

Preschool Statewide Recruitment Campaign

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Ingham ISD



Powered by Preschool

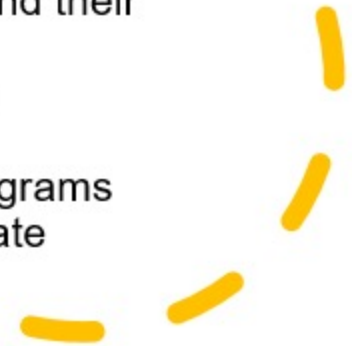
- Preschool programs prepare children to be successful in kindergarten and throughout life.
- Teachers focus on social/emotional readiness along with academics through a play-based curriculum using developmentally appropriate practices.
- All children benefit from quality preschool. Research shows that access to high-quality preschool can be life-changing, especially for children who are lower income or those at educational risk.
- Programs like GSRP and Head Start provide children access to quality learning settings to ensure all children have a great start.





Our Goals Are To:

- Increase preschool enrollment numbers across the state
- Raise awareness of preschool programs and their importance
- Educate about health and safety protocols
- Build trust
- Educate about the quality of preschool programs
- Share a consistent message across the state
- Share roundup messaging
- Create a year-round toolkit

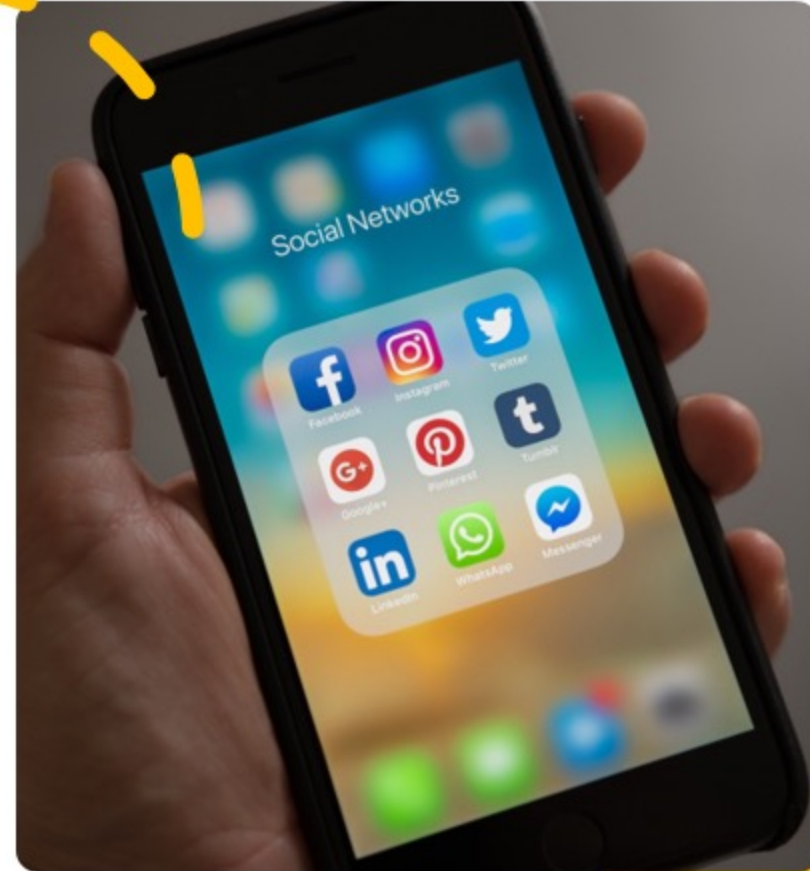


- The best way to ensure that our message is communicated in a way that will connect, is by having the people and organizations of each community be the ones delivering the messages.
- To this end, we would like to give the organizations (Collaboratives, ISDs, providers, their partners, etc.) the tools and methodologies to share the importance and power of preschool info on social media.
- We are also looking to encourage trusted advisors and local partners to share this info on their social media channels and through face-to-face interactions with families.



Using local organizations and trusted advisors to deliver the information via their own social media channels accomplishes two things:

- One, they are closer to the communities and better able to deliver the messages customized in culturally and linguistically appropriate ways.
 - And two, they are more likely to be followed and trusted by their communities than a larger state government social media channel. People trust and follow people and organizations they know.
- We will provide the strategies, guidelines, and content suggestions to make it easier for them to post. We will provide a bank of images, videos, and copy so they can choose photos/images/videos that are culturally appropriate for the communities they work and live in.



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How To Get Access

Overview Document:

https://docs.google.com/document/d/11a_Uw5VmUqWcELrbW26RTmtVBh-Q0_eW/edit

Link to Shared Drive with Information:

<https://drive.google.com/drive/folders/1FiSyGJaNwolcWv099U56KabhE5fM3FqB>



In addition:

Like and Share Ingham ISD
Social Media Posts



Ingham Intermediate School District

March 30 at 8:25 AM · 🌐



Find the right high-quality preschool for your family! We offer safe, low and no-cost options for children turning 3 or 4 years old by Dec. 1. Families of 4 can now earn less than \$79,500 and qualify for FREE preschool! Full school day options are available in addition to half days. Visit our website to learn more and to apply!

www.michiganpreschool.org #InghamImpact #PreschoolIngham Great Start





Distribute Ingham
Preschool Print
Recruitment Materials
or Contact Us for an
Outreach Event

For materials or event participation please contact:
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<http://inghamgreatstart.org/ingham-preschool-flyers/>



What Questions Do You Have?

