

Amphitheater Full-Day Kindergarten Campaign

In November, our community passed a budget override that allows us to offer free all-day kindergarten to all students. We created a marketing campaign to spread the word.

The campaign included:

POSTCARD 1: A postcard sent to all homes in our District with children ages 3-5. (2,652 homes)

PRESS RELEASE: Sent to local media. All three TV stations posted on their websites, both local news outlets printed the release.

COMMERCIAL (VIDEO): <https://www.youtube.com/watch?v=8pVvkS05k7A> We produced a video commercial in-house. It was distributed through a marketing company we contracted with for an overall marketing campaign, and we posted it on social media.

FACEBOOK AND WEBSITE HEADER: Created in-house. We shared this as a header and as Facebook and Twitter campaign.

PARENT GUIDE: We created a one-page flyer for parents new to kindergarten. This was distributed during the campaign via social media and our mass notification system.

POSTCARD 2: To target schools that had low enrollment, we sent an additional postcard households in specific zip codes, and we included the information in Spanish on the back of this postcard. (800 households)

NOTE: It is difficult to measure the effectiveness of the campaign on enrollment because of the impact of COVID-19. We did see an uptick in registration at the majority of our schools initially, and we are still assessing how it has played out now.

POSTCARD 1: FRONT

You have dreams for your child. At Amphitheater, so do we.



Free full-day kindergarten!

Enrolling now for the 2020-2021 school year at all Amphitheater elementary and K-8 schools

At Amphi schools, **certified early childhood education teachers** are devoted to helping every kindergartner develop academically, socially and creatively.






Schedule a visit or enroll today!

Call 520-696-5173
or visit amphi.com/kindergarten




POSTCARD 1: BACK


What will children do in Amphi's free full-day kindergarten classes?




Problem-solve by exploring new ideas and concepts.




Learn math, literacy and science skills.




Develop socially by learning how to work and play with other children in a caring, respectful manner.



Communicate and collaborate.



Think creatively through music and art and across all other subject areas.



Think critically by learning and engaging in hands-on, minds-on activities.

COMMUNICATIONS

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Amphitheater

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Free Full-Day Kindergarten for 2020-2021 School Year

November 20, 2019 – Amphitheater Public Schools will offer free full-day kindergarten for the 2020-2021 school year, thanks to voter support of the District’s K-3 budget override that passed earlier this month.

Superintendent Todd Jaeger said that ensuring children have the opportunity to attend full-day kindergarten is vital to their educational experience.

“Free full-day kindergarten is a game-changer for the Amphitheater community,” Superintendent Jaeger said. “Research shows that children in full-day kindergarten classes show greater reading and mathematics achievement gains than those in half-day classes.”

In addition to providing funding for free full-day kindergarten, the approved budget override will allow the District to reduce class sizes in grades K-3, critical years for establishing an academic foundation.

“I’m grateful for the ongoing support voters have shown for our students and our District, and I’m proud of the excellent early education our teachers provide to our youngest learners,” Superintendent Jaeger said.

In full-day kindergarten, children learn math, literacy and science skills, develop socially, use their imaginations and expand their curiosity and creativity through hands-on, minds-on activities. At Amphitheater Public Schools, certified teachers with early education credentials teach kindergarten. In addition, certified, endorsed art, physical education and music teachers instruct children in those areas.

The following schools offer free full-day kindergarten and are accepting enrollment for the 2020-2021 school year: Copper Creek Elementary, Coronado K-8 School, Donaldson Elementary School, Harelson Elementary School, Holaway Elementary School, Innovation Academy, Keeling Elementary School, Mesa Verde Elementary School, Nash Elementary School, Painted Sky Elementary School, Prince Elementary School, Rio Vista Elementary School, Walker Elementary School and Wilson K-8 School. Families interested in the Rillito Center should contact that school directly.

