

APPENDIX II – 34

Kinder Round-up

January and February 2016

Coordinated effort: KVOA and Telemundo commercials, digital ads, mailers and Facebook advertising



Results for Kinder Roundup

Increase in awareness of Kinder enrollment

- Total of 1,600 calls and visits to School Community Services during the campaign
- Email volume
 - December 2015: 542
 - January 2016: 1309
 - February 2016: 738
- School Community Services received calls and emails from parents who were not aware that they could already begin researching and applying for kindergarten enrollment