

Communications Toolkit for Implementers

Welcome!

We are excited to have your help sharing the availability of Universal PreKindergarten (UPK) throughout California and in your community! In this toolkit you will find a variety of resources to help in the promotion of your UPK programs.

Goals of this toolkit

- Promote recognition of California's Universal PreKindergarten brand
- Assist UPK implementers in sharing the availability of their UPK programs
- Help families and communities understand the UPK program options that are available to them and how to enroll
- Establish a cohesive voice in the creation and promotion of local UPK programs throughout California

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Guidelines and recommendations

DO personalize the photos and language that are shared in this document to fit the tone and message that’s right for your community.

- Follow the [brand guidelines](#) for co-branding your logo with the UPK logo.
- If you are using your own images, make sure you have signed photo release waivers from the legal caregivers of any children that are present in the photos.

DON’T use Transitional Kindergarten (TK) in the place of UPK.

- A misconception exists that TK is synonymous with UPK, and although TK is an integral program—and the only program that will be universal—it is only one program in the whole suite of programs that make up UPK. Help us correct this misconception by including UPK whenever you mention TK.

DO include an ALT text image description for any images you share digitally via social media or in newsletters.

- ALT text makes your promotional materials more accessible for people who use screen readers. Use ALT text to describe what is happening in the image and spell out any text the image includes.

DON’T use any of the images and photos included in this toolkit for any purpose other than the promotion of UPK programs.

- All images that are included in this toolkit have been authorized for use by the California Department of Education for the purpose of promoting UPK in California, and as such, UPK implementers are free to use in the promotion of your UPK programs. Use of these photos for anything other than this purpose is strictly prohibited.

Key communications resources and materials

California’s Universal PreKindergarten Brand

The Universal PreKindergarten (UPK) brand was designed to serve as an umbrella brand for all the programs that are a part of California’s UPK program. While implementation of UPK will look different based on each community’s needs, this shared brand creates consistency and universal recognition of the program throughout California.

The [Brand Guidelines document](#) provides detailed guidance for using the UPK brand, including:

- How to co-brand your logo with the UPK logo (page 6)

- UPK’s color palettes (page 7)
- UPK’s brand fonts (page 8)

Logo

Two logo options have been created to fit different needs. Find both horizontal and stacked logos for UPK in [this folder](#), including a variety of file formats and color options.

Horizontal



Stacked



Branded Templates

Blank [Word Doc](#) and [PowerPoint](#) templates featuring the UPK brand are available for customization.

Slide decks, overview documents, and other useful materials

The following materials were designed to support Universal PreKindergarten implementers in their work to build and promote their UPK programs and share the message that California is building a future where all children have a strong and early start to inclusive education through high-quality, joyful, rigorous, developmentally informed, and coherent Preschool through Third Grade (P-3) learning opportunities.

These materials are broken down into two target audiences: **UPK implementers** (school & district leaders, early education leaders and practitioners, community leaders, and staff) and **UPK users** (families, parents, caregivers, and community members).

UPK Implementers

UPK implementers should use these materials to lead conversations about UPK with local school & district leaders, early education leaders and practitioners, community leaders, and staff:

1. Slide deck: Key information for UPK implementers ([PowerPoint](#) or [PDF](#))
 - This presentation is designed to provide a high-level overview of UPK for local educational agencies (LEAs) and community-based partners delivering state-funded UPK services, as well as leaders making decisions about how programs are structured and implemented.
2. [Overview two-pager: Key information for UPK implementers](#)
 - This document shares language and imagery from the PowerPoint presentation to create a consistent understanding of UPK. It is designed to give a high-level description of California’s implementation of UPK and engage readers to learn more.

UPK Users

UPK implementers should use these materials to communicate about and promote their UPK programs with families, parents, caregivers, and community members:

1. [Slide deck: Key information for families](#)

- This presentation is designed to help UPK users understand the changes UPK is bringing to California and communicate what UPK programs are available locally.
- UPK implementers can use this deck in a variety of ways to reach and communicate with UPK users, including:
 - Presenting at a school board meeting or a parent information night
 - Presenting at a webinar/virtual meeting
 - Showing as a live scroll or video on a website
- These slides are intended to be personalized by UPK implementers to fit your local UPK offerings. You can determine which slides you want to include in your communications efforts.
- These [talking points](#) have been developed to support the presentation of this slide deck.
- The full deck has been translated into the top languages spoken in California. The translated decks are available to [download here](#).