For more information, families can call their school of choice or visit www.amphi.com

Amphitheater High School • Canyon del Oro High School • Ironwood Ridge High School
Amphitheater Middle School • Coronado K-8 School • Cross Middle School • La Cima Middle School • Wilson K-8 School
Copper Creek Elementary • Donaldson Elementary • Harelson Elementary • Holaway Elementary • Innovation Academy • Keeling Elementary
Mesa Verde Elementary • Nash Elementary • Painted Sky Elementary • Prince Elementary • Rio Vista Elementary • Walker Elementary • Rillito Center

Amphitheater Unified School District does not discriminate on the basis of race, color, religion/religious beliefs, gender, sex, age, national origin, sexual orientation, creed, citizenship status, marital status, political beliefs/affiliation, disability, home language, family, social or cultural background in its programs or activities and provides equal access to the Boy Scouts and other designated youth groups. Inquiries regarding the District’s non-discrimination policies are handled at 701 W. Wetmore Road, Tucson, Arizona 85705 by Anna Maiden, Equal Opportunity & Compliance Director, (520) 696-5164, amaiden@amphi.com, or Kristin McGraw, Executive Director of Student Services, (520) 696-5230, kmcgraw@amphi.com.

COMING TO AMPHITHEATER SCHOOLS IN 2020-2021



FREE All-Day
Kindergarten



ENROLL FOR NEXT YEAR TODAY!

Let's get ready for Kindergarten!

Tips for Prep

- Institute your morning routine before school starts. Get children up early so they get used to it.
- Put your child's name on everything (jackets, lunch boxes, water).
- Experiment with packed lunches to make sure your child can open and manage everything.
- Be sure that your child can handle toileting on their own including taking care of pulling up pants, snapping snaps, zipping zippers, etc.
- Make sure your child knows his/her first and last name.
- Make plans with another kindergarten parent (or drop-off veteran) to hang out on the first day in case you need moral support.
- Be positive and excited for the kids on their first day! Your feelings will be mirrored by your child.



We asked some of our Amphitheater experts--teachers, principals, administrators--for their advice for new kindergarten families. Here is what they had to say!

Brace yourself for ...

- Tears. Yours and theirs. Probably more yours than theirs! Often, the kindergarten experience is harder on parents than kids. If your little one does cry, don't despair. They all stop, and they all adjust to the classroom.
- Hunger. Expect your child to be starving at home. Kindergartners will eat at school, but all that brain work and activity can increase the appetite!
- Fatigue. Children will be extra tired, even if they attended preschool. Kindergarten is on a different level.
- Resistance. Sometimes kiddos don't want to go back to school. That's normal because, again, it's a huge change. Try focusing on a few of their favorite things about the first day to get them over the hump. In no time, they'll be ready to go happily every day.
- Questions. As your child goes through their kindergarten year they will be learning tons of information and will have questions about what they learn.



The first day

- After you take your child in, say goodbye and leave quietly. Don't make a big deal of your departure. That may only upset your little one.
- Communicate your child's route to and from school with your child and the teacher.



Extra tips

- Make school a priority by being on time every day.
- 95% attendance is key (no more than 7 absences per year)
- Read 15-30 minutes with your child every day
- Get involved at school (PTO, class volunteer, etc)


Have questions for us?

If you have questions, don't hesitate to ask. Your teachers, principals and staff are happy to help. Or just email answers@amphi.com We will do our best to get the information you need within 24 hours.



FAMILY MATTERS AT AMPHI

POSTCARD 2: FRONT

<p>2020-2021 SCHOOL YEAR</p> <h1>IT'S TIME TO ENROLL!</h1>	
<h2>Free full-day kindergarten</h2>	
<p>Holaway Elementary School 826 Chapala Drive, Tucson, AZ 85719 520-696-6880</p>	<p>Prince Elementary School 125 E. Prince Road, Tucson, AZ 85705 520-696-6350</p>
<p>Nash Elementary School 515 W. Kelso Street, Tucson, AZ 85705 520-696-6440</p>	<p>Rio Vista Elementary School 1351 E. Limberlost, Tucson, 85719 520-696-5250</p>
<p>Keeling Elementary School 2837 N. Los Altos Avenue, Tucson, 85705 520-696-6940</p>	<p>AMPHITHEATER SCHOOLS ARE OPEN! Contact a school directly or call 696-5173 www.amphi.com</p>

POSTCARD 2: BACK

**¡ES HORA
DE INSCRIBIRSE!**

**Día entero
Kindergarten gratis**

LAS ESCUELAS DE AMPHITHEATER ESTÁN ABIERTAS

Contactar una escuela directamente o llamar al 696-5173

www.amphi.com