

# CALLING ALL KINDERGARTENERS

**NSPRA  
GOLD MEDALLION ENTRY  
SPECIAL COMMUNICATION PROJECT**

**36,000 Students | PreK-12 Grade Public School District**

**PEORIA UNIFIED SCHOOL DISTRICT  
6330 W. THUNDERBIRD RD. | GLENDALE, AZ 85306**

# SYNOPSIS

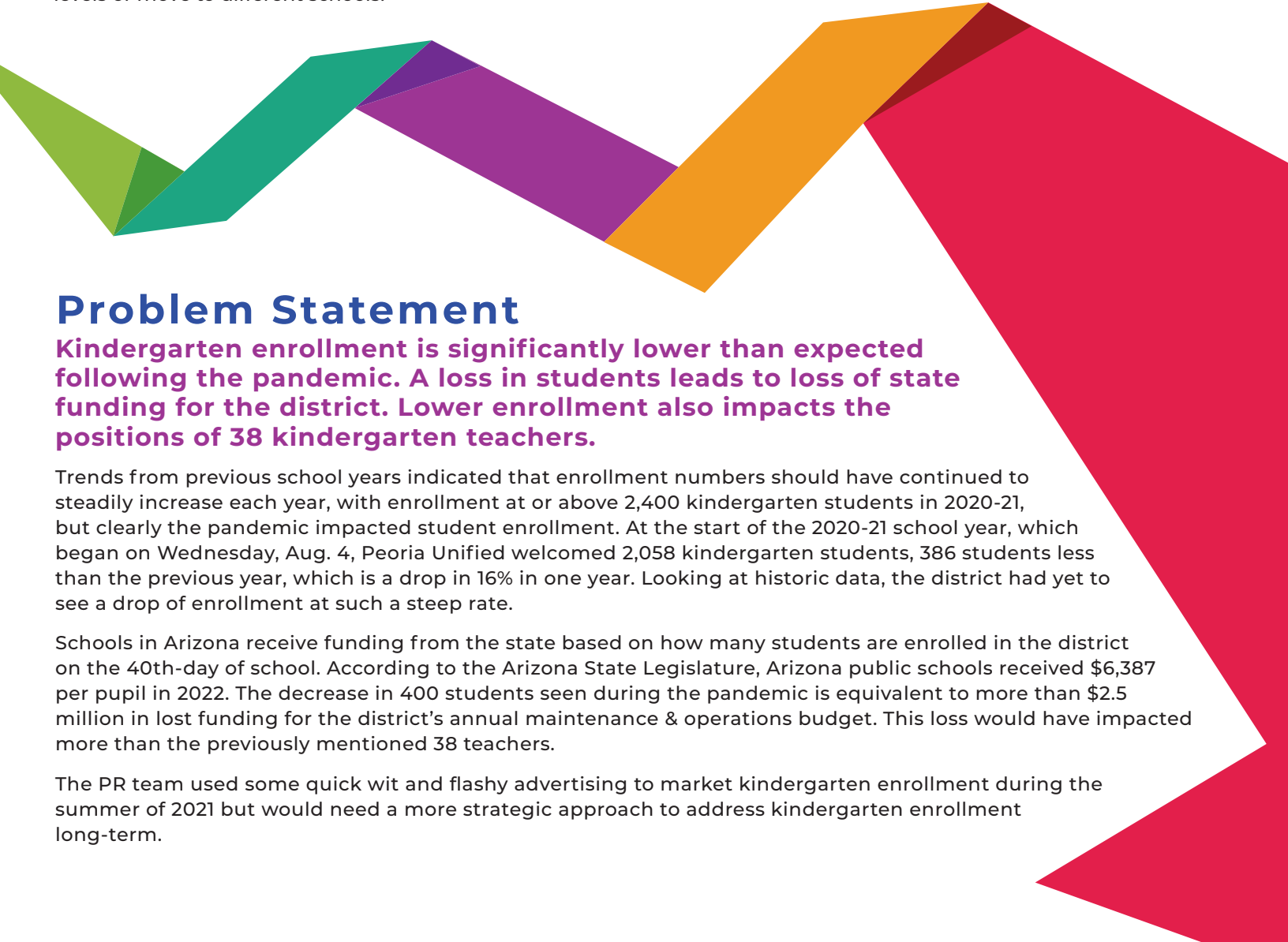
**Nestled in the heart of the northwest valley, 45 minutes outside of Phoenix, the Peoria Unified School District is the fourth largest public school district in the state of Arizona. It is home to 42 unique public schools that are designed to fit the needs of each of its 37,000 students in preschool through 12th-grade.**

Beginning in October 2021, the team began working on a comprehensive kindergarten enrollment communication plan for the 2022-23 school year. In the summer of 2020, many families were anxious about how their local school districts would respond to COVID-19. Just like all other Arizona public schools muddling through the COVID-19 pandemic, Peoria Unified closed all 42 schools in March 2020 and transitioned to virtual instruction, requiring all students to learn at home following Spring Break from March through the remainder of the 2019-20 school year. The district then began the 2020-21 school year virtually for the first few weeks of school.

