Early Learning Application Launch

Chicago Early Learning 2023–2024
Applications as of April 26, 2023:

<table>
<thead>
<tr>
<th>Category</th>
<th>Updates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Preschool</td>
<td>8,654</td>
</tr>
<tr>
<td>Infant/Toddler</td>
<td>388</td>
</tr>
<tr>
<td>Prenatal</td>
<td>4</td>
</tr>
</tbody>
</table>
### Application Updates

#### Timeline:

<table>
<thead>
<tr>
<th>Period</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>April 11 - May 2</td>
<td><strong>Initial Application Period</strong>&lt;br&gt;Families can apply online and get an offer in May.&lt;br&gt;All applications placed during this period are run at the same time.</td>
</tr>
<tr>
<td>May 2 - May 19</td>
<td><strong>Selections Run</strong>&lt;br&gt;Initial offers go out on May 19 for everyone who applied by May 2.&lt;br&gt;Families can still apply during this time!</td>
</tr>
<tr>
<td>May 19 and on</td>
<td><strong>Live Selections</strong>&lt;br&gt;Families can apply and get their offer by the next day.&lt;br&gt;Waitlists run automatically.</td>
</tr>
</tbody>
</table>
Application Enrollment Process

Apply at chicagoeearlylearning.org

Verify eligibility information

Complete enrollment
Application Process

1. Navigate to chicagoearlylearning.org and click Apply.

2. Complete the application.

Families can apply over the phone by calling the Family Support Hotline: (312) 229-1690

Families can receive in-person support at schools or community sites, at select public libraries, and at application events throughout the City.
Verification Process

- Offers will begin going out on **May 19th**!
- Families can accept or decline their offers through the online portal, by calling the Hotline, or by calling the school or site.
## Verification Documents

### Proof of Age
- Original Birth Certificate
- State-Issued Medical Card
- Passport

### Proof of Address
- Current utility bill
- IL Driver’s License or State-Issued ID
- Voter Registration Card
- Deed, Mortgage, or Current Lease
- IL Department of Public Aid Card

### Proof of Income
- Current pay stub
- 1040/W2
- SSI Disability Letter
- TANF Letter
- Unemployment Letter
- Income Verification Form (Cash or no income)

### Proof of Sibling
- Follows the Board’s definition of “sibling” stated in the Magnet Policy.
- Sibling must currently attend same school as the applicant child and will attend next year as well.
- Submit your older child’s CPS ID in the application form and the School Clerk will verify that your child is currently enrolled.
## DFSS Mythbusters

<table>
<thead>
<tr>
<th>Myth</th>
<th>Fact</th>
</tr>
</thead>
<tbody>
<tr>
<td>❌ Seats are offered in the order in which students apply, so families who apply in April will have the best chance of getting a seat.</td>
<td>✓ Seats are offered based on eligibility criteria. No preference is given to the first families to apply.</td>
</tr>
<tr>
<td>❌ The allocation of seats at community-based programs are assigned by DFSS.</td>
<td>✓ Community Based Programs can adjust their “capacity matrix” depending on recruitment goals and eligibility criteria. CBOs control seat allocation.</td>
</tr>
<tr>
<td>❌ Returning families need to re-apply online to continue enrollment at their current site next year.</td>
<td>✓ Currently enrolled students that still meet the age criteria will not lose their seat, and do not need to re-apply to for the new year.</td>
</tr>
<tr>
<td>❌ Parents that apply in person at CBO sites do not need to complete the online application.</td>
<td>✓ The only way for new children to apply is through the online application. Once offers have been made and accepted in the application, the child and family information is transferred to CSD Cares for enrollment.</td>
</tr>
<tr>
<td>❌ Applications that result in a seat being offered will automatically result in the family’s information being available for enrollment in CSD Cares.</td>
<td>✓ When an offer is made, it must be accepted by the family, or by the agency on behalf of the family, for the child to be enrolled in CSD Cares.</td>
</tr>
</tbody>
</table>
### Mythbusters

<table>
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<tr>
<th>Myth</th>
<th>Fact</th>
</tr>
</thead>
<tbody>
<tr>
<td>❌ Schools can have open seats and a waitlist.</td>
<td>✅ If your school has a waitlist, you have NO open seats. You will need to go into SchoolMint and decline offers for any students who will not be enrolling. The waitlist will run overnight once the seats open.</td>
</tr>
<tr>
<td>❌ Principals can choose who comes off their waitlist.</td>
<td>✅ In Pre-K, families come off the waitlist according to the number of points they have. The open seat will automatically be offered to the most eligible student on the list.</td>
</tr>
</tbody>
</table>
Website & Marketing Updates

vera.
Improved UX

CEL recruitment platforms are actively shaped and informed by feedback directly from families. For example, social media campaigns feature parents and their stories, and focus on addressing other parents. This sort of family engagement online is strengthened by CEL’s centralized brand.
Increased Early Head Start/Head Start Exposure

New language and sections surrounding Head Start and Early Head Start has been added throughout chicagoearylearning.org to highlight the benefits of Head Start and Early Head Start Programs for parents and families.

