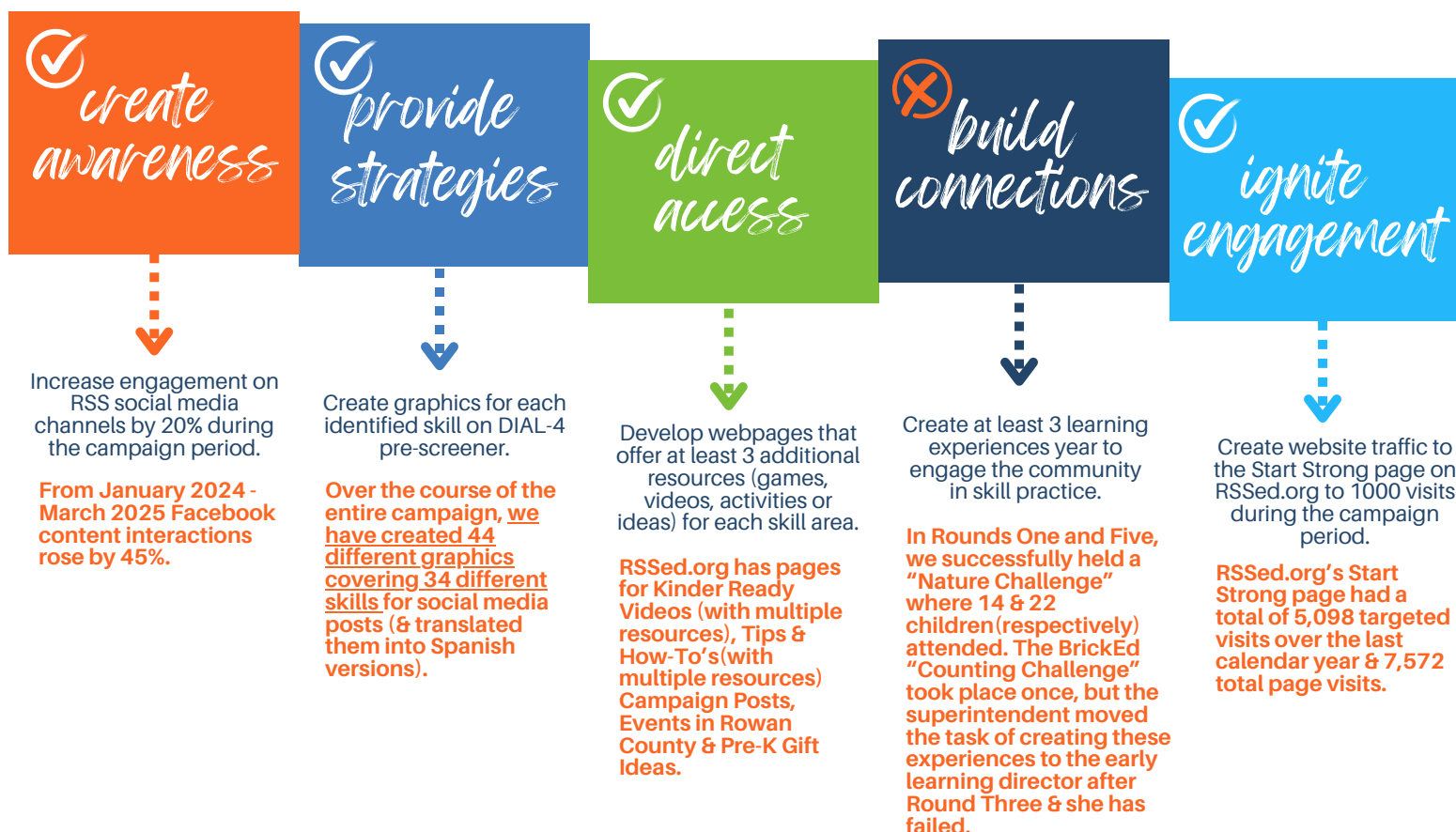
An essay by Robert Fulgram declares "All I really need to know about how to live and what to do and how to be I learned in kindergarten." We could say the same about what we learned about marketing during this campaign.

