

Pre-K 4 SA Project Report



In November 2012, City of San Antonio voters approved a ballot initiative for a 1/8 cent sales tax increase to strengthen the local pre-kindergarten education system and provide a full-day program for four-year olds. The City committed to open two Education Centers in the first year of the program and an additional two in subsequent years.

The Office of Innovation was asked by the City Manager's Office to assist with the implementation of the program in January 2013. The first two Education Centers were scheduled to open in August 2013, which gave the team approximately six months to complete the project. All of this had to be done within childcare licensing guidelines.

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Project Goals



Our primary project goal consisted of preparing for the opening of the first two centers. This included selecting a comprehensive educational curriculum, determining a plan for food nutrition services, researching and devising a system to transport students to the schools and selecting a consultant to conduct an educational assessment of the students.

In addition to the primary objectives, the Office of Innovation also assisted in developing a lottery process for student enrollment, a tuition schedule for students that didn't qualify for the free program and an operating budget for the first two years of the program. We also staffed and coordinated logistics for 11 pre-enrollment fairs that were designed to generate interest and sign students up for the program.

Project Plan

The project plan was created to properly account for all of the time constraints we were under and to also identify items we had to run concurrently to meet our goals. We decided to structure our project plan in three separate phases:

- **Phase 1** focused on securing the most important aspects of the program that included a comprehensive curriculum, food nutrition services, transportation services and program evaluation.
- **Phase 2** focused on the student enrollment process and recruiting students into the program.
- **Phase 3** focused on recruiting teachers, administrative staff and finalizing all details of the program for full implementation.

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Results

The results of the project were as follows:

- Pre-enrolled over 1,000 students in the program to fill approximately 700 seats in the first year.
- Established a transportation network for students with approximately 10 pickup / drop-off points, buses and 20 transportation aides.
- Secured food nutrition services for all enrolled students with healthy options for breakfast, lunch and a snack.
- Frog Street Press, a national leader in pre-kindergarten education, was selected to provide a comprehensive curriculum.
- Edvance Research Inc. was selected to conduct an 8-year independent program evaluation to ensure all program goals are met.
- Established an operating budget of over \$30 million for the first two years of the program.



Today, the program is in its third year of operation with four Education Centers throughout the city serving nearly 1,500 students. It has been mentioned in local, regional and national media stories as an example of a successful pre-kindergarten program.