



FAMILY ENGAGEMENT REDESIGN

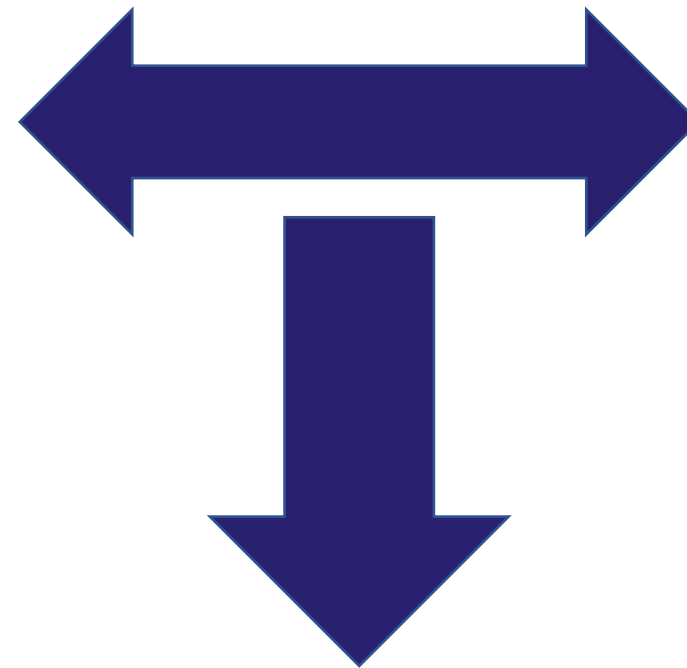
PAUL CHAPMAN, PRE-K 4 SA COO
LAURA PADRON, EVENTS AND OUTREACH COORDINATOR

HOLISTIC MODEL



Leverages all Engagement Assets

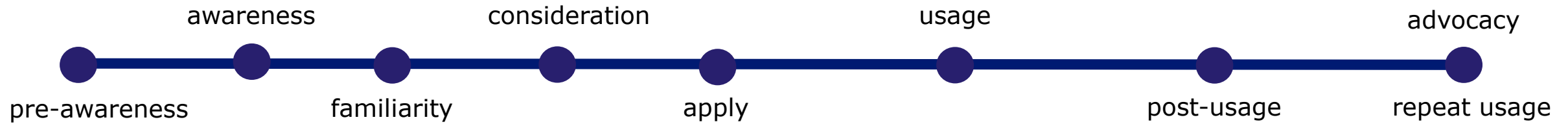
Breadth and Depth



FOCUS ON FAMILIES