EVIDENCE OF EFFECTIVENESS:

- **Improved Readiness:** Documented 5% increase (to 22%) in district-wide kindergarten readiness pre-screener scores in one year (DIAL-4).
- **Strategic Alignment:** Direct implementation of RSS' "Renewal in Action" action step for kindergarten readiness.
- **Broad Reach:** Multi-channel approach (social media, print, outreach) engaged a diverse audience.
- **Actionable Resources:** "Ready or Not..." booklet (English/Spanish) provided practical tips and activities.
- **Community Connection:** Collaboration with local organizations expanded reach and impact.

evaluation: "ALL WE REALLY NEED TO KNOW..."

MEASURING OBJECTIVES:



LESSONS LEARNED & REVISIONS FOR FUTURE PROGRESS:

The #StartStrongKinderReady campaign taught us the power of collaboration, creativity, and a relentless focus on our students' needs. This journey taught us the power of a unified message, accessible resources, and strong community connections.

• Key Takeaways:


- **Accessible, multilingual resources are essential.** In Round One, we were finding our way and neglected to create graphics in Spanish. Recognizing the power of the visual, in Round Two, we wanted to provide an equal experience to our Spanish-speaking families and caregivers.
- **Social media can effectively reach a targeted audience.** We use social media as the go-to for messaging, but we cannot translate awareness and views into action and impact. In future rounds, we would like to find ways to create more parent and community engagement with these posts.
- **Community partnerships amplify impact.** Rowan County's strong community support is a valuable asset, and we are committed to strategically expanding our partnerships to offer a wider array of learning and socialization experiences for our future kindergarteners.

NEXT STEPS:

- We will sustain our #StartStrongKinderReady campaign, continuing social media efforts and exploring innovative ways to engage parents, especially those in our middle-income target area.
- We need to expand and update our online resources for the "Start Strong" website to provide a robust centralized location for tips, activities, and support materials. The community relations specialist will need to continually seek support from the early learning director to curate these resources.
- We need to collaborate with the early learning director to develop consistent, enriching playdates and challenges for preschool-aged children throughout Rowan County.
- Maintaining momentum is critical, even though progress feels slow and tiring. The urgency of kindergarten readiness persists for every incoming class. **Our promise is a commitment to their future success.**

supplemental materials:

#START STRONG KINDER READY TACTICS: We understood that a successful start to kindergarten depended on families having clear, timely, and engaging information at their fingertips. That's why we built the #StartStrongKinderReady campaign. Our goal was to empower families with the knowledge and tools they needed to nurture their child's academic, emotional, and social readiness, using focused communication, helpful tips, and community partnerships to make information accessible and actionable.



Be an original™

Contact: Michelle Shue
Director of Marketing & Communications
O: 704-636-7500 ext. 6019
shuemc@rss.k12.nc.us