Just as the Peoria Unified communications team fielded questions from community members about the district's response to the pandemic, the district's enrollment numbers took a big dive in August 2020, with the largest decrease seen in kindergarten.

Trends from previous school years indicated that enrollment numbers should have been steadily increasing each year, at or above 2,400 kindergarten students, but clearly the pandemic had impacted student enrollment. At the start of the 2020-21 school year, which began on Wednesday, Aug. 4, Peoria Unified welcomed 2,058 kindergarten students, 386 students less than the previous year. Looking at historical data, the district had yet to see a drop of enrollment at such a steep rate.

Peoria Unified learned that losing nearly 400 students as a result of the pandemic would cripple the district's kindergarten team if the enrollment numbers remained so low. This significant drop in enrollment threatened the jobs of 38 Peoria Unified kindergarten teachers who would have to be forced to change roles, teach different grade levels or move to different schools.



## Problem Statement

**Kindergarten enrollment is significantly lower than expected following the pandemic. A loss in students leads to loss of state funding for the district. Lower enrollment also impacts the positions of 38 kindergarten teachers.**

Trends from previous school years indicated that enrollment numbers should have continued to steadily increase each year, with enrollment at or above 2,400 kindergarten students in 2020-21, but clearly the pandemic impacted student enrollment. At the start of the 2020-21 school year, which began on Wednesday, Aug. 4, Peoria Unified welcomed 2,058 kindergarten students, 386 students less than the previous year, which is a drop in 16% in one year. Looking at historic data, the district had yet to see a drop of enrollment at such a steep rate.

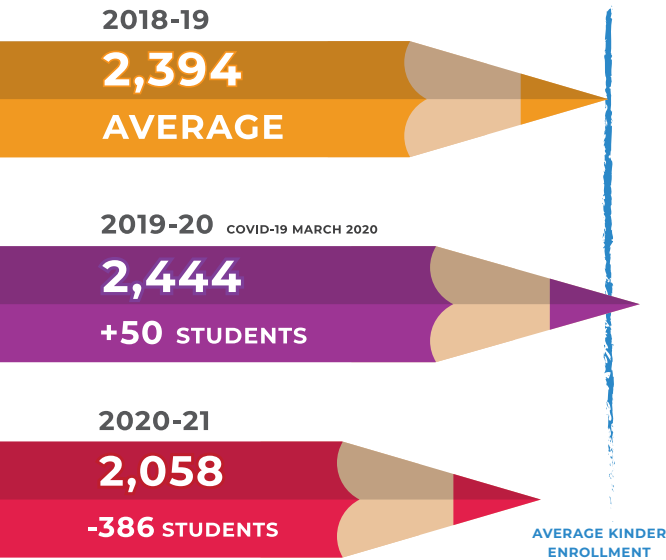
Schools in Arizona receive funding from the state based on how many students are enrolled in the district on the 40th-day of school. According to the Arizona State Legislature, Arizona public schools received \$6,387 per pupil in 2022. The decrease in 400 students seen during the pandemic is equivalent to more than \$2.5 million in lost funding for the district's annual maintenance & operations budget. This loss would have impacted more than the previously mentioned 38 teachers.

The PR team used some quick wit and flashy advertising to market kindergarten enrollment during the summer of 2021 but would need a more strategic approach to address kindergarten enrollment long-term.

# RESEARCH

According to the district's student information system, in August 2019, Peoria Unified had 2,394 kindergartners enrolled, higher than any previous year. Enrollment projections were trending upward as historic enrollment data showed that Peoria Unified was experiencing slight growth in enrollment year-over-year. In the fall of 2021, the Peoria Unified Public Relations learned enrollment typically occurred two weeks prior to the start of school.

According to the research and planning department, there are 13 Title I elementary schools in Peoria Unified that could benefit from marketing materials in Spanish as the Title I schools have a higher population of Spanish speaking students than non-Title I schools. With this information, PR determined there was a need to change how we communicate with those communities when looking at boosting kindergarten enrollment. The goal was to encourage families in the southern part of the district to enroll their child earlier than immediately before the start of school, as enrollment drives staffing for the district.



## Data from the student information system on kinder enrollment

**Rationale: Determine how kindergarten enrollment numbers changed over time using 40th day enrollment data for comparison.**

PR conducted informal research to pull data from the student information system and then met with our district's research and planning department to obtain historical background information.

