

# Prekindergarten Outreach

**Description:** Texas Education Agency (TEA) initiated the Prekindergarten Outreach Project in response to requirements in HB 136, 81<sup>st</sup> Texas Legislature in 2009. HB 136 requires:

- TEA to develop joint strategies with other state agencies regarding methods to increase community awareness of prekindergarten programs;
- TEA to provide a report to the legislature detailing the strategies developed;
- School districts to report annually to TEA on the strategies implemented by the school district to increase community awareness of prekindergarten programs offered by the district; and
- TEA to post results of the district survey on the TEA website

In accordance with the requirements of HB 136, the initial school district survey was conducted in October 2010, the TEA report to the legislature was completed in November 2010, and both reports were posted to the TEA website December 1, 2010.

HB 136 also requires TEA to provide information to school districts regarding effective methods to communicate to parents of eligible students on the availability of prekindergarten programs.

TEA released a request for proposals to select an organization with expertise in social marketing to assist the agency in collecting information about existing prekindergarten outreach efforts, developing a prekindergarten outreach and marketing plan, and producing materials for dissemination to schools and other partners.

**Authority:** HB 136, 81<sup>st</sup> Texas Legislature 2009; TEC §29.1534

**Funding:** NCLB, Federal Title I – ARRA Prekindergarten Outreach

Fiscal Years	Time Period	Amount
2010	1/2010 – 8/2010	\$67,900
2011	9/2010 – 8/2011	\$279,100
<b>Total</b>		<b>\$347,000</b>

## Needs Assessment: Survey Participation

- 179 potential service partners completed needs assessment survey
- 50 organizations agreed to develop joint strategies with TEA to increase community awareness about free public prekindergarten programs
- Over 55 parents responded to surveys about how they learned about prekindergarten programs in their community

## Needs Assessment: Summary Report Recommendations

([http://www.tea.state.tx.us/index2.aspx?id=4696&menu\\_id=814](http://www.tea.state.tx.us/index2.aspx?id=4696&menu_id=814)):

- Add free prekindergarten outreach information to partners' existing materials
- Develop specific multi-purpose outreach forms
- Add TEA web link to partner websites
- Create a free prekindergarten outreach tool kit for all interested partners
- Create and distribute a presentation for effective free prekindergarten outreach for school districts and regional education service centers
- Explore opportunities to partner with local PBS stations throughout the state
- Activities to raise awareness about free prekindergarten should focus on the spring and fall to coincide with school enrollment periods

As a result of a competitive RFP, TEA contracted with Sherry Matthews Advocacy Marketing (SMAM) to complete a three-phase Prekindergarten Outreach project:

### Contract Deliverables:

- Phase I— a needs assessment in which effective outreach strategies and partnerships are identified (Completed 11/29/10)
- Phase II—development of an outreach and marketing plan (Due 2/28/2011)
- Phase III—implementation of the strategies identified in Phases I and II (Due 4/15/2011)

Outreach tool kit materials developed in Phase III of this contract will be available for downloading from the TEA website by school districts and state and community partners in spring 2011.