PRESS RELEASE

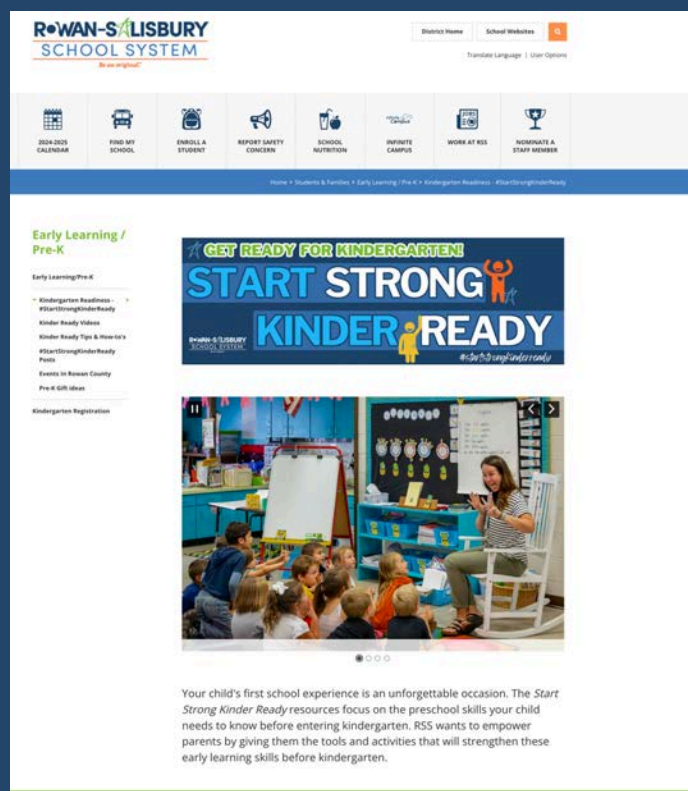
FOR IMMEDIATE RELEASE
September 5, 2023

Rowan-Salisbury Schools Announces Kindergarten Readiness Campaign
#StartStrongKinderReady - Building Confident Kindergarten Stars!

SALISBURY, North Carolina — Prepare for a journey of early childhood development like never before. Next week marks the start of the Rowan-Salisbury School System (RSS) #StartStrongKinderReady campaign, a comprehensive initiative designed to empower parents and caregivers in preparing their children for kindergarten success.

The #StartStrongKinderReady campaign is committed to fostering kindergarten readiness through a strategic, year-long program filled with engaging activities and invaluable resources for families. The campaign is divided into three distinct phases, each addressing specific developmental areas and equipped with tailored guidance for parents: Socialization and Language Skills, Learning and Self-Help/Motor Skills, Procedural Knowledge and Concepts.

PRESS RELEASE: To foster community buy-in and support, we issued a press release to all RSS staff, local media outlets, and board members, ensuring that these influential voices were well-informed and could effectively advocate for the campaign.



Your child's first school experience is an unforgettable occasion. The *Start Strong Kinder Ready* resources focus on the preschool skills your child needs to know before entering kindergarten. RSS wants to empower parents by giving them the tools and activities that will strengthen these early learning skills before kindergarten.

WEBSITE: To provide families with a central hub for all things kindergarten readiness, we created a dedicated webpage on our district website, offering easy access to social media posts, comprehensive information on essential skills, curated links to local activities and resources, and a variety of other helpful tools designed to support parents and guardians in preparing their children for a successful start to school.

Early Learning / Pre-K

Early Learning/Pre-K

- Kindergarten Readiness - #StartStrongKinderReady
- Kindergarten Ready Videos
- Kindergarten Ready Tips & How-to's
- #StartStrongKinderReady Posts
- Events In Rowan County
- Pre-K Gift Ideas
- Kindergarten Registration

Social Skills



Ideas to Practice Social Skills

Language Skills



Stages of Language Development Checklist

Academic Skills



Early Learning Skills in Children

Self-Help & Motor Skills



Physical Activities to Develop Strong Motor Skills

Procedural Knowledge



Learning "How-to..."

Understanding Concepts



How to Empower your Preschooler for Responsibility

With a click on the website's intuitive icons, parents and guardians gain immediate access to a list of handpicked resources specifically designed to ease their child's transition to kindergarten.

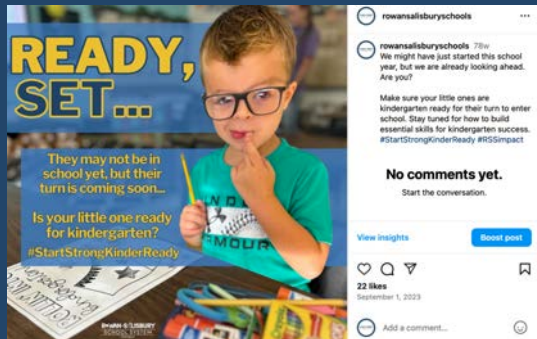
How to Empower your Preschooler for Responsibility

Please Click On The Title Below To Access:

