



# Early Learning Application Launch

**Chicago Early Learning 2023–2024**



# Application Updates

Applications as of April 26, 2023:

Preschool	8,654
Infant/Toddler	388
Prenatal	4



# Application Updates

## Timeline:

April 11 - May 2	May 2 - May 19	May 19 and on
<p><b>Initial Application Period</b></p> <p>Families can apply online and get an offer in May.</p> <p>All applications placed during this period are run at the same time.</p>	<p><b>Selections Run</b></p> <p>Initial offers go out on May 19 for everyone who applied by May 2.</p> <p>Families can still apply during this time!</p>	<p><b>Live Selections</b></p> <p>Families can apply and get their offer by the next day.</p> <p>Waitlists run automatically.</p>



# Application Enrollment Process



Apply at  
[chicagoearlylearning.org](http://chicagoearlylearning.org)



Verify eligibility  
information



Complete  
enrollment



# Application Process

1. Navigate to [chicagoearlylearning.org](http://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	Proof of Address
<ul style="list-style-type: none"><li>• Original Birth Certificate</li><li>• State-Issued Medical Card</li><li>• Passport</li></ul>	<ul style="list-style-type: none"><li>• Current utility bill</li><li>• IL Driver's License or State-Issued ID</li><li>• Voter Registration Card</li><li>• Deed, Mortgage, or Current Lease</li><li>• IL Department of Public Aid Card</li></ul>
Proof of Income	Proof of Sibling
<ul style="list-style-type: none"><li>• Current pay stub</li><li>• 1040/W2</li><li>• SSI Disability Letter</li><li>• TANF Letter</li><li>• Unemployment Letter</li><li>• Income Verification Form (Cash or no income)</li></ul>	<ul style="list-style-type: none"><li>• Follows the Board's definition of "sibling" stated in the Magnet Policy.</li><li>• Sibling must currently attend same school as the applicant child and will attend next year as well.</li><li>• Submit your older child's CPS ID in the application form and the School Clerk will verify that your child is currently enrolled.</li></ul>

# DFSS Mythbusters

Myth	Fact
<p>✗ 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.</p> <p>✗ The allocation of seats at community-based programs are assigned by DFSS.</p> <p>✗ Returning families need to re-apply online to continue enrollment at their current site next year.</p> <p>✗ Parents that apply in person at CBO sites do not need to complete the online application.</p> <p>✗ Applications that result in a seat being offered will automatically result in the family's information being available for enrollment in CSD Cares.</p>	<p>✓ Seats are offered based on eligibility criteria. No preference is given to the first families to apply.</p> <p>✓ Community Based Programs can adjust their “capacity matrix” depending on recruitment goals and eligibility criteria. CBOs control seat allocation.</p> <p>✓ 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.</p> <p>✓ 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.</p> <p>✓ 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.</p>



# CPS Mythbusters

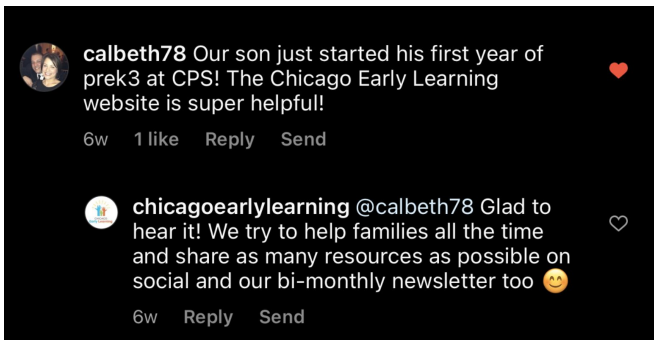
Myth	Fact
<p>✗ Schools can have open seats and a waitlist.</p> <p>✗ Principals can choose who comes off their waitlist.</p>	<p>✓ If your school has a waitlist, you have NO open seats. You will need to go into SchoolMint and decline offers for any students who will not be enrolling. The waitlist will run overnight once the seats open.</p> <p>✓ 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.</p>

# 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 [chicagoearlylearning.org](http://chicagoearlylearning.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.



