



Webinar 1: Attendance, Participation & Covid-19 *Chat Summary*

1. Participants represented the following counties:

Baltimore City	Charles
Baltimore	Dorchester
Montgomery	Garrett
Frederick	Howard
Cecil	Kent
Queen Anne's	Washington
St. Mary's	Wicomico

2. Participants represented the following programs:

Judy Centers
PreK
Private, Non-Profit ECE*
Head Start

* These programs included non-profit organizations such as the ARC of Montgomery County, Kennedy Krieger, child care programs such as The Goddard School, The Learning Bee and others.

3. How has your program been able to encourage enrollment? What has been most successful?

Using Social media:

- Family enrollment countdown
- Family town halls
- Virtual Mommy groups
- Virtual play groups
- Virtual Round-Ups
- Zoom Happy Hours
- Surveys
- COVID-19 protocol posts and videos
- How-to-register videos
- Facebook page posts

- Personal Outreach
- Weekly or daily calls
- Safe home visits
- Individualized registration assistance

Reaching out for referrals:

- Contacting neighboring schools
- Working with district-level staff
- Contacting child-care programs
- Using personal contacts
- Reaching out to Community Directors

Other ideas:

- Signs
- Flyers
- Incentives
- Give-Aways

4. What did programs do last Spring (2020) to connect with families?

- Class Dojo
- Survey about technology needs and access
- Made and distributed hands-on Math and literacy boxes
- Zoom meetings
- Weekly calls, emails and texts to families
- Facebook live classes for children
- Zoom play dates
- Staff videos
- Home visits (safely)
- Used Bloomz App to load lessons
- You Tube parent music classes and how to deliver teacher's lessons
- Packets delivered to families' doors
- Virtual parent workshops
- Virtual graduation ceremony
- Videos of activities added to Facebook, for example, how to make play dough
- Virtual cooking classes – "Cooking with Ms. Cathy"
- Weekly give aways of diapers and other essentials
- Parent cafes
- Individual Zoom meetings with each family and their child
- Parent tips emailed weekly
- Virtual parent training on technology platforms used by the program
- Featuring videos of teachers on social media
- Parents of graduates made videos of what they loved most about PreK