- [Tips for Preschooler Responsibility](#)
- [Understanding Responsibility](#)
- [The Responsible Child](#)

supplemental materials:

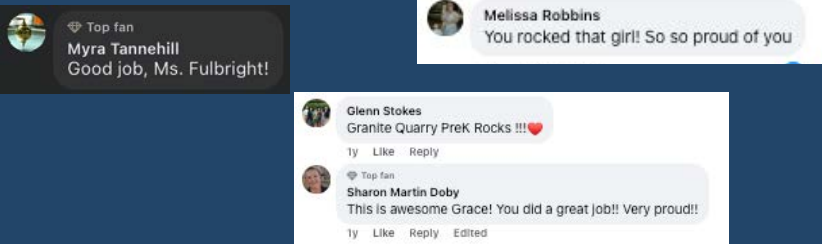
SOCIAL MEDIA: To connect with families and highlight the excitement of learning, our social media strategy used organic posts on RSS' Facebook and Instagram. These posts showcased the diversity of our students and emphasized the joyful learning experiences awaiting them in kindergarten. By creating a supportive and informative online community, we aimed to help families feel connected and prepared for their child's transition to school.



TEASER POSTS: To generate initial excitement and emphasize the importance of preparing for kindergarten, we launched the #StartStrongKinderReady campaign with introductory social media teasers. These posts set the stage for the informative content that would follow, building anticipation for the resources and tips we'd be sharing.



VIDEOS: Throughout the campaign, we created videos for featuring teachers and students offering helpful tips and tricks, encouraging parents on the importance of teaching these skills before kindergarten.



POSITIVE FEEDBACK: Featuring teacher-led video posts sharing kindergarten readiness advice resonated strongly with families, who appreciated our educators' proactive support and valuable expertise.