PR also looked at data from across the state to determine where the nearly 400 students that did not show up for school on August 4, 2021 were receiving an education. The National Center for Education Statistics indicated that as of 2018, more than 18 percent of students in Arizona attend charter schools making Arizona a national leader in school choice. As a result, more and more charter and private schools are being built within Peoria Unified's boundaries.

Since private schools are not subject to the same regulations as public schools, many parents opted for non-district schools in 2020. Additionally, an estimated 50,000 students left the Arizona school system, or five percent, during the pandemic according to USA Today. The state also saw an increase in home school applications, nearly triple from the previous year, according to the Maricopa County Superintendent's Office.

## RETENTION RATES | Was the district retaining preschoolers?

The public relations team also worked with the research and planning department again to gather data on how many students attend preschool in Peoria Unified and how many stayed through kindergarten to better understand the retention rate. Peoria Unified has three different preschool programs: COOP, Community Preschool and Developmental Preschool and the retention rate varied for each one; COOP had a 75 percent retention rate, Community Preschool had a 78 percent retention rate and Developmental Preschool had a 92 percent retention rate. This was an average of an 82 percent retention rate between the three programs. With 808 total students attending preschool in Peoria Unified, which is 35 percent of the total kindergarten population, this key public needed to be included in all future messaging to maintain or increase the retention rate.

### DEVELOPMENTAL PRESCHOOL

**92%**

### COMMUNITY PRESCHOOL

**78%**

### COOP

**75%**

# RESEARCH

## FAMILY SURVEYS | What are parents looking for in a school?

PR conducted informal research by sending out a survey to families of all three Peoria Unified preschool programs in October 2021 to capture valuable data, including when preschool families consider what school their child will attend in kindergarten, and what things are important to them when looking at schools.

**There were 152 responses to the survey, or 19 percent of all preschool families. Here is what they had to say:**

“ We choose schools for our children **in the fall, a year in advance.** ”

“ We care about **location** but most importantly, we are focused on **teachers, communication, safety, ratings and what our friends say about the school** to help make our decision. ”

Additionally, kindergarten families were surveyed in October 2021 to learn more about how they chose their child's school and when they made those decisions. PR also looked at what types of qualities were important to them in selecting the right school for their child. An email was sent through the district's mass communication system and 230 individuals completed the kindergarten survey out of 2,377 parents who received it, or 10 percent. While there were less respondents than expected, the data still accurately represented a cross section of all kindergarten families. The three biggest topics to emerge were teachers, school rating, and safety.

**There were 230 responses to the survey, or 10 percent of all kindergarten families.**

Some of this data was consistent with what PR found when surveying preschool families on what things were most important to them. This allowed PR to consider different strategies and tactics to use for the 2022-23 school year.

Having a good-quality teacher played a large role in a family's decision on where to send their child to school.

Location, communication, specialized programming, and safety were among the highest points that families considered when selecting a school for their child .

Families began researching their child's school in the fall, a year prior.

## GREATSCHOOLS

In January 2022, PR researched each elementary school on GreatSchools.org and documented the feedback and rating system they found on each campus. The team combed through all of the feedback for each campus to share with the school leaders.

### WEBSITE RESEARCH

PR researched more than a dozen school districts nationally on what makes their websites fall within the top 20 for search engine optimization (SEO) as Peoria Unified lost so many students to charter schools and parents who chose to homeschool their child. Upon doing a search, Peoria Unified didn't rank among the top sites when googling kindergarten schools. Across the board, many of the school districts were using the same tactics. These school districts used key words on the home page of their website that helped them appear within the top 20 when people searched for school districts online.



## OUR GOAL

Get Peoria Unified back on the trajectory to pre-COVID enrollment with 2,300 kindergarten students.

According to EdWeek.org, “only 40 percent of three and four-year-olds enrolled in school in 2020, a 14 percent drop from 2019.”

The law requires that a child begin school before the age of seven, therefore the targeted age group became families in the West Valley with children ages six and under.



### KEY PUBLICS

Based on results from the research, key publics included prospective families of kindergarten students, families of current Peoria Unified preschool students and Peoria Unified employees who would be responsible for sharing messaging about kindergarten enrollment with the public.

### OBJECTIVE

By August 19, 2022, families of 2,300 kindergartners will enroll their child in one of Peoria Unified's 34 elementary schools for free, full-day kindergarten.

