

Steps to Success Early Learning Enrollment Campaign

Overview & Purpose

The **Steps to Success** Early Learning Enrollment Campaign, with support from the Morgan Family Foundation, seeks to raise public awareness and increase enrollment and attendance in early learning programs in Santa Clara County. In collaboration with school districts and early learning partners, the Steps to Success campaign works to ensure every child in the county has a strong foundation for success in life.

Research & Planning

Why Early Learning Enrollment and Attendance is Important

Success starts early

90% of a child's brain develops by age 5. When children enroll and regularly attend early learning programs, they build a strong foundation that creates positive long-term impacts. A child who attends early learning is...



Able to develop important cognitive, social, and emotional skills for future learning



More likely to be a proficient reader by the end of 3rd grade



More likely to go to college



More likely to have increased lifetime earnings

Despite decades of research that demonstrates that language, social, emotional and physical development improve when children participate in and regularly attend quality programs in their first five years of life, enrollment in early learning programs across the state continues to decline and most children in Santa Clara County do not have access to affordable, quality childcare and preschool.

The **Steps to Success** Campaign worked to break down the communication barriers for families to ensure they had information on the available childcare, preschool, transitional kindergarten and kindergarten through multiple communication channels in the various languages represented Santa Clara County. **Key messaging was crafted through informal research methods including key county partnerships, school administrators and families, to ensure that messaging fit the needs of various members of our community.**

Goal: To bolster kindergarten readiness and enrollment through the development of a countywide early

learning enrollment campaign in Santa Clara County.

Strategies:

- Build awareness about early learning options both in hardcopy formats and online
- Create a unified, simplified enrollment approach across 100% of institutions
- Increase understanding of school readiness across the county
- Develop working group to study and recommend exemplar process to support comprehensive “no wrong door” approach

As this campaign is ongoing, there are currently only measurable output objectives. In the long-term, the team plans to measure outcome objectives for the campaign.

Immediate Measurable Objectives (outputs)

- Create and share Steps to Success Outreach Toolkit for School Leaders by March 2021
- Create and publish at least three videos on early learning by November 2021
- Begin webinars for school leaders in Spring 2021 (ongoing)
- Begin comprehensive ad and social media campaign by Spring 2021 (ongoing)

Long-term Measurable Objectives (outcomes):

- Annually, increase enrollment in TK and kindergarten by 5% in Santa Clara County beginning in 2022
- 90% of eligible students will be enrolled in TK and kindergarten in Santa Clara County in year 2025

Deliverables:

- Marketing campaign that demonstrates early learning options/enrollment process and increases understanding of school readiness
- Online presence that demonstrates early learning options/enrollment process and increases understanding of school readiness
- School Leaders toolkit that demonstrates early learning options/enrollment process and increases understanding of school readiness

Target Audience:

- Parents/guardians/caregivers of children ages 0-5 in Santa Clara County
- School administrators

Budget

- \$150,000

Implementation - Campaign Style Guide

**STEPS TO
SUCCESS**
Enroll. Attend. Learn.

**CAMINO
AL ÉXITO**
Inscríbete. Participa. Aprende.

**CON ĐƯỜNG
THÀNH CÔNG**
Đăng ký. Tham gia. Học tập.



Barlow Free Google Font <https://fonts.google.com/specimen/Barlow>

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Implementation - Multilingual Campaign Materials

The **Steps to Success** campaign utilized various communication tactics in multiple languages to ensure families across Santa Clara County had access to the available early learning opportunities. These tactics to promote equitable access to valuable resources and services have been recognized across the state and are inspiring other offices of education to begin their own Steps to Success Campaign.

Target Audience:

- Parents/guardians/caregivers of children ages 0-5 in Santa Clara County
- School administrators

Budget

- \$150,000

The countywide Early Learning Enrollment Resource Website provides:

- Information about the impact of early learning and consistent attendance

- Information about early learning options
- An explanation about the differences between childcare, preschool, transitional kindergarten, and kindergarten
- Community resources related to immunization and health
- Links to all early learning enrollment websites

[Visit www.enrollsantaclara.org](http://www.enrollsantaclara.org)

All materials are available in English, Spanish and Vietnamese.

Steps to Success Outreach Toolkit for School Leaders includes outreach templates and tools including:

- Social Media Toolkit
- Flyers
- Infographics
- Family Outreach Letter
- School Tour Toolkit
- Parent Ambassador Recruitment Letter
- Parent Ambassador Talking Points
- Early Learning Family Night Toolkit
- First Day of School County Welcome Letter

All materials are available in English, Spanish and Vietnamese.

These materials were made available in English, Spanish and Vietnamese and were shared with school leaders/administrators and public information officers via direct email and also through several webinars.

Additional Strategy Samples

Flyer Distribution

In addition to the outreach toolkit, the flyers were also distributed via mail and in family resource centers and health clinics throughout Santa Clara County.

[Real Estate Flyer](#)

[Parent Flyer](#)

Videos

Several videos were created for school districts and community influencers to distribute in English, Spanish and Vietnamese. In addition, the videos are or will be posted on the Santa Clara County Office of Education social media pages. The entire playlist can be found by [clicking here](#).

Social Media Campaign

An extensive social media campaign also helped distribute the materials in multiple languages. The social media posts directly families to the resources located on the early learning enrollment website and also amplified the key messages of the campaign. Below are a few of the social media posts and graphics that were shared throughout the past year.

Advertising Campaign

In addition to earned media, the campaign also utilized paid media platforms to amplify messaging and to reach more families and communities throughout Santa Clara County. The advertising campaign focused on both Spanish and English media channels including:

- The San Jose Mercury News
- The San Jose Spotlight
- KQED
- KBRG FM Univision (Spanish Radio)
- El Observador (print)
- Facebook and Instagram ads

POLL: CA LATINOS OVERWHELMINGLY SUPPORT CONSERVATION MEASURES

ENCUESTA: LATINOS DE CA APOYAN MAYORITARIAMENTE MEDIDAS DE CONSERVACION

Find programs for children ages birth to 6

www.enrollsantaclara.org

Santa Clara County Office of Education

STEPS TO SUCCESS

Op-Ed Pieces in Publications

To continue amplifying messaging around the importance of early learning enrollment, the Steps to Success campaign utilized op-ed opportunities. An op-ed from Superintendent Dr. Mary Ann Dewan, PHD was published in the San Jose Spotlight, India Currents and interviews were published in the local television program on Telemundo - Comunidad del Valle.

- SJ Spotlight - [Dewan: Early Learning and education is key to our recovery](#)
- India Currents - [Early Care and Education Programs Vital for Long-Term Health, Learning and Well-Being of Children](#)
- Comunidad del Valle -
 - [Part 1: A Case for Early Education, on Comunidad Del Valle](#)
 - [Part 2: A Case for Early Education, on Comunidad Del Valle](#)

Evaluation

As this campaign is ongoing, there are currently only measurable output objectives. In the long-term, the team plans to measure outcome objectives for the campaign.

Immediate Measurable Objectives (outputs)

- Publish Early Learning Enrollment Resource Website by December 2020 **Completed**
- Create and share Steps to Success Outreach Toolkit for School Leaders by March 2021 **Completed and we are not creating the second version of the toolkit for advocates and school leaders**
- Create and publish at least three videos on early learning by November 2021 **Videos have been created and shared on Youtube and will be shared on social media in Spring 2021**
- Begin webinars for school leaders in Spring 2021 (**ongoing**)
- Begin comprehensive ad and social media campaign by Spring 2021 (**ongoing**)