



PRE-K OUR WAY
Prepared for school, ready for success.
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PRE-K OUR WAY NEWS
A MONTHLY NEWSLETTER **SPRING 2017**



Pre-K Our Way delivers on the promise of a robust Spring 2017! Targeted ads reached into hundreds of communities via cable TV and online sites, multiple Community Communication meetings attracted attendees from nearly every legislative district, testimony before State Senate and Assembly legislative committees shared the message that one of our highest priorities as a state should be the availability of quality pre-k programs for all of our children - and messaging across social media and numerous websites highlighted the community and county-specific numbers of kids waiting each year for pre-k. **Last but not least, two former governors joined in a Star-Ledger op-ed to ask the Legislature and Governor to address the need for high-quality preschool in New Jersey.**

GOVERNOR KEAN AND GOVERNOR FLORIO: LET'S INVEST NOW...

Two former governors co-authored an April 9 Sunday Star-Ledger op-ed. "Our youngest citizens are our state's future. No matter where they live or what district they reside, our kids' educational achievement should rise above politics." They also wrote, **"Pre-k expansion funding must be central to any school-aid discussion."** **READ MORE**

THE CAMPAIGN FOR PRE-K EXPANSION: ADS IDENTIFY NUMBER OF KIDS WAITING IN YOUR COMMUNITY

Pre-K Our Way's 2017 expanded statewide media outreach began mid-March, bringing attention to the hundreds of communities - and 50,000 children statewide - who are waiting every year for NJ's pre-k. **Dozens of locally-targeted ads appeared across New Jersey via cable TV and online websites; digital ads and sponsored articles were featured in selected media and throughout the social media of many of our advocate organizations.** Each ad presents the number of kids waiting for state-funded, full-day pre-k in representative locations. Want to check out your community or county? Select from - and watch! - dozens of ads that present a representative selection of the hundreds of communities waiting for NJ's pre-k at prekourway.org!

RECENT COMMUNITY COMMUNICATION MEETINGS DRIVE ACTION

Our March 21 and 23 Community Communication meetings reached supporters from 18 counties across 36 legislative districts. Through discussion and Q&A, attendees learned about the latest efforts to bring pre-k to communities throughout New Jersey. As a follow-up, attendees were motivated to call and write legislators as well as share information with family, colleagues and friends. **Check out our newest handout** which previewed at the meetings!

PRE-K OUR WAY: COMING TO A BOARD OF EDUCATION MEETING NEAR YOU!

In recent weeks, Pre-K Our Way presented at local Board of Education meetings in Winslow Township, Paulsboro, Runnemede and especially Maple Shade; we've also met with the Superintendent for Newton Public Schools. Thanks to all of them and also to the BOE meeting attendees in Pennsauken for their interest and questions! **Let us know at info@prekourway.org if you'd like to have a local presentation about pre-k expansion for your Board of Education or other group.** Remember: In 2008, NJ state law promised pre-k to our children. It never happened, and 50,000 3- and 4-year-olds wait every year across hundreds of communities in our state.

PRE-K OUR WAY'S LEGISLATIVE TESTIMONY

New Jersey's existing pre-k program for 3- and 4-year-old children is a national model for both quality and proven educational results. The problem: this program is only available in 35 school districts. In 2008, the Legislature recognized that expansion of pre-k programs to more districts was an important priority for our children. **As the discussion grows about the funding method for public education, the question should not be ending the high-quality pre-k programs, but how to expand them to reach more New Jersey children. Read More.**

IN THE NEWS

Pre-K Our Way began its 2017 statewide advertising campaign across hundreds of communities and called for New Jersey lawmakers to honor a promise made to families almost a decade ago: to fund high-quality pre-k for more 3- and 4-year-old children. Check out some of the media coverage from Politico, local press and NJ 101.5 below.

Politico: [Pre-K Advocates Intensifying Campaign to Expand Program](#)

NorthJersey: [Students in Belleville Would Benefit If Pre-K Funds Ok'd](#)

NJ 101.5: [NJ Advocates Pushing Hard for Long-Awaited Preschool Expansion](#)

Want more examples? [Click here.](#)

Kudos on a Unique 4th Of July Honor: [Montclair Community Pre-K](#) was chosen to be Grand Marshal for Montclair's 4th of July Parade. Stephanie Fitzgerald, Executive Director, said "We feel fortunate to have educated almost 2,000 of the township's children since our inception in 1998, many of whom will be cheering us on along the parade route. This honor reflects Montclair's strong commitment to early childhood education as an essential building block to success in school and in life."

Selected National Pre-K News:

Impact of High-Quality Early Education...At Middle-Age? Researchers from Virginia Tech recently presented findings from a 40-year study that says children that have a high-quality education very early in their lives held full-time jobs later in life. The study was presented to the Society for Research in Child Development.

Widespread support for expanding public financing of early childhood programs in Nebraska. As featured in NIEER's Online News (March 31), [The Buffet Early Childhood Institute/Gallup Survey](#) revealed that two-thirds of residents in this Midwestern deep red state (the last time voters went Democratic was 1964) agree the state should make early care and education a higher priority, while majorities in both urban (61%) and rural (55%) communities say the state is investing too little in these programs.

Indiana Governor and Lieutenant Governor Seek to Double Pre-K Investment

Have questions? Contact us at info@prekourway.org
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