## TACTICS

### IMPROVE SEO

Peoria Unified used targeted words and phrases on the website that appealed to families. These targeted words or phrases included the following after seeing these trends in data collected or seeing this in the research:

Safe, welcoming environment	Friendly	Character development	Specialized programs
Leadership	Caring	Academic growth	Staff longevity

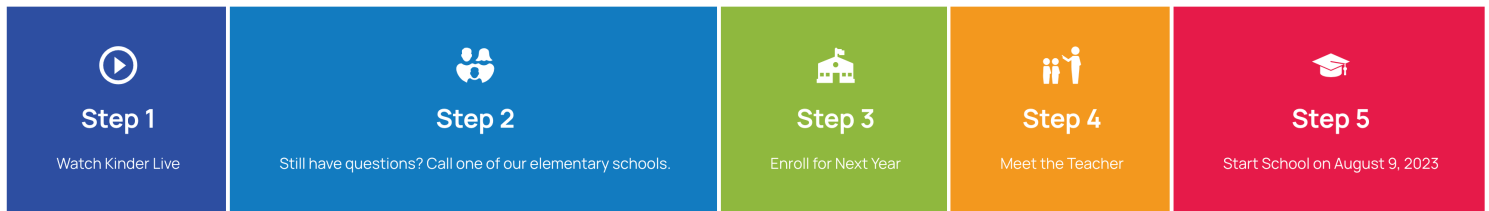
# PLANNING

## WEBSITE FACELIFT

PR updated the district's kindergarten website to include a colorful, step-by-step enrollment process, so that families enrolling a child knew exactly how to proceed. This new layout intended to mitigate the number of phone calls both the schools and district office received.

To verify that these updates were easily understood, PR asked a kindergarten teacher to review the website and ensure that the flow of information made sense.

PR also updated messaging about the district's preschool program on the website and added a link to the kindergarten enrollment page on the preschool section of the website to enhance the preschool to kinder pipeline.



## SAFETY

With school safety continuing to be a top concern for all families according to survey results, Peoria Unified knew it needed to better communicate its approach to student safety to ensure families felt more confident sending their child back to school in fall 2022.

Peoria Unified hired a safety and security coordinator in the summer of 2022 whose primary role is to work with all 43 schools to evaluate their safety procedures and update each one as needed, and to make recommendations at the district level on how to refine the district's Emergency Operations Plan.

Prior to the start of school, PR worked with the new safety coordinator to update the safety page on the district's website and to send a few dedicated emails to families. Likewise, the district hosts a bi-weekly podcast which covers relevant educational topics and invited the district's new safety officer on the show to answer questions about safety and to reassure new and existing families.

**KINDERGARTEN LIVE!** PeoriaUnified **LIVE** 196

On March 29, 2022, Peoria Unified held a “Kindergarten Live” online event where PR interviewed a kindergarten teacher and covered what kindergarten looks like in Peoria Unified.

This event was shared on social media and to local news outlets.

During “Kindergarten Live,” families could ask questions in the chat monitored by PR and learn more about the impact kindergarten has on their child’s educational journey. This event was for prospective families who had questions about kindergarten to help ease their concerns, introduce kinder teachers and discuss safety. This tactic was held late the first year but did boost enrollment. A total of 196 perspective families tuned in to watch.

Comment

## CONNECT TO KINDERGARTEN

Each elementary school was instructed to hold a “Connect to Kindergarten” event in-person for families to meet the administration team, meet the kindergarten teachers, take a tour of the school and learn all about how to make those first few weeks successful for their child. Schools were asked to choose one to two dates in the spring to hold their event and PR published this information on the website at [www.peoriaunified.org/kindergarten](http://www.peoriaunified.org/kindergarten).



# PLANNING

## SOCIAL MEDIA ADVERTISEMENTS & PODCASTS

On Facebook, because that is the platform most parents of young children use, Peoria Unified told a story of what students learned throughout kindergarten, highlighted the benefits of kindergarten, and directed families to a podcast episode, produced by Peoria Unified called Trending Peoria, which highlighted the value and importance of early childhood education.

SCAN ME TO  
LISTEN TO  
OUR PODCAST  
EPISODE ON  
PRESCHOOL &  
KINDERGARTEN



**Ad to run June 15 through June 28**  
**Facebook: 1,756 reach | Twitter: 312 reach**



## EMAILS TO PRESCHOOL FAMILIES

PR sent direct messages to the current Preschool parents regarding the “Kindergarten Live” event and reminders about enrollment. The communication plan included a much more thorough process for involving preschool teachers than the district had done previously. Preschool families received direct emails from the Public Relations team once kindergarten enrollment was open. A complete communication toolkit was shared with all preschool teachers in the early spring, so they would have flyers to hand out and talking points to discuss prior to parent/teacher conferences (PTC) in February 2022.

Following PTC, all preschool families received a custom email at the end of February, inviting them to enroll their child in kindergarten for the fall 2022. All preschool families received a flyer in English and Spanish and all of them received a calendar with dates on each campus’s Connect to Kindergarten tour event for them to attend.