## Head Start and Early Head Start Programs

Community-Based Preschool and Early Learning Programs include, Head Start, Early Head Start programs which also include Prevention Initiative, or Early Intervention services. All Head Start and Early Head Start programs offer free health services (medical, dental, mental health), nutritious meals, as well as parent education and training.

To learn more visit our [Community-Based Programs page here](#).

FIND A HEAD START/EARLY HEAD START PROGRAM



## Free early learning programs for SNAP families

Do you receive SNAP Benefits and have an early learner from birth to five-years-old? **If so, your family qualifies for FREE early learning at a Community-Based Early Head Start/Head Start program.**

Watch our video on how to find free early learning for SNAP families [here](#).  
Watch the video in Spanish [here](#).

EXPLORE HEADSTART/EARLY HEADSTART PROGRAMS

# 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 Users**
- Average Sessions per User: **1.43**
- Overall Page Views: **8,497**

## E-blasts

# 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%**



Para Español, haga clic aquí



**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



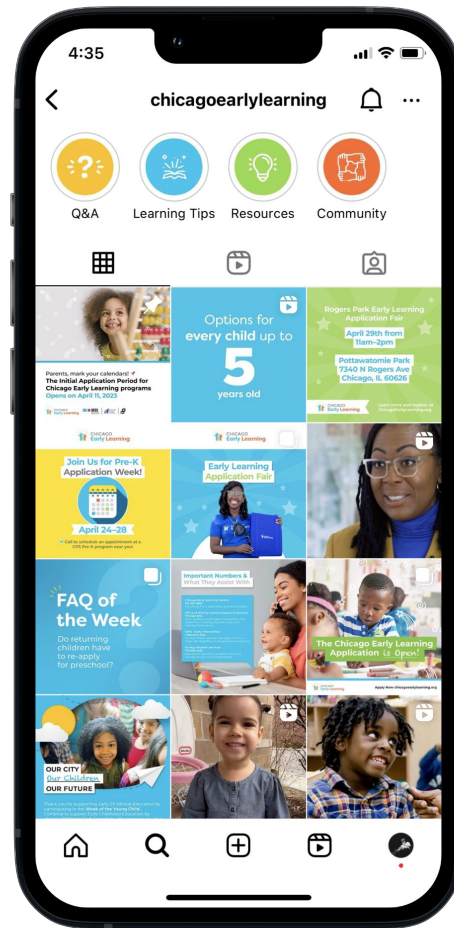
# Social Media Highlights

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

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

# Social Ad Performance cont.

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

## Social Media

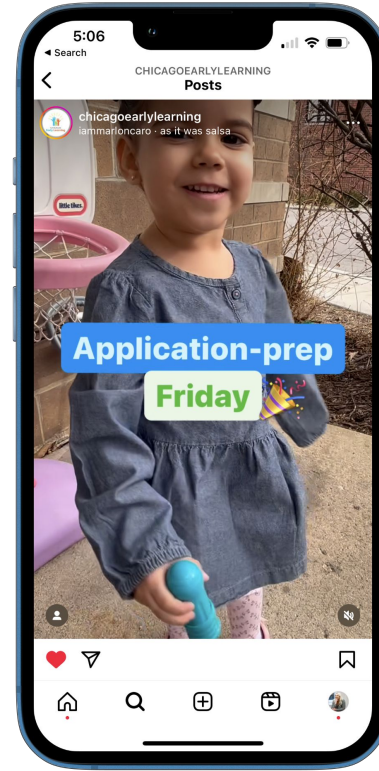
# Social Media Influencers

#EarlyLearningChicago | #EarlyLearningForEveryone

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

# Social Media Engagements

### [CEL Questions from parents 2023](#)

 Nora Skwarski Scanio  
Woo, got it!!

Love Reply Hide 2w

 Author  
**Chicago Early Learning**  
Nora Skwarski Scanio woooo! And thank you SO MUCH for your patience Nora!!

 Top fan  
**Megan Kathryn**  
**Chicago Early Learning** amazing! I received confirmation once submitted but just wanted to double check! Anxious about this as a first time elementary mom!!

Love Reply Hide 2w

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 #woyc23**

**#EarlyLearningForEveryone**

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