WATCH: FOSTERING INDEPENDENCE



WATCH: HOW TO READ A BOOK



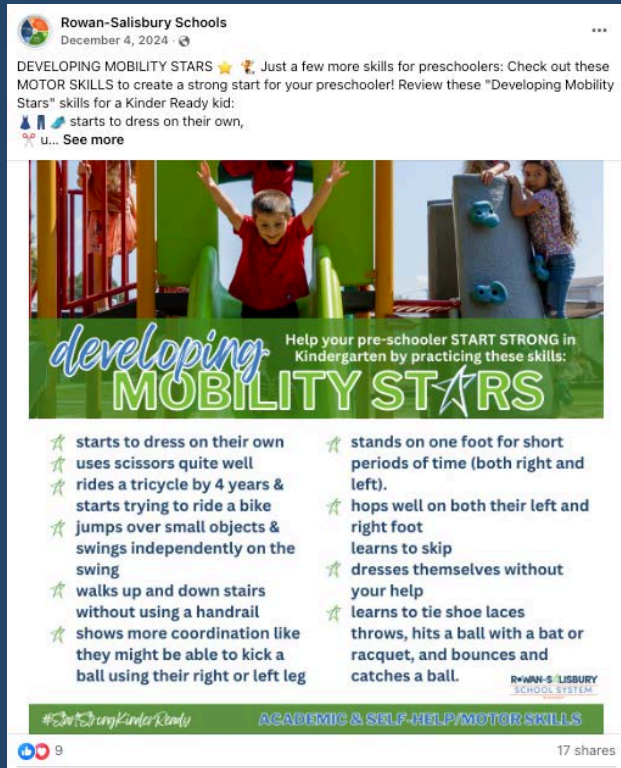
WATCH: TWO-STEP DIRECTIONS



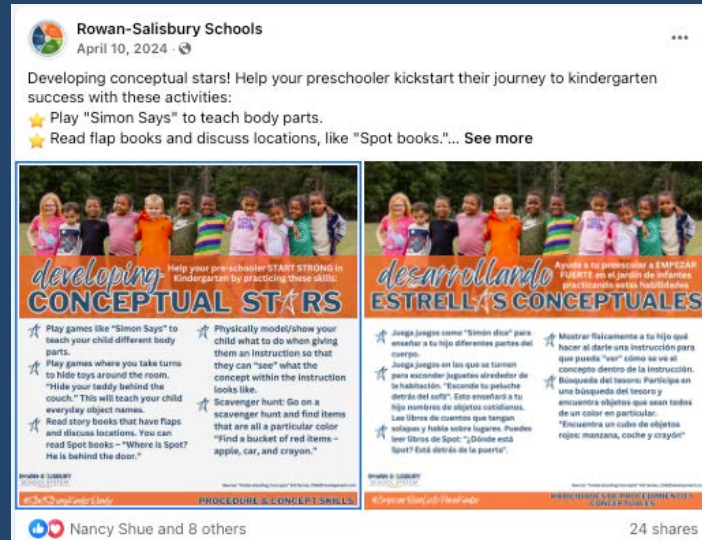
WATCH: PROMOTE READING BEHAVIORS



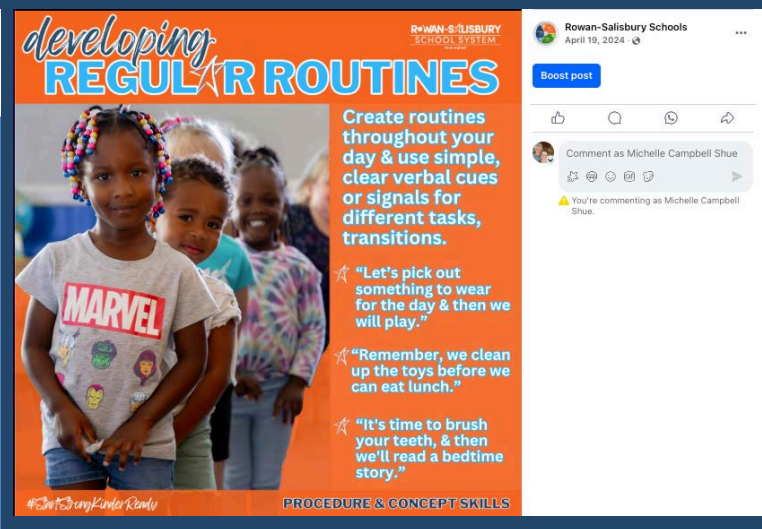
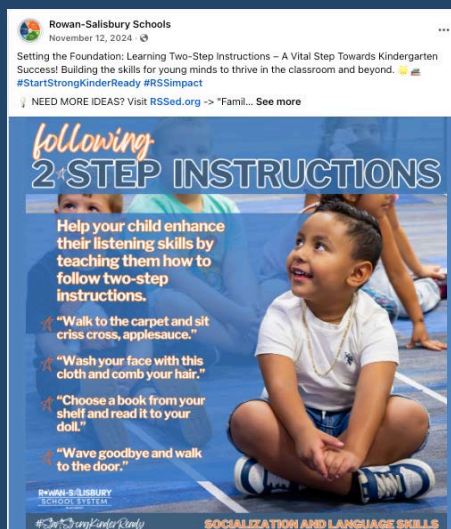
supplemental materials:



SKILL OVERVIEW POSTS To introduce each kindergarten readiness skill, we created overview posts explaining what the skill encompasses. These posts served as a foundation before sharing specific tips, resources, and parent-child activities designed to build proficiency in that skill area.



SKILL BREAKDOWN POSTS: For each key kindergarten readiness skill, we created detailed breakdown posts. These posts offered parents specific activities to do with their children, along with suggested phrases and prompts to use during those activities. This ensured parents felt equipped with practical tools and supportive language to confidently guide their child's skill development.



supplemental materials:

ENGAGEMENT CHALLENGES:

Moving beyond awareness, we designed practical "challenges" tied to each skill phase of the campaign. These challenges, sometimes hosted as engaging in-person events, provided future kindergarteners with valuable opportunities to apply what they were learning and connect with other children preparing for school, all while reinforcing the key messages from our social media campaign.

