

The purpose of this video is to give prospective parents an inside look at a typical day in the life of a transitional kindergarten (TK) student, helping them assess whether the program is a good fit for their child and family. With a \$3.6 million investment, our district has expanded TK to provide 4-year-olds with vital early learning experiences at no cost, supporting the community's need for high-quality, accessible early education. This expansion addresses both academic foundations and the lack of full-day childcare options in our community, helping parents make informed decisions about their child's early education. In response to growing interest from families considering TK for their children, we created this video to offer a dynamic way to showcase the program beyond our existing website information, which included program details and answers to frequently asked questions. Before filming in a TK classroom, we collaborated closely with our Chief Academic Officer to ensure that all key aspects of TK were highlighted in the video. The video was posted on Vimeo and is also available on our TK webpage ([https://www.mvwsd.org/schools\\_and\\_programs/transitional\\_kindergarten](https://www.mvwsd.org/schools_and_programs/transitional_kindergarten)) and Early Education webpage ([mvwsd.org/kinderready](https://www.mvwsd.org/kinderready)). These webpages are included in our enrollment marketing campaigns, and the video was also integrated into our TK information night presentations for new parents. This multifaceted approach ensures families receive comprehensive information in an accessible, visual format. Our target audience includes current and prospective parents in our district who are evaluating the TK program for their children. By visually demonstrating a TK classroom experience, the video enhances communication with families, bridging gaps in understanding with a relatable and informative medium. Moreover, the video is available in both English and Spanish, ensuring broader accessibility and inclusivity within our community. Since its release, the video has successfully engaged our audience. The "Day in the Life" video has garnered 444 views in English and 114 views in Spanish, while our recorded TK information night, which also includes the day-in-the-life segment, achieved 2,325 views in English and 81 views in Spanish. Website traffic also reflects high interest, with 1,898 page views on our TK information page and 586 on our Kinder Ready page from January to May 2024, both of which feature the "Day in the Life" video. These metrics underscore the video's effectiveness in supporting parents through their

decision-making process and promoting awareness of early learning opportunities in our district.