

**Preschool**  
Marketplace



# Ready for PreK Partnership 2024 Strategic Plan

This strategic plan outlines a collaborative approach to expanding preschool access in Multnomah County by strengthening partnerships, simplifying the enrollment process, and utilizing a central online platform. Regular assessments and adjustments will be conducted to ensure the plan's effectiveness.

## Background:

In 2022, the Ready for PreK partnership was formed to unify preschool programs around the shared acknowledgement of the critical role early childhood education plays in shaping a child's future.

Multnomah County has several publicly-funded preschool programs. While each program operates with distinct offerings and eligibility criteria, they share common missions and methods. Moving away from working in isolation, the Ready for PreK Partnership brings all programs together in collaboration along with other community organizations and stakeholders to expand access, minimize barriers, and strengthen the early learning system in Multnomah County.

- In 2021, members of the Early Learning Multnomah hub began to discuss ways to increase collaboration among publicly-funded preschool programs.
- In 2022, representatives from publicly-funded preschool programs as well as local resource organizations began to meet regularly to discuss shared recruitment and create a framework for a marketplace website.
- In 2023, the partners launched the Preschool Marketplace website, hosted a recruitment event at OMSI, and attended numerous community events to publicize the marketplace resource.

## Overall Measurements of Success:

- Increased preschool enrollment rates in Multnomah County.
- Improved accessibility and understanding of the preschool enrollment process.
- Enhanced collaboration and capacity among partners in the Early Learning network.
- Increased attendance at outreach events

## Goals & Objectives:

### Goal 1: Strengthen capacity and enhance effectiveness of early learning partners in Multnomah County

#### Objective 1: Cultivate partnerships for proactive problem solving

- *Tactics: Conduct monthly partners meetings that serve as a platform for collaboration, mutual support, and problem solving.*
- *Measurement: Track attendance and active participation at partners meetings*

#### Objective 2: Establish a cohesive recruitment structure and streamlined referral process

- *Tactics:*
  - *Facilitate partners sharing updates and needs in monthly meetings and via email.*
  - *Streamlining eligibility screening and enrollment process on the Preschool Marketplace website.*
- *Measurement:*
  - *Monitor number of available slots, students on waitlists, and partner referrals.*

#### Objective 3: Conduct shared outreach and recruitment to increase visibility and reach of partner programs

- *Tactics:*
  - *Table at community events*
  - *Host outreach and recruitment events*
  - *Maintain update eligibility and program information on the Preschool Marketplace website*
  - *Distribute partner outreach materials digitally and in person*
- *Measurement:*
  - *Monitor number of families reached at events*
  - *Track distribution of physical and digital outreach materials*

#### Objective 4: Expand partnership to include diverse voices and collaborators.

- *Tactics:*
  - *Annually evaluate purpose and effectiveness of partnership*
  - *Invite additional partners and stakeholders*

- *Measurement:*
  - *Track number of partners and levels of participation*

## **Goal 2: Simplify the process of finding and enrolling in preschool**

### **Objective 1: Centralize publicly-funded preschool information into one, accessible platform**

- *Tactics:*
  - *Improve Preschool Marketplace website for ease of navigation*
  - *Keep provider information up to date*
- *Measurement:*
  - *Track number of families applying via the website*
  - *Assess website performance metrics and user satisfaction.*

### **Objective 2: Expand access through inclusive outreach strategies**

- *Tactics:*
  - *Develop and distribute multilingual outreach materials*
  - *Enhance website translation capabilities*
  - *Multilingual Applications*
  - *Host resource events at locations that are near public transportation access points (e.g., OMSI recruitment event, Multnomah County Public Libraries)*
- *Measurement:*
  - *Track the number of people reached in outreach efforts.*

### **Objective 3: Expand preschool listings on the Preschool Marketplace website**

- *Tactics: Explore the inclusion of other types of preschools*
- *Measurement: Track number of preschool providers added to the website*

