

FOCUS AREA 3: GO PUBLIC. GO EARLY. GO FORWARD. & EARLY CHILDHOOD CAMPAIGN

DATA TO SUPPORT NEED: CHILDREN WHO ATTEND PRE-K ARE MORE LIKELY TO BE KINDERGARTEN READY THAN THOSE WHO DID NOT ATTEND PRE-K. IN TARRANT COUNTY, 63% OF STUDENTS WHO WERE ELIGIBLE FOR PRE-K AND ATTENDED WERE KINDERGARTEN-READY, COMPARED TO 40% OF STUDENTS WHO DID NOT ATTEND PRE-K. ONLY ONE TARRANT COUNTY DISTRICT HAS MORE STUDENTS MEETING 3RD GRADE STANDARDS THAN THOSE WHO SCORED KINDERGARTEN READY.

IMPACT TO SYSTEM: COMMUNITIES WITH EARLY LEARNING ENROLLMENT CAMPAIGNS HAVE MEANINGFULLY INCREASED EARLY LEARNING ENROLLMENT ACROSS THEIR REGION BY 20% IN TWO YEARS.

INITIATIVES

#1: INFORMATION CAMPAIGN (ACCESS TO RESOURCES)

#2: 0-5 ENROLLMENT CAMPAIGN

- ✓ ECONOMIC IMPACT IS ~\$8-10K PER ENROLLED STUDENT.
- ✓ PRE-K PROGRAMS BOOST EARLY LEARNING OUTCOMES BY 1.8X, INCREASING FUNDING DISTRICTS RECEIVE FOR ACADEMIC METRICS.
- ✓ IMPACTING 500,000 STUDENTS ACROSS 15 PARTICIPATING DISTRICTS.