# IMPLEMENTATION

## ONLINE ENROLLMENT

To sync with the district’s student information system and be able to “roll over” students to the following school year, PR worked with the district’s Information, Management & Technology Department to open kindergarten enrollment earlier in the year. This shift moved the enrollment window from March to November. This allowed families to register a full four months earlier than in years past and it more closely aligned with when families were looking for schools for their children. Additionally, this shift aligned with when nearby charter and private schools began advertising for students to enroll.

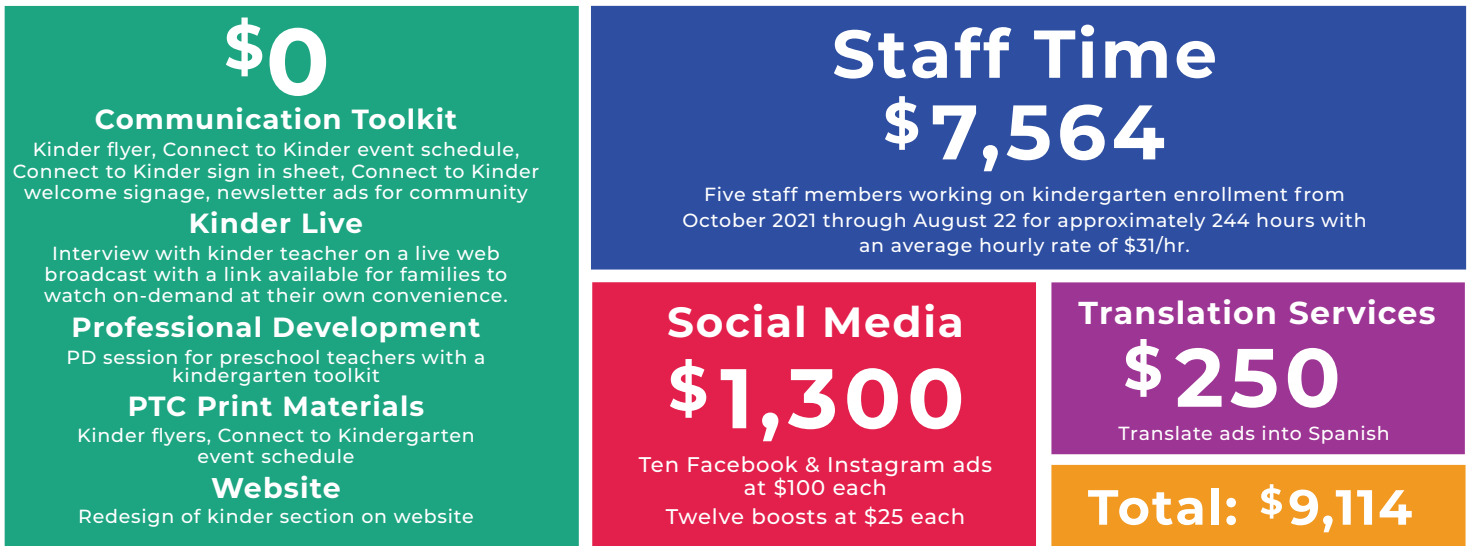
## ONE SHEETS & NEWSLETTERS

PR created a one-sheet with information for school principals, assistant principals, secretaries and registrars to provide consistent and clear communication on the kindergarten enrollment process. It included information on the district’s updated website and new enrollment timeline. PR also trained three secretaries who work at the district office over the summer while elementary school offices are closed to provide good customer service to families who may be looking to enroll a kindergartner during the summer months. The team created newsletter articles for principals to share with their communities, draft messaging for the school marquee, and offered to provide any ongoing support to any staff who had questions about kindergarten enrollment.