## Plan of Action:

- **Partnership:**
  - Reach out to potential partners
  - Determine the frequency and format for meetings
- **Outreach and recruitment:**
  - Continue distribution of outreach materials- digitally and in person
  - Plan and produce spring recruitment event at OMSI
  - Prepare for summer recruitment events- purchase branded swag, create recruitment calendar
- **Enrollment:**
  - Explore possibilities for shared application process
  - Create internal referencing document
- **Measurement:**
  - Create systems and documentation for tracking process

## Roles & Responsibilities:

Early Learning Multnomah will serve as the convening body for this partnership.

ELM staff and contractors will:

- Organize and facilitate meetings
- Conduct shared outreach
- Perform website maintenance with input and direction from partners
- Gather and distribute information and resources among partners

Partners will:

- Provide up to date information about program eligibility and enrollment status
- Provide feedback and direction on website user experience and outreach efforts

Goal	Objective	Tactics	Measurement
<b>Goal 1:</b> Strengthen capacity and enhance effectiveness of early learning partners in Multnomah County	<b>Objective 1:</b> Cultivate partnerships for proactive problem solving	<ul style="list-style-type: none"> <li>● Conduct monthly partners meetings that serve as a platform for collaboration, mutual support, and problem solving</li> </ul>	<ul style="list-style-type: none"> <li>● Track attendance and active participation at partners meetings</li> </ul>
	<b>Objective 2:</b> Establish a cohesive recruitment structure and streamlined referral process	<ul style="list-style-type: none"> <li>● Facilitate partners sharing updates and needs in monthly meetings and via email.</li> <li>● Streamlining eligibility screening and enrollment process on the Preschool Marketplace website.</li> </ul>	<ul style="list-style-type: none"> <li>● Monitor number of available slots, students on waitlists, and partner referrals.</li> </ul>
	<b>Objective 3:</b> Conduct shared outreach and recruitment to increase visibility and reach of partner programs	<ul style="list-style-type: none"> <li>● Table at community events</li> <li>● Host outreach and recruitment events</li> <li>● Maintain update eligibility and program information on the Preschool Marketplace website</li> <li>● Distribute partner outreach materials digitally and in person</li> </ul>	<ul style="list-style-type: none"> <li>● Monitor number of families reached at events</li> <li>● Track distribution of physical and digital outreach materials</li> </ul>
	<b>Objective 4:</b> Expand partnership to include diverse voices and collaborators.	<ul style="list-style-type: none"> <li>● Periodically evaluate purpose and effectiveness of partnership</li> <li>● Invite additional partners and stakeholders</li> </ul>	<ul style="list-style-type: none"> <li>● Track number of partners and levels of participation</li> </ul>
<b>Goal 2:</b> Simplify the Process of Finding and Enrolling in Preschool	<b>Objective 1:</b> Centralize information into one accessible platform	<ul style="list-style-type: none"> <li>● Improve Preschool Marketplace website for ease of navigation</li> <li>● Keep provider information up to date.</li> </ul>	<ul style="list-style-type: none"> <li>● Track number of families applying via the website</li> <li>● Assess website performance metrics and user satisfaction.</li> </ul>
	<b>Objective 2:</b> Expand access by through inclusive outreach strategies	<ul style="list-style-type: none"> <li>● Develop and distribute multilingual outreach materials</li> <li>● Enhance website translation capabilities</li> <li>● Multilingual applications</li> <li>● Host recruitment and resource events</li> </ul>	<ul style="list-style-type: none"> <li>● Track the number of people reached in outreach efforts.</li> </ul>
	<b>Objective 3:</b> Expand preschool listings on the Preschool Marketplace website	<ul style="list-style-type: none"> <li>● Explore the inclusion of other types of preschools</li> </ul>	<ul style="list-style-type: none"> <li>● Track number of preschool providers added to the website</li> </ul>