

From Survive to Thrive – Webinar
Chapter 9 Enrollment

Webinar Chat

14:03:23 From Jenna Pettinicchi : leadershipinitiative@earlychildhoodny.org
14:04:08 From Jenna Pettinicchi : hi everyone! welcome! please make sure to set your chat to "all panelists and attendees"
14:12:29 From Jenna Pettinicchi :
<https://eclkc.ohs.acf.hhs.gov/sites/default/files/pdf/no-search/community-assessment-matrix-pmfo-form.pdf>

Chat Prompt: What strategies does your program use to understand the characteristics and needs of your community?

14:14:49 From Denise Fairman : We use direct door-to-door marketing, handing out brochures to individuals and businesses.
14:15:14 From Marissa Dicpinigaitis to All panelists : we have heard through parents, word of mouth, news, surveys for our membership base.
14:15:17 From Carolyn Yasharian : Asking questions to parents about what they are looking for when they come to ask about our program.
14:15:18 From Denise Fairman : We also do presentations at local shelters and back to work programs.
14:15:22 From monique gabriele to All panelists : Social Media, referrals, talking to parents.
14:15:24 From Marie Marie Del Tejo to All panelists : I meet with neighboring directors. I send questionnaire to parents.
14:15:30 From Courtney McClellan to All panelists : Email marketing
14:15:33 From Jeanine Calamusso : Attended our local precincts community meetings
14:15:34 From Medge-Lee Noel to All panelists : We don't really do that we have a population legacy that use words of mouth and keep us rolling every year. That is a blessing!
14:15:55 From Nadia Alexander to All panelists : hold a family night to talk about our program, word of mouth, meet with community directors
14:16:01 From Stephanie Irby to All panelists : The upcoming census will help with the community needs
14:16:02 From Denise Fairman : We have hosted Build-a-Block meetings with the local precinct.
14:16:04 From Colleen Brown : Reaching out to consulates and real estate agencies for families new to the city.
14:16:17 From Angela Almanzar de Diaz to All panelists : use virtual tours
14:16:23 From Marie Marie Del Tejo to All panelists : I have added UWS Town Hall Meeting
14:16:26 From Stephanie Irby to All panelists : Attending community board meetings
14:16:34 From Grace Johnson : Handing out flyers.
14:17:02 From Nancy Stombaugh to All panelists : we have made flyers in both English and Spanish

14:17:04 From Denise Fairman : We have a referral program that gifts parents with \$50 for bringing another family

14:17:04 From Babette Coach to All panelists : I'm a new Director, however, I can check with my local assembly person

14:19:14 From adriane govine to All panelists : will we get copies of the powerpoints

14:19:50 From Serene Stevens : You will be able to access this webinar and the previous webinars on the website.

14:20:37 From Angela Almanzar de Diaz : Thank you!

Chat Prompt: What marketing strategies have you used to successfully connect with prospective families in your community? What marketing strategies do you aspire to utilize?

14:28:59 From Dianne Mejia to All panelists : We use social media

14:29:12 From Tova Plaut to All panelists : community events, local social media pages

14:29:14 From Marie Marie Del Tejo to All panelists : Gave gift to family who referred a family who enrolled.

14:29:15 From Denise Fairman : Parent referrals are great!

14:29:24 From Wendy Lee : I have done tabling at the local farmers market to promote and advocate for my program

14:29:34 From Carolyn Yasharian : Social media, parent quotes and posts, t-shirts with our logo

14:29:44 From Nadia Alexander to All panelists : Zoom meeting with current parents and whose on our wait list, phone calls, parent referral, word of mouth, flyers

14:29:47 From Denise Fairman : Block parties have worked well, pre-pandemic.

14:29:50 From adriane govine to All panelists : from families

14:29:54 From Janet Graciano : Open houses

14:29:55 From Wendy Lee : give aways and swag with program name on it

14:30:06 From Elvia Rodriguez 9 to All panelists : Book Fairs, Bake Sales,

14:30:13 From Marissa Dicipinigaitis : we use social media, flyers, constant contact emails to memberships, referral program, hold events and go to events as a vendor (prior to pandemic)

14:30:22 From Grace Johnson : Online registration, online waitlist.

14:30:32 From Marissa Dicipinigaitis : library partners as well.

14:30:38 From Jonna Gonzalez to All panelists : Yelp, social media, our website, word of mouth

14:30:48 From Elvia Rodriguez 9 to All panelists : T Shirts.

14:30:49 From Stephanie Irby to All panelists : Meeting with church leaders and door knockers

14:31:01 From Serene Stevens : So many creative ideas in the chat!

14:31:35 From Medge-Lee Noel to All panelists : Post your flyer on social media

14:31:42 From Serene Stevens : It truly demonstrates the impact of meeting people where they are.

14:31:57 From Elvia Rodriguez 9 to All panelists : Shopping with children at local businesses , pre pandemic

14:34:28 From Jenna Pettinicchi : <http://nyaeyc.org/sharedsource-ecny/>

Chat Prompt: Reflect on what makes your program unique. What are some next steps that you are inspired to take?

