



PRE-K OUR WAY

Prepared for school, ready for success.

PRE-K OUR WAY NEWS

A MONTHLY NEWSLETTER **JANUARY 2018**



Governor Murphy believes our state "can't create a stronger tomorrow without making smart investments today." One of those investments is pre-k expansion for 50,000 kids - and for hundreds of communities across our state. Both the governor and his Commissioner of Education-designee, Dr. Lamont Repollet, say **"education is pre-k to 12"** and Governor Murphy **"wants pre-k available to all as soon as possible."** We agree with the governor: **fully funding our schools means fully-funding pre-k.** We also agree with 50,000 NJ kids, *"Expand NJ's Pre-K NOW!"*

January 2018 is the start of NOW...

PRE-K EXPANSION 'ABOVE' THE NEWS

Inaugural Day in Trenton included a 'you are there' approach to news coverage. **Watch the first two minutes of NJTV's Michael Aron to hear him share the image - and message - of 50,000 kids waiting for pre-k** - and a plane flying above the then-Governor-elect, Legislators, cabinet and all guests. Yes - coverage of Murphy's inauguration began with the message to expand pre-k because 50,000 kids are waiting. **VIEW VIDEO**

Pre-k expansion remained in the news.... Only a few days later, NIEER's Dr. W. Steven Barnett wrote "Gov. Phil Murphy can make New Jersey a leader again by keeping his promise to make quality, free pre-K available to all families in New Jersey."

READ MORE

2018: THE START OF NOW!

Want an insider preview and discussion of the strategy and messaging for spring 2018? Ready to make pre-k expansion part of your community - or want to KEEP it in your community? The time is NOW.

These next several months (through June 30) are what we've all been working toward: securing significant funding for pre-k expansion in the first budget of a new governor. You can make it happen. Register and attend one of our March Community Communication meetings! Attendance is limited, and nearly half of one meeting is already booked. Choose either March 21 (North/Central) or March 22 (South/Central) to attend the networking continental breakfast followed by an insider preview and discussion of the strategic communication and targeted messaging strategy for spring 2018. Why? You can be part of securing significant funding for pre-k expansion in the first budget of the new administration in Trenton. **LEARN MORE AND REGISTER**

STORIES OF SUCCESS

Like us on Facebook or follow us on Twitter throughout 2018 to watch for your community's story of success! Check out prekourway.org as we use 2018 to **celebrate some of the 26 pre-k expansion districts. Read about them - their families, the preschoolers and the communities.** Read about places where NJ's high-quality, full-day pre-k has been made available this school year to almost 2,000 students. There are 50,000 kids still waiting, but the recent expansion districts are providing opportunity NOW throughout the state. Want to add your story? Email us at info@prekourway.org.

THE MESSAGE: EXPAND NJ'S PRE-K NOW!

The first ad in the *2018 Campaign for Pre-K Expansion* debuted as soon as Governor Murphy finished his oath and inaugural address. The ad is short, simple and direct, designed to remind our new governor and members of the legislature that **50,000 kids waiting for pre-k. They've been waiting for action on a promise made a decade ago...**

The ad is running on targeted statewide websites. You can check it out now on prekourway.org. More to come!

OPPORTUNITIES FOR ACTION

You also have an opportunity to act now! Share one or more of our freshened handout materials with friends, colleagues and community members. Visit the updated website to check out the four newest handouts, **and remember that together we've made pre-k expansion a priority in our state and for the Murphy administration! READ MORE**

Follow us at [Facebook.com/PreKOurWay](https://www.facebook.com/PreKOurWay)

Follow us on Twitter at [@PreKOurWay](https://twitter.com/PreKOurWay)

Get involved at prekourway.org

Have questions? Contact us at info@prekourway.org

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