2. [Overview two-pager: Key information for UPK users](#)

- This document shares language and imagery from the PowerPoint presentation to create a consistent understanding of UPK. It is designed to give a high-level description of California's UPK and engage readers to learn more. This two-pager can be customized and used as a recruitment tool, printed as a flier, or shared in virtual spaces.
- The two-pager has been translated into the top languages spoken in California. The translated two-pagers are available to [download here](#).

Other promotional materials for UPK

These [Zoom backgrounds](#) and [signature blocks](#) can be used to help promote UPK throughout California.

Social media toolkit

Statewide accounts

Follow these accounts and tag whenever posting about UPK in California, including when promoting your local UPK programs. To tag an account, type @ followed by the name or handle of the account you'd like to tag. Select the correct name or handle from the menu of options that appears.



Hashtags

Hashtags are an easy way to increase the reach of your posts and track your campaigns. There are no hard and fast rules about how many hashtags to include in a post, but keep in mind that too many hashtags may make your posts harder to read. Consider limiting to 1-2 hashtags per post.

Official campaign hashtags

#CAsGreatStart and **#AGreatStartforCA** are the official hashtags for the UPK communications campaign in California and we encourage you to use them in your posts whenever possible. However, we encourage you to prioritize including CA UPK's social media handle when you do not have space to include both.

UPK and early education hashtags

- #UniversalPreK
- #UPK
- #EarlyLearning
- #EarlyEducation
- #EarlyEd
- #ECE
- #PreK
- #preschool
- #TransitionalKindergarten
- #TK
- #TKCalifornia
- #HeadStart
- #CSPP
- #ELOP
- #childcare

Other helpful hashtags to use in promoting your UPK programs

- #DualLanguageLearners
- #DLL
- #inclusion
- #DisabilityInclusion
- #ExtendedLearning
- #CommunitySchools
- #equity
- #BeforeSchool
- #AfterSchool

Sample language for social media posts

The following are generic social media posts that we encourage you to personalize to fit the right tone and message for your community.

Twitter/Facebook/Instagram

1. Did you know that we have more free and low-cost #preschool spots available this year? @CAUniversalPreK is expanding in our community to give every child #AGreatStartforCA! Connect with us to learn about the choices for your family: **[insert link]**
2. #TransitionalKindergarten enrollment is now open for the 2023-2024 school year! Thanks to @CAUniversalPreK, #TK is now available for free to kids with birthdays between Sept. 2, 2019–April 2, 2020. Learn how to apply here: **[insert link]**
3. Attention parents & caregivers: Help us build @CAUniversalPreK in our community! Join us on **MM/DD at HH:MM AM/PM** to share with us your #preschool needs and hopes for your kids' learning opportunities. Register here: **[insert link]** #CAsGreatStart

LinkedIn

1. Did you know that we have more free and low-cost #preschool spots available this year? @California's Universal PreKindergarten is expanding statewide to give every child #AGreatStartforCA! Connect with us to learn about the choices available for your family: **[insert link]**
2. #TransitionalKindergarten enrollment is now open for the 2023-2024 school year! Thanks to @California's Universal PreKindergarten, #TK is now available for free to kids with birthdays between Sept. 2, 2019–April 2, 2020. Learn how to apply here: **[insert link]**
3. Attention parents & caregivers: Help us build @California's Universal PreKindergarten in our community! Join us on **MM/DD at HH:MM AM/PM** to share with us your #preschool needs and hopes for your kids' learning opportunities. Register here: **[insert link]**
4. Are you looking to start a career in #EarlyEducation? As @California's Universal PreKindergarten expands throughout the state, there's lots of opportunity to join the #ECE workforce! Check out our site to learn about scholarships and employment opportunities in our community: **[insert link]**

Social Media Images

Social media platforms prioritize posts that include attachments. To increase the reach of your social media posts and promote the Universal PreKindergarten brand, make sure to attach a photo.

Customizable Templates

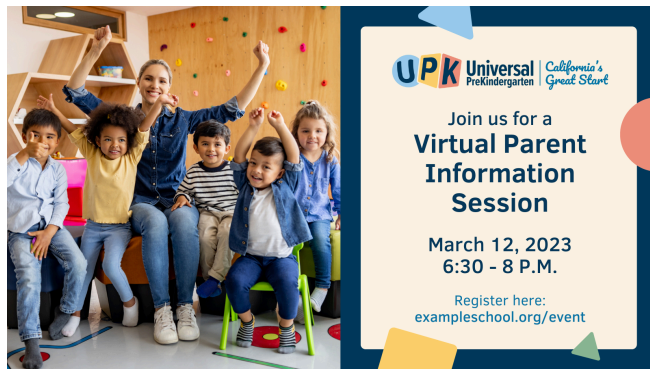
Use the Canva templates below to create custom