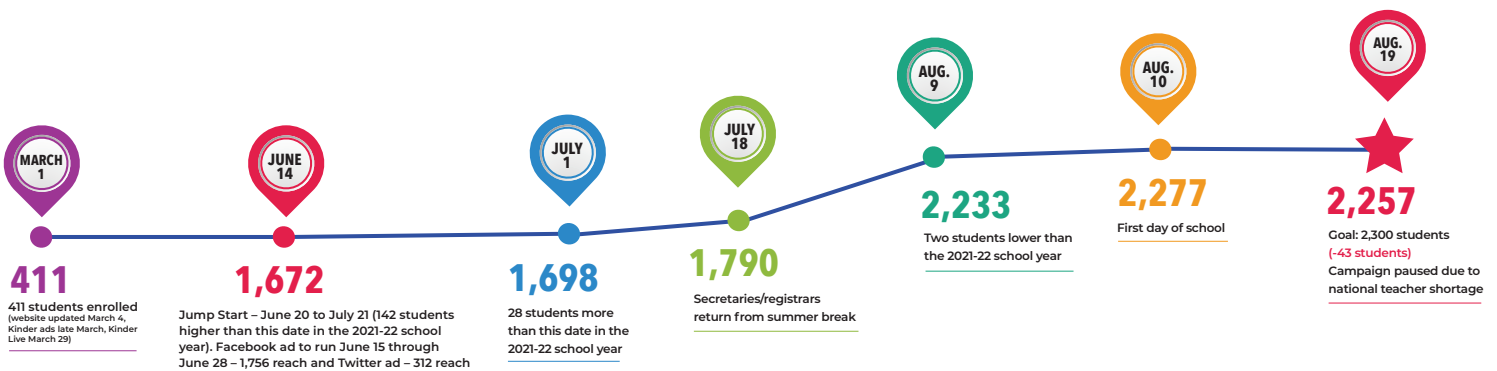
## MASS COMMUNICATION

Prior to the start of the new school year, PR utilized the district’s new mass communication tool, ParentSquare, to email all Peoria Unified families with information about school safety.

# EVALUATION



During the kindergarten enrollment campaign for the 2022-23 school year, Peoria Unified looked at kindergarten enrollment numbers by day and compared that to enrollment numbers from 2021. This allowed PR to monitor and adjust communication tactics throughout the campaign as needed. Additionally, PR tracked dates that specific communication tools were used to see if they had a direct impact on enrollment. This includes tracking social media campaign timelines, documenting when English/Spanish flyers were distributed in the community, looking at enrollment numbers before and after Kindergarten Live, etc.



By August 19 2022, there were 2,257 students enrolled in kindergarten in Peoria Unified’s 34 elementary schools, just 43 students shy of the objective. When looking specifically at the preschool to kindergarten retention rate between the 2021 school year and 2022 school year, it increased by two percent across the three preschool programs. Although the overall objective was just shy of being met, there were some positive data that came from the 2022-23 kindergarten enrollment campaign. Ideally, PR would have closely watched the data throughout the summer of 2022 and adjusted certain tactics to try and increase enrollment. Mid-way through the kindergarten enrollment campaign, the public relations team was hit with a new challenge that completely changed our focus.

Peoria Unified pivoted mid-way through the summer 2022 when faced with its most severe teacher shortage in history. Securing enough teachers to safely hold school for the start of the 2022-23 school year became paramount in the summer 2022, above kindergarten enrollment. Without enough teachers in the classroom, the number of students would be irrelevant.

Rather than shifting the district’s efforts to increase advertising, signage or communication to help boost kindergarten enrollment, the public relations team considered the 2,257 kindergarten students who joined Peoria Unified for the 2022-23 school year a success and remained steadfast in trying to secure enough staff to make sure all students had teachers in time for the first day of school on Wednesday, Aug. 10, 2022.

Peoria Unified is currently working to revise this plan for the upcoming school year and working with Human Resources to develop a recruitment campaign. All of this to ensure that every student, every day, is prepared to shape tomorrow.



# SUPPLEMENTAL MATERIALS

## PROFESSIONAL DEVELOPMENT

During the summer of 2022, PR held a professional development session for all administrators called Communications Camp, or Comm Camp. This was a day-long course designed to help our principals become more effective communicators. We discussed the importance in continuing to review their schools' information GreatSchools.org as reviews and ratings were also important to families when considering a school for their child to attend.

### PROVIDING EXCELLENT CUSTOMER SERVICE



### BE AWARE OF YOUR ONLINE PRESENCE



### MORE ENGAGEMENT WITH THE COMMUNITY



### PAY ATTENTION TO YOUR SCHOOLS REPUTATION



### HOW TO BE A LEADER IN K-12 PUBLIC EDUCATION



With 120 administrators in the district, Comm Camp was attended by more than 80 district leaders in 2022. The various sessions at Comm Camp discussed important topics such as providing excellent customer service, being aware of your online presence, being more engaged with the community, paying better attention to their school's reputation and how to be a leader in K-12 public education. All of the topics lead to helping boost enrollment.

# SUPPLEMENTAL MATERIALS

## INFORMATIONAL FLYERS

Flyers in English and Spanish were sent to all elementary schools, and all schools with a preschool program on their campus. Additional flyers were dropped off at the city community center, and the public library.

