

## DRAFT: Preschool for All Planning Stages - Outreach Strategy

The Outreach effort is designed to communicate the purpose of the Preschool for All initiative, explain the City's process for designing an evidence-based Action Plan to implement high-quality, affordable, and voluntary preschool for all 3-and 4-year-olds in Seattle, and to learn from local stakeholders and communities to ensure that the Plan builds on the good work of Seattle's early learning community.



### Preschool for All Outreach is designed to:

- Be respectful and inclusive of all Seattle communities
- Be culturally sensitive to diverse ideals and values concerning early education
- Give communities and stakeholders a voice in Preschool for All (PFA) Action Plan development

### To accomplish this we are:

- Meeting stakeholders, providers, and families in spaces that are accessible and familiar to them
- Providing interpreters when needed
- Acknowledging and building on the good work of Seattle's early learning community

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**Office for Education Workgroups:** The Office for Education (OFE) has convened six workgroups to serve as advisory groups to the Preschool for All consultants: Finance, Data Management, Program Quality and Capacity, Workforce Development, Infrastructure, and Health. Groups will meet multiple times between January and March 2014 to provide relevant context and feedback to the PFA consultant team that is developing the Action Plan. Each group is led by an OFE, Human Services Department, or Health Department representative and over 80 individuals from Seattle's early learning community, government offices, and non-profit organizations have been invited to participate. Group membership will be confirmed by the end of January.

**Community Meetings and Family Outreach:** OFE is in the process of scheduling three large PFA community outreach meetings throughout March 2014. These meetings are designed to inform the public of the Preschool for All Resolution and Action Plan development process. These meetings will also be used to gather feedback from families of young children and the community at large. Additional outreach efforts to families will include casual discussions and meetings at community events and services aimed at families of young children (PTSA meetings, Play & Learn groups, Head Start & ECEAP Policy Council, Community Kitchen, etc.).

**Stakeholder and Provider Briefings:** Between January and April 2014, the PFA Community Outreach Manager will provide information about Preschool for All and elicit feedback from the early learning provider community and stakeholders in Seattle. The Community Outreach Manager will attend meetings of early learning providers and stakeholder organizations in order to brief them on Preschool for All, gather feedback, and address questions about universal preschool in Seattle.

**Webpage, Listserv, and Twitter:** OFE is in the process of rolling out a new website with space dedicated to Preschool for All updates. The public will be able to access information about upcoming outreach events, workgroup meetings, and progress updates. A Twitter account will be used to notify followers of posted project updates. The UPK listserv ([upk@seattle.gov](mailto:upk@seattle.gov)) is available to anyone who wishes to receive updates via e-mail. It currently has over 100 subscribers.

**The Comprehensive Universal Preschool Parent/Guardian Survey:** This survey will be designed to gather parent and guardian perspectives on their current preschool options and choices, what they consider to be "high quality," and what they think of the City's Preschool for All program, in addition to demographic data needed to ensure the representativeness of the survey sample and to produce reliable disaggregated results. Results will be available in early March to inform the Action Plan.

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All stakeholder engagement and community outreach efforts will be compiled into the PFA Consultant's **Outreach Summary Report** (due 4/30/14) which will contain:

- ◆ a record of all meetings, number of attendees, and summaries of topics discussed
  - ◆ all materials produced for outreach
- ◆ a record of how input received through engagement and outreach impacted the Action Plan
  - ◆ how the Parent/Guardian Survey was used to inform the Action Plan

## Targeted Outreach to Stakeholders

Aakewo-African American Kenyan Women Interconnect  
Breakfast Group  
Chamber of Commerce  
Childcare Director's Association of Greater Seattle (CDAGS)  
City's Human Services Department  
International Community Health Services  
Committee for Children  
Democratic Council Meeting  
Early Learning Coalition  
Family Childcare Providers Association  
Family Medical Providers

Immigrant & Refugee Cultural and Service Agencies  
Labor Council  
National Center for Quality Teaching and Learning (UW)  
Neighborhood Chambers [Seattle Neighborhood Chamber Alliance]  
One America  
Parent-Child Home Program (PCHP)  
Police Precinct Advisory  
Puget Sound Education Service District  
SeaMar  
Seattle Council PTSA  
Seattle Early Education Collaborative  
Seattle Public Schools

Seattle Public Schools School Board  
Service Employees International Union (SEIU)  
SESEC (SE Seattle Education Coalition)  
South Sound AEYC (Assoc. for the Educ. of Young Children)  
Tree Swing  
United Way  
UW Early Learning [Childcare Quality & Early Learning Center for Research and Professional Development--CQEL]  
Vietnamese Friendship Society  
Washington State Labor Council, Seattle office

## Targeted Outreach to Providers

Associated Recreation Council (ARC)  
Causey's Learning Center  
Childcare Consortiums  
Childcare Professional Development Agencies  
Children's Home Society  
Chinese Information and Service Center

Community Day School Association (CDSA)  
Denise Louie Education Center  
Early Childhood Education and Assistance Program (ECEAP)  
El Centro de la Raza  
Family child care providers  
Head Start

Neighborhood House  
Private not-for-profit preK providers  
Private-pay preschools  
Refugee Women's Alliance (REWA)  
Sound Childcare Solutions  
SPS Head Start  
Tiny Tots

## Targeted Outreach to Families

African American Childcare Taskforce  
African American families  
Asian/Pacific Islander families  
Child Welfare  
Childcare Task Forces  
Disability community  
East African families

European American families  
Faith-based organizations  
Families of children with disabilities  
Gay and Lesbian Child Care Taskforce  
Homeless community  
*Language-focused outreach:* Amharic, Cantonese, Mandarin, Oromo,

Somali, Spanish, Tagalog, Tigrinya, Taishanese, Vietnamese  
Latino families  
LGBT families  
Native American families  
*Regional Outreach:* Central, Southeast, Southwest, North