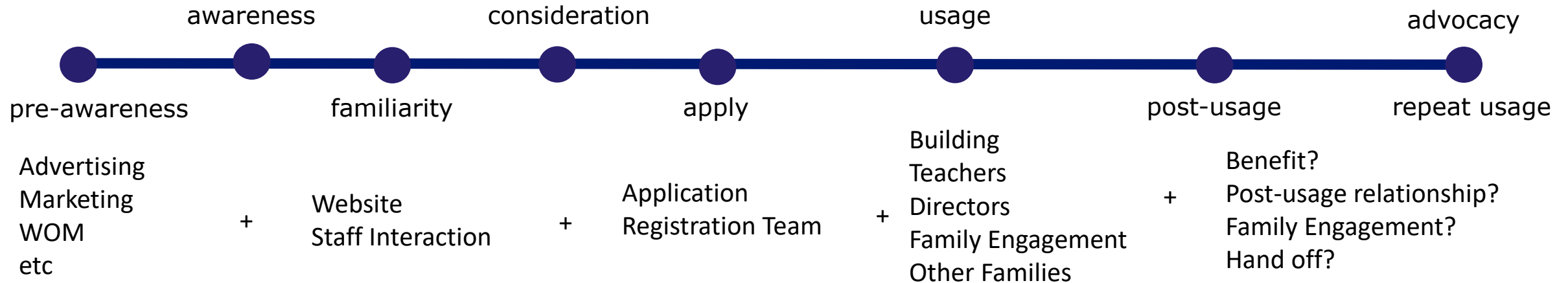
Family Frame



EXPERIENCE DRIVES ENGAGEMENT



Family Frame



TOOL TO TASK



The right function at the right
time/place

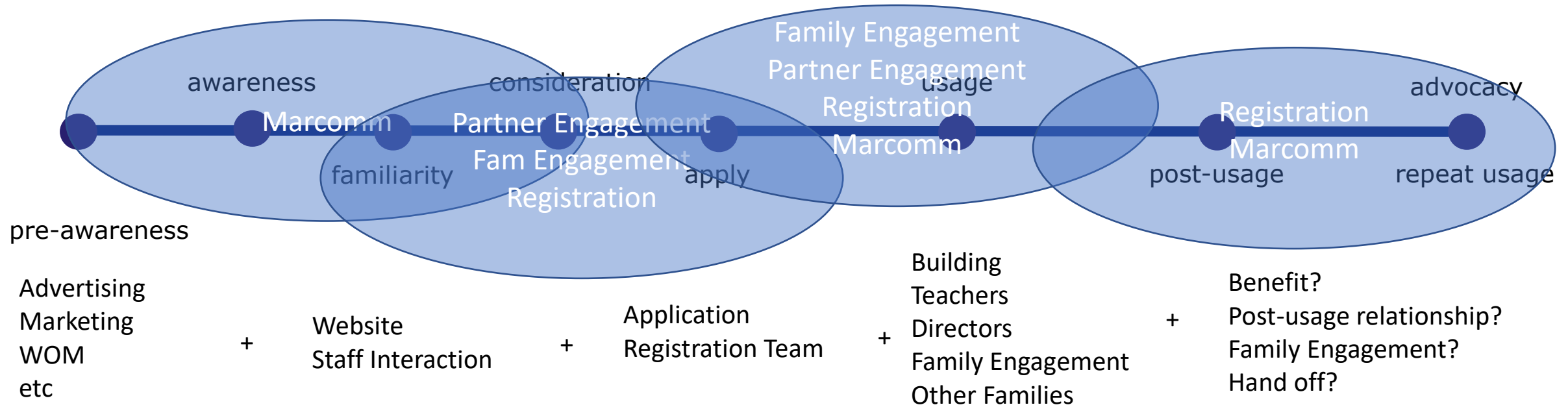
1. Communications
2. Community Partnerships
3. Family Engagement
4. Registration



