

Starting kindergarten is a major milestone in a child's educational journey, often bringing excitement and uncertainty for families. The 'Transitioning to Kindergarten' video was designed to ease this transition by equipping families with key information and resources to ensure their child's successful start.

Purpose & Use The video serves as an accessible, all-in-one guide for parents of rising kindergarteners, providing crucial insights into academic expectations, classroom routines, safety protocols, school lunches, transportation, and parental involvement. By clearly presenting these aspects, the video fosters confidence and preparedness among families. This resource is strategically featured across multiple platforms to maximize reach and accessibility:

- District's YouTube Channel & Kindergarten Website - Serves as a permanent, easily accessible resource.
- District's Facebook Page - Engages parents via social media, where they naturally seek updates.
- Direct Communication via Remind - Ensures current VPK families receive the video directly.
- Early Learning Coalition & Local Daycares - Expands outreach by leveraging community partnerships to reach external preschool families.
- Kindergarten Kickoff Events - Schools will showcase and distribute the video to families at these key informational sessions in March 2025.

To further support effective communication, the video has also been segmented into shorter, digestible clips. These clips will be shared as part of a social media countdown leading up to kindergarten registration in April 2025, reinforcing key messages over time.

Target Audience & Communication Strategy The primary audiences for this video include:

- Parents of incoming kindergarteners, particularly those unfamiliar with the transition process.
- Families of current VPK students, who benefit from direct outreach from the district.
- Local daycare and preschool communities, which play a role in preparing students for kindergarten readiness.

By presenting information in a clear, engaging, and easily accessible manner, the video reduces the need for parents to search for answers or contact school offices, making the process smoother and more efficient.

Outcomes & Impact Thus far, the video has reached approximately 850

families, covering approximately 20% of our projected kindergarten population for 2025-2026. This number is expected to grow, especially during summer when parents actively seek learning activities to build early literacy and numeracy skills before school starts. Additionally, the video allows for ongoing expansion based on feedback. Future enhancements may include sections on English for Speakers of Other Languages (ESOL) supports, Exceptional Student Education (ESE) services, and other frequently asked topics to better serve diverse family needs. By proactively addressing parents' concerns and providing a centralized resource, this initiative strengthens family engagement, improves kindergarten readiness, and enhances communication between schools and families, setting students up for a confident and successful start.