PEORIA UNIFIED SCHOOL DISTRICT

# KINDERGARTEN



**FREE, FULL DAY  
KINDERGARTEN**

Get your child off to the best start

# ENROLL NOW!

**SAVE YOUR CHILD'S  
SEAT FOR FALL 2022**

**TOUR THE SCHOOL!**

**Enroll online or visit your child's elementary school on a weekday to enroll.**

**Enrollment requires the following information:** Proof of residency (such as a bill)  
Verification of Student Identity and Age (Birth Certificate) • Immunization Records  
**Additional documents where applicable:** Proof of guardianship or custody  
Record of immunizations or shot records and health exam records • Withdrawal Form

*Students who receive a rigorous kindergarten education have improved cognitive development, improved emotional development, improved self-regulation and improved academic achievement, according to the U.S. Department of Education.*



[www.peoriaunified.org/kindergarten](http://www.peoriaunified.org/kindergarten) • 623-486-6000



# connect to KINDERGARTEN

The Public Relations team recommended that all elementary schools hold one to two Connect to Kindergarten events in the spring, inviting prospective families to come to the campus, take a tour and meet the kindergarten team. Most schools held an event in March although some were held in April. Connect to Kindergarten was branded with social media and website graphics, a sign-in sheet, and a run of show for all elementary school principals. A complete Connect to Kindergarten schedule was added to the Kindergarten page on the district website and was advertised on social media. A schedule was printed out and sent to all preschool families in the district.



You're Invited!

Find out about our personalized Kindergarten experience!



It's easy to enroll in Kindergarten!

Just bring the following with you to one of these events:

- Birth certificate
- Registration forms - Available at the school office or online at [www.peoriaunified.org](http://www.peoriaunified.org)
- Immunization records
- Proof of residence

ALL-DAY KINDERGARTEN • FREE



[www.peoriaunified.org](http://www.peoriaunified.org)  
[@peoriaunified11](https://twitter.com/peoriaunified11)



# SUPPLEMENTAL MATERIALS

## INTUITIVE WEBSITE DESIGN

The district's website – [www.peoriaunified.org/kindergarten](http://www.peoriaunified.org/kindergarten) - was originally very text heavy with little to no color or graphics. There were links to the enrollment page and information about Connect to Kindergarten and Kinder Jump Start, but when we asked kindergarten teachers to evaluate the website and see what could be improved, they felt that it was confusing. It wasn't clear which event was created for what purpose. It wasn't visual enough. And there was no roadmap to what parents needed to do first.

Based on feedback from the small sampling of kindergarten teachers we asked to review the website, the kindergarten web page was updated to include a clear step-by-step process on how to enroll.

The screenshot shows the updated website for Peoria Unified School District's Kindergarten Registration. The page features a blue header with navigation links: District Home, Our Schools, Translate Language, Website Admin, and a search bar. Below the header is the Peoria Unified School District logo and a secondary navigation menu with links for Our District, Students, Families, Staff, Community, Connect With Us, Enroll, and I would like to... A breadcrumb trail indicates the current location: Home > Families > Kindergarten > Kindergarten Step by Step. The main content area is titled "Kindergarten REGISTRATION STEP BY STEP" with a photo of two children at a desk. Below the title is a paragraph describing kindergarten as an exciting experience and foundation for a child's future. A note states that the district offers free, full-day kindergarten in a rigorous, engaging, safe, and nurturing environment. A link is provided to register online or at the neighborhood school. A video player shows a "Welcome to Kindergarten" video. A blue banner reads "Follow these easy steps to get your child ready for kindergarten." A dark grey box contains a "Please Note" regarding enrollment for currently enrolled preschool students. A five-step process is outlined in colored boxes: Step 1 (Watch Kinder Live), Step 2 (Still have questions? Call one of our elementary schools), Step 3 (Enroll for Next Year), Step 4 (Meet the Teacher), and Step 5 (Start School on August 9, 2023). The page concludes with a "Frequently Asked Questions About Kindergarten" section, starting with "What do I need to enroll my child?" and "Enrollment requires the following information:".

# SUPPLEMENTAL MATERIALS

## SAFETY COMMUNICATION

Although safety has always been a main focus area in the Peoria Unified School District, 2022 brought many changes and improvements to the district in the area of safety, much of which had not been previously communicated to current or prospective families.

Utilizing the data that came from the research in the kindergarten enrollment campaign, Peoria Unified worked with its new Safety and Security Coordinator to enhance its communication efforts around safety, including updating the district website to include new information that had not been previously included online at [www.peoriaunified.org/safety](http://www.peoriaunified.org/safety).

The public relations team also shared information about safety in a direct message to families prior to the start of the 2022-23 school year and included the vanity URL link for the district's safety web page.



## SCHOOL BANNERS

Large kindergarten banners were delivered to each elementary school site to be placed on the outside gate in a high traffic area, with 13 additional Spanish banners for the schools with the highest Spanish speaking populations, which traditionally enrolled late.

Banners were placed at each school site were strategically positioned to grab the attention of preschool families dropping their child off for summer programming.