A SEAMLESS EXPERIENCE



Family Frame



EVENTS AND PARTNERSHIPS



Laura Padron
Events and Outreach Coordinator



Events and Partnerships



GOALS



1. Extend reach
2. Connect marketing efforts to real in-community resources
3. Deepen relationships



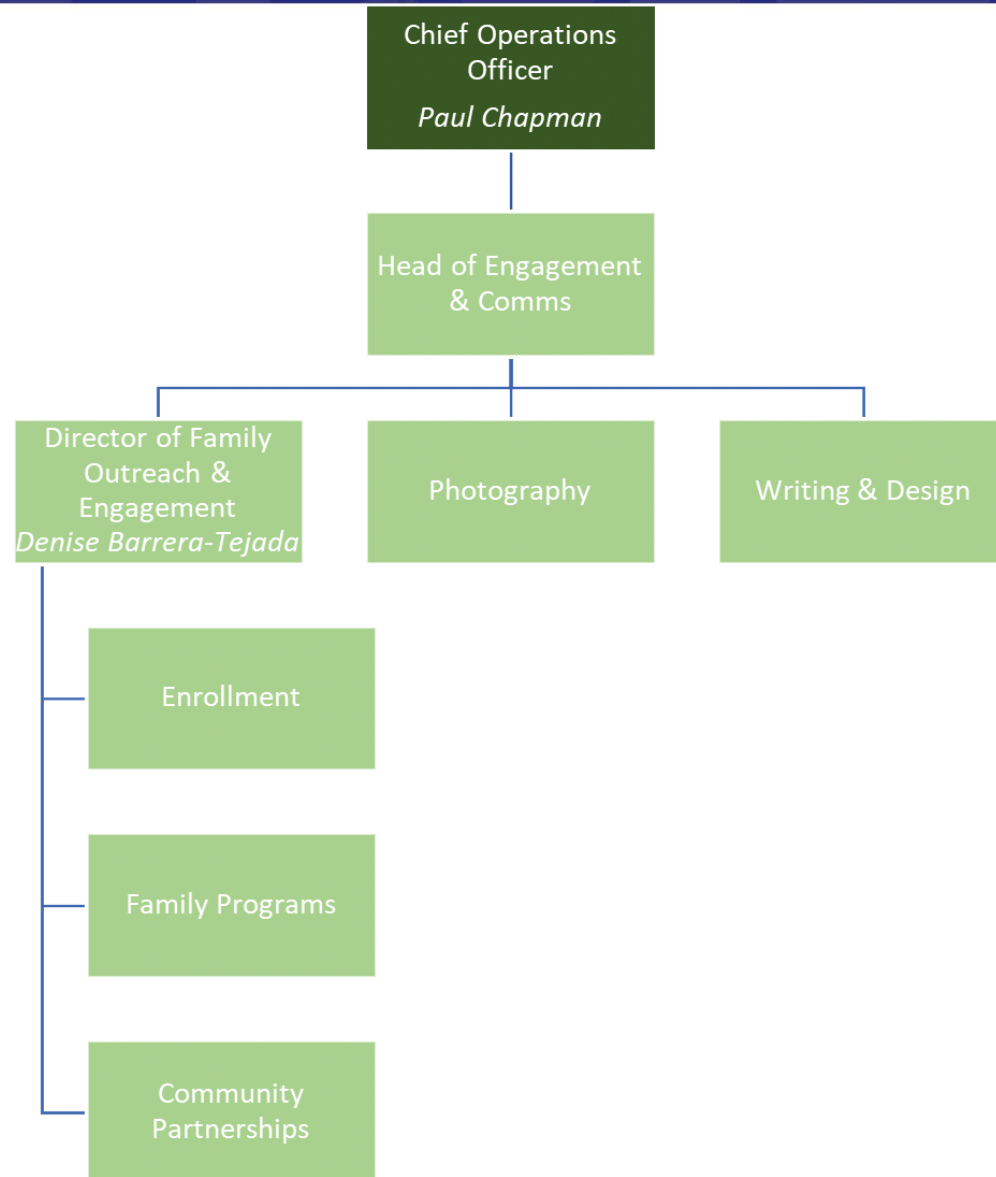
SO...WE CREATED



Events and Partnerships

- Dedicated function
- Dedicated team

STRUCTURE



- Within engagement structure
- Event Manager paired with Community Partnerships
- Works hand-in-hand with Marketing, Family Engagement, and Enrollment

TYPES



LAUNCHED SUMMER 2022



- Test and Learn
- Refine Strategy for 22/23

CALENDAR SNAPSHOT



June 2022

North- Purple
East- Green
South- Red
West- Blue
Gardendale- Orange

S	M	T	W	Th	F	S
			1	2	3 Teachers Last Day	4 Outdoor Film Series @Mission Marquee
5	6	7 Story Time @Hemisfair Park	8	9 Come Play @Greenline Park	10	11
12	13	14 Story Time @Hemisfair Park	15	16	17 Last Day for PLI	18 KLRN Stronger Together Special Event @Rosedale Park
19	20	21	22	23	24	25 Come Play @Botanical Garden
26	27	28	29	30		

July 2022

North- Purple
East- Green
South- Red
West- Blue
Gardendale- Orange

S	M	T	W	Th	F	S
					1	2 Outdoor Film Series @Mission Marquee
3	4 Fourth of July Staff Off	5 Story Time @Hemisfair Park	6	7	8	9 Come Play @Botanical Garden
10	11	12 Story Time @Hemisfair Park	13	14 Southside Networking Breakfast Come Play @Phil Hardberger Park	15	16 Open House All Centers
17	18	19	20	21	22	23
24/31	25	26	27	28	29 Convocation 8am-12pm Home Visits	30 District 3 BTS @Casa Home Visits

KEY METRICS



- 36 Events since April 2022
- 21,000 Collateral for Events
- 10,800 Estimated people encountered



PLANNING FOR THE YEAR AHEAD



The background of the slide is a solid dark blue color. It is covered with a repeating pattern of concentric circles in a slightly lighter shade of blue. The circles vary in size and are arranged in a way that creates a textured, organic feel, similar to a cellular or molecular structure.

QUESTIONS?