In addition, a page has been dedicated specifically to Community-Based Programs.

- The programs page had over 15k visitors in the past 90 days.
- The Community-Based Programs page had over 1,400 visitors in the past 90 days.
Analytics Report

ChicagoEarlyLearning.org
Primary call to action page for parents to enroll in CEL.

Top-3 pages
- Home page
- School Search page
- How to Apply page

Traffic
- Unique Users: 70,286
- Average Sessions per User: 1.68
- Overall Page Views: 243,268

CELResources.org
Primary resource for outreach collaborations, CEL stakeholders, and agencies.

Top-3 pages
- Outreach page (celresources.org/outreach)
- Home page
- Social Media page (celresources.org/digital/social-media)

Traffic
- Unique Users: 1,600
- Average Sessions per User: 1.43
- Overall Page Views: 8,497
CEL Email Marketing

- 50,358 subscribers
- 557,290 emails sent
- 360,160 emails opened
- 9,170 clicks since April

- Average Open Rate: 35.7%
- Average Click Rate: 2.0%

Chicago Early Learning is now accepting applications for the 2023–24 school year.

The Initial Application Period window is from April 11 – May 2.

Applications submitted within this window are not considered on a first-come-first-served basis. Applying anytime before May 2 will help increase your child’s chances of getting into your preferred programs.

If you need assistance applying for a CPS Pre-K program this year, take advantage of our upcoming application fairs and Pre-K Application Week below!

Apply Today
The focus for this year's application season was to increase Chicago Early Learning enrollment city-wide, and increase awareness of the programs available to families. The application launch had minor technical difficulties, but our engagement with parents on social was prompt, proactive, personal and received positively. As a result, we were able to answer over 300 messages and countless comments which kept parents informed and happy for the benefit of CPS and DFSS.

Since the application launch, our teams have continued to engage families and answer their questions on Facebook, Instagram, Twitter, and WhatsApp.

**Overall Numbers Year To Date**
- Impressions - 178,404
- Engagements - 16,557
- Link Clicks - 1,120
- Messages received - 308
- Message replies - 331
## Social Ad Performance

<table>
<thead>
<tr>
<th>Ad</th>
<th>Impressions</th>
<th>CEL Link Clicks</th>
<th>Engagements</th>
<th>Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Save the Date - Image</td>
<td>77</td>
<td>4</td>
<td>0</td>
<td>All Chicago guardians with children ages 0-5</td>
</tr>
<tr>
<td>Save the Date - Image</td>
<td>858</td>
<td>18</td>
<td>8</td>
<td>Low enrollment neighborhoods</td>
</tr>
<tr>
<td>Apply for Fall - Video</td>
<td>9,875</td>
<td>387</td>
<td>3,399</td>
<td>All Chicago guardians with children ages 0-5</td>
</tr>
<tr>
<td>Apply for Fall - Video</td>
<td>521</td>
<td>34</td>
<td>213</td>
<td>Low enrollment neighborhoods</td>
</tr>
</tbody>
</table>
## Social Media

### Social Ad Performance cont.

<table>
<thead>
<tr>
<th>Ad</th>
<th>Impressions</th>
<th>CEL Link Clicks</th>
<th>Engagements</th>
<th>Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tiny Mic Video</td>
<td>38,928</td>
<td>1,300</td>
<td>10,030</td>
<td>All Chicago guardians with children ages 0-5</td>
</tr>
</tbody>
</table>


We recently partnered with a new influencer, Skylyn Rose, for Week of the Young Child. Skylyn is four years old, lives in Chicago, and has over 47k followers on Instagram.

Her videos encouraged families to apply for a CEL program and to participate in our Week of the Young Child activities. Skylyn’s activity videos gained over 1,000 likes. We reached 9.9K accounts in the last 30 days through this partnership.

In addition, we started a new video series called "Tiny Mic Drop". These entertaining video reels offer a look into the minds of young children and promote early childhood education. The first Tiny Mic Drop video has over 322 likes through paid and organic media.
Social Media Engagements

**CEL Questions from parents 2023**

**Nora Skwarski Scanio**

Woo, got it!! 😊

**Megan Kathryn**

Amazing! I received confirmation once submitted but just wanted to double check! Anxious about this as a first time elementary mom!!

**Author**

Chicago Early Learning

Wohoo! And thank you SO MUCH for your patience Nora!!

As long as it's still considered the same as someone who applied today, that's ok!

Sorry for all the questions I know this is an Instagram and not a help line, just a nervous first time parent with an IEP student.

Thanks for all your help and reassurance 😊

Let Them Play 🎮

Play really IS the work of child! Play is how children learn about the world - and, when kids are independently playing together, it's maybe the magical moment of motherhood to witness 😊

This type of play encourages independence, social skills, sharing, problem solving... so many essential life skills that carry over to school.

What age did you really notice your kids playing WITH others socially? 🙋

#EarlyLearningChicago #woc23
#EarlyLearningForEveryone

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