- 14:41:08 From Jenna Pettinicchi : have any of you tried new strategies this year?
- 14:41:13 From Marissa Dicpinigaitis : educational goals and objectives. play based and intentional focused.
- 14:41:33 From Carolyn Yasharian : Child-led play based SEL
- 14:41:56 From Denise Fairman : We are stressing the safety procedures we have put into effect.
- 14:41:57 From Gem Moriah to All panelists : Individualized Welcome Letter
- 14:41:58 From Grace Johnson : Family engagement, family involvement
- 14:42:02 From Nancy Stombaugh to All panelists : Could someone please give me a unique idea on how to open a new center in NYC during covid 19
- 14:42:29 From Marie Marie Del Tejo to All panelists : I am planning to think about how to SHOWCASE the program since tours need to be different
- 14:42:29 From Tova Plaut to All panelists : I plan to try to use the cover letter with instructions. I also feel that the upfront acknowledgement that all info is confidential will support communication with parents. These are Functional ideas that I find very helpful from an administrative view.
- 14:42:32 From Marissa Dicpinigaitis : we have tried to put the information out in our brochure and we hand out those goals through email after a virtual tour now that in person are not happening. safety plans are live on our website too.
- 14:42:47 From Nadia Alexander to All panelists : Maintaining play based curriculum especially during COVID-19
- 14:42:55 From Jylynthia Cambridge Jylynthia Cambridge : Providing a computer program in other languages that would assist with initial paperwork online.
- 14:42:55 From Marlene Brown-Allen : Have clear communication with families so that those who are working remotely will access quality work that will enhance their learning. By Marlene
- 14:43:00 From Serene Stevens : Individualized welcome letters are a great way to show families that you notice them.
- 14:43:53 From Serene Stevens : Computer programs in other languages are such a great way to help families to feel included and acknowledged.
- 14:44:17 From Jonna Gonzalez : We do welcome letters but we also do follow up letters after starting. We keep communication open at all times. It helps build that trust and community.
- 14:45:31 From Marlene Brown-Allen : Having an onsite therapist that works with our children who need CPSE service.
- 14:46:01 From Marie Marie Del Tejo to All panelists : highlight how we are supporting children's emotion is very important! and giving parents tips...
- 14:46:54 From Jenna Pettinicchi : <https://www.earlychildhood.org/pdfs/CoreBody.pdf>
- 14:47:50 From jessica wygand to All panelists : more sel to help staff
- 14:50:15 From Jenna Pettinicchi : <http://nysaeyc.org/childrens-program-administrator-credential/>

14:51:01 From Jenna Pettinicchi : <http://www.earlychildhoodny.org/leadershipinitiative/>
<http://www.qualitystarsny.org/>
<http://earlychildhoodny.org/cdsc/>
<https://earlychildhoodny.org/blog/>

14:52:32 From Jenna Pettinicchi :

- Child Care Aware America: www.childcareaware.org/providers
- Child Care Marketing Solutions (CCMS): www.childcare-marketing.com
- The Ultimate Child Care Marketing Guide: Tactics, Tools, and Strategies for Success, by K. Murray (Redleaf Press, 2012)
- Family Child Care Marketing Guide, by T. Copeland (Redleaf Press, 2012)
<http://tomcopelandblog.com/family-child-care-marketing-guide>
- Head Start Early Childhood Learning and Knowledge Center
<https://eclkc.ohs.acf.hhs.gov/>

14:54:30 From Jenna Pettinicchi :
<http://www.earlychildhoodny.org/leadershipinitiative/survivetothrive.php>

14:54:31 From Elvia Rodriguez 9 : Thanks!

14:54:45 From Jeanine Calamusso : Thank you all

14:54:54 From Carolyn Yasharian : Thank you.

14:54:56 From Helene Jacobson : If we missed any of the chapters is it possible to review them.

14:55:07 From Towana Green to All panelists : Thank you!

14:55:11 From Janet Graciano : Thank You

14:55:13 From Serene Stevens : Thank you

14:55:15 From Jenna Pettinicchi :
<https://earlychildhoodny.org/leadershipinitiative/buffalo.php>
<https://earlychildhoodny.org/leadershipinitiative/li.php>

14:55:21 From Wendy Lee : Thank you everyone!

14:55:24 From Jylynthia Cambridge Jylynthia Cambridge : Thank you!

14:55:45 From Jennifer Clark to All panelists : Thank you

14:56:13 From monique gabriele to All panelists : Thank you

14:56:18 From Abimbola Anifowose Abimbola Anifowose : thank you

14:56:20 From Courtney McClellan : Thank you!

14:56:21 From monique gabriele to All panelists : very informative

14:56:23 From Craig Schatten : Thank you so much

14:56:31 From Gem Moriah to All panelists : thank you

14:56:33 From Dianne Mejia to All panelists : Thank you all

14:56:33 From Serene Stevens : Thank you all!

14:56:48 From Jenna Pettinicchi : Bye everyone! Thank you. Be well! stay healthy and safe