**Free, full day** 

**KINDERGARTEN**

**ENROLL NOW!**

**Gratis, día entero** 

**KINDERGARTEN**

**¡INSCRIBIRSE AHORA!**

## BUS ADVERTISEMENTS

Bus advertisements were created to highlight the district's Kindergarten program, encouraging families to "Enroll Now" through bright, colorful magnets adhered to the side of Peoria Unified's school buses. While simplistic in nature, the bus ads were designed to be clear, concise, and to direct parents to visit the website at [peoriaunified.org/kindergarten](http://peoriaunified.org/kindergarten). The action item, "Enroll Now," was to encourage families to enroll earlier so that Peoria Unified's Human Resources team can focus on staffing kindergarten classrooms accordingly.

With 48 buses that didn't already have an advertisement on them which left prime real estate open, our graphic designer created a colorful ad that would stand out and a magnet, which could be easily removed and not de-face the bus in any way. These buses travel back and forth throughout Peoria Unified's 144 square mile radius, with a wide audience. The bus ads mirrored the school banners and encouraged prospective families to "Enroll Now."

**ENROLL NOW!** **KINDERGARTEN**

[peoriaunified.org](http://peoriaunified.org) 

# SUPPLEMENTAL MATERIALS

## COMMUNICATION TOOLKIT

Throughout the campaign, PR provided Peoria Unified employees with a toolkit which included talking points and information on how to provide great customer service. Principals, secretaries and school registrars are the trusted employees that the general public goes to when it comes to questions about enrolling in school and kindergarten. Knowing this, PR made sure that all three employee groups had consistent information that they were sharing, and that the customer service experience was a top priority for 2022.

## ONE SHEETS & NEWSLETTERS

PR created a one-sheet with information for school principals, assistant principals, secretaries and registrars to provide consistent and clear communication on the kindergarten enrollment process. It included information on the district's updated website and new enrollment timeline.

PR also trained three secretaries who work at the district office over the summer while elementary school offices are closed to provide good customer service to families who may be looking to enroll a kindergartener during the summer months.

The team created newsletter articles for principals to share with their communities, draft messaging for the school marquee, and offered to provide any ongoing support to any staff who had questions about kindergarten enrollment.



## KEY MESSAGING FOR PRINCIPALS, REGISTRARS AND SECRETARIES

We spent a lot of time crafting messages for current employees, which included principals, secretaries, registrars, and current preschool teachers. Peoria Unified had a unique opportunity to have each of these employee groups all get on the same page with consistent messaging so we provided a kindergarten enrollment communication toolkit to principals, secretaries and registrars.



## KINDERGARTEN

Peoria Unified's campaign to recruit kindergarten students, post-pandemic.

### A Principal's Guide to Recruiting Kindergarteners

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This guide includes:

- Principal action items
- Marketing strategies from Public Relations on how the PR team will support this effort
- Optional suggestions for principals with additional tactics you can use to increase kinder enrollment

#### Principal Action Items:

- **Banners** – Coming soon! These are currently in the design phase and once delivered, will need to be hung up outside your campus in the most visible, high-traffic area. Schools with high populations of Spanish speakers will be receiving a second banner in Spanish as well.
- **School marquee verbiage** – See below.
- **Direct messages to your community** – Know of an incoming kindergartener in your neighborhood? Use sample verbiage below and encourage them enroll. (Key Messages to Your Community). We've also included some things you'll want to highlight for your kindergarten families below. (Ex. Meet the Teacher, etc.)
- **Flyers** – For your front office. These were attached to the email separately for you to print/keep on-hand.

#### School Marquee

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Consider rotating these phrases on your school marquee this summer:

- Kindergarten – Enroll now! Visit [peoriaunified.org](http://peoriaunified.org)
- Calling all kindergarteners! Enroll now! School starts Aug. 4
- Start your educational journey with us. Enroll at [peoriaunified.org](http://peoriaunified.org)

#### Direct Messages to Your Community

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##### OPTION 1

Peoria Unified looks forward to welcoming your kindergartener this fall! We offer free, full-day kindergarten in a rigorous, engaging, safe and nurturing environment with highly qualified teachers to help your child be successful throughout their educational journey. We look forward to a normal start to the school year but will still have safety measures in place to promote healthy habits and enhanced cleaning. We know that kindergarten is so much more than learning the ABC's. We focus on the whole child, providing art, music, and physical education. School starts Wednesday, Aug. 4. Enroll now. Visit [www.peoriaunified.org/kindergarten](http://www.peoriaunified.org/kindergarten).

##### OPTION 2

Set your child up for success! Kindergarten is a key component in making sure your child has a successful educational career! According to the U.S. Dept. of Education, students who receive a rigorous kindergarten education have the following: Improved cognitive development; Improved emotional development; Improved self-regulation; Improved academic achievement.