Our challenges translated social media tips into tangible experiences, successfully engaging families and local businesses in supporting kindergarten readiness. Through activities like the "Routine Challenge," where children practiced dressing themselves and performing basic clean-up tasks, and the "Playdate Challenge," which encouraged social interaction and language development, future kindergarteners actively applied essential skills. The positive response confirmed that our social media content was resonating and empowering families to prepare their children.

Enhance your child's social and language skills by organizing playdates!

Visit [RSSed.org](https://www.rssed.org) to explore "Events In Rowan County" and nurture your future kindergarten star's development.

Click the link in the caption for easy access!

ROWAN-SALISBURY SCHOOL SYSTEM

BRICK-ED
Building minds and bodies at a time

1406-B W. Jones Street,
Salisbury, NC 28144

Challenge Dates:

- Saturday, Sept 30 from 10am-5pm
- Sunday, Oct 1 from 1pm-5pm
- Wednesday, Oct 4 - Friday, Oct 6 from 10am-6pm

Looking for a little fun?

Does your little one need a fun counting & sorting activity?

Visit BrickEd™ & More during one of the following dates to participate in our count & learn challenge & take home a special brick bag with activity cards.

Post a photo in the comments below of your preschooler at BrickEd™ & More's Start Strong Kinder Ready stations for a chance to win a prize pack. Winner chosen Oct 9.

#StartStrongKinderReady ACADEMIC & SELF-HELP/MOTOR SKILLS

Looking for a little hand?

Does your little one like to help out?

Use our "Routine Challenge" chart to encourage independence & practice routines.

Take your preschooler's completed chart to any of the businesses listed on the chart for a free treat at the end of the week. Charts can be printed at home or picked up at the participating businesses.

#StartStrongKinderReady PROCEDURE & CONCEPT SKILLS

Looking for a little adventure?

Sign you and your little one up for a FREE outdoor family adventure at Horizons Unlimited Oct. 14.

Participate in a rainbow hike, a scavenger hunt, and activities such as "fish sorting," meet the baby turtles Boom and Bento, and leaf hedgehogs.

Sign up today on the jottform in the post. Registration closes Oct. 12 or when full. Parent required to participate- no drop offs.

#StartStrongKinderReady ACADEMIC & SELF-HELP/MOTOR SKILLS

Check off the routines you complete each day. At the end of the week, if you completed routines & earned at least 35 points, take this chart to collect your reward. See reward locations below.

CHALLENGES	M	T	W	T	F	S	S	POINTS
Brush my teeth. <small>Earn one point for each routine checked off and add one point for each day in the row.</small>								
Dress myself.								
Put on my shoes.								
Clean up my area / toys.								
Wash my hands. (before eating/after the potty)								
Help someone with a "job."								
Open my own snack / drink box.								
Say "please" and "thank you."								

REWARDS: Ice cream: Faith Soda Shop, China Grove Candy Store, Landis Creamery, Fuller's Market, Hills Minnow Farm, Spankys.
Bowling surprise: Woodleaf Lanes. Coloring pages & crayons: NC Transportation Museum.

TOTAL POINTS:

supplemental materials:



GIFT-GIVING IDEAS: During the holidays, we seized the opportunity to highlight accessible and affordable skill-building gifts. We designed a shareable graphic showcasing budget-friendly items from Dollar Tree and Five Below. This graphic, promoted on social media, guided families to our website, where they could explore the connections between each item and key kindergarten readiness skills, and access engaging, hands-on activities to promote learning at home.

Socialization and Language Skills

Dress Up Kit (Pig): Engage your child in the magical world of imagination with a Dress Up Kit. Encouraging role play, this activity provides a delightful opportunity for your little one to explore and practice words, phrases, and sounds. As they embody different characters, watch their language skills flourish.

"Reel Them In!" (Fishing Game): Transform playtime into a valuable learning experience with this Fishing Game. This interactive activity aids in the development of healthy social skills and emotional management. Through engaging gameplay, your child can enhance their communication skills, fostering positive interactions with others.

"Arthur's Pals" (Book): Embark on a literary journey with your child through the pages of "Arthur's Pals." This heartwarming book not only offers delightful stories but also provides a platform to discuss friendship, tackle everyday challenges, and learn effective conflict resolution. Explore new vocabulary together and create meaningful conversations.

Crayola (Paint Your Own Artist Creation): Unleash the artist within your child with Crayola's Paint Your Own Artist Creation. As they express themselves through art, take the opportunity to interact and expand their vocabulary. Discuss colors, shapes, and everyday objects, transforming creative moments into rich learning experiences.

Baby Doll: Introduce the world of empathy and self-expression with Baby Doll play. These cuddly companions not only foster a nurturing environment but also contribute to the development of language skills. Through caring for their baby dolls, children become adept at articulating their thoughts and understanding the emotions of others.

Sliceable Food Set: Transform your child's playtime into a culinary adventure with a Sliceable Food Set. Encourage language development as they name different foods, identify colors, and engage in sharing activities. Challenge them with two-step directions, making learning both fun and educational. For example, "Go get your strawberries and cutting board, and let's play!"



SOCIAL MEDIA CAMPAIGN WRAP-UP: As a final call to action, we shared a celebratory video featuring enthusiastic kindergarteners chanting "Start Strong, Kinder Ready!" This video served as a compelling invitation for families to visit our website and access the campaign's posts and resources, ensuring they have the tools to continue supporting their child's kindergarten readiness journey.



Rowan-Salisbury
SCHOOL SYSTEM

Please visit RSSed.org to learn more about how YOU can help your child!

#StartStrongKinderReady

supplemental materials:



SAMPLE INSIDE PAGE

READY OR NOT... KINDERGARTEN IS COMING! PRINTED MATERIAL:

As the final resource produced for the #StartStrongKinderReady campaign, this engaging booklet integrated key skills and practical phrases, building upon the foundation laid by our social media efforts, collaborative partnerships with educators, and parent input. Distributed through diverse community channels (doctor's offices, stores, restaurants, local preschools, etc.), the booklet provided a tangible tool for families to promote the importance of early education and equip their children for success for years to come.



building SELF-HELP & MOTOR SKILLS

What can parents & caregivers say to teach these motor skills?

- **Dress independently:** "Look at you! You're becoming an expert zipping up your jacket all by yourself."
- **Use the bathroom independently:** "Thank you for closing the door before using the restroom."
- **Open packages & eat independently:** "Can you try opening these fruit snacks? Can you put this straw into the juice box?"
- **Throw & catch a ball:** "You're throwing the ball so well! Your aim is improving."
- **Balance on one leg:** "Let's hold hands while you lift one leg off the ground. Now, I'm going to let go, so don't fall."
- **Skip & hop:** "That's great marching. Now add a little hop & step forward with the opposite leg. Then we can keep practicing to get faster."
- **Cut with scissors:** "Your cutting is getting better & better! That is such a straight line."
- **Draw with pencils or crayons:** "Can you practice drawing some shapes?"
- **Build with blocks:** "Let's see how tall & straight you can stack these blocks into a tower. What other things can you build with these blocks?"

understanding PROCEDURES & CONCEPTS

What can parents & caregivers say to teach these motor skills?

- **Follow routines for mornings, meals, & bedtime:** "Putting toys away shows you're a good helper!"
- **Identify body parts:** "Touch your nose & then touch your ankle."
- **Sort objects by color & size:** "Can you sort these socks into big ones & little ones? Now can you sort them by color?"
- **Understand number relationships (after, before, between):** "What number comes between 3 and 5? What number is after 7?"
- **Pay attention throughout a task:** "Thank you for concentrating on what you were doing. That helped you not spill the food off your plate."
- **Problem solve:** "What should I do if I spill my drink? How could we start to clean up these toys? What can we do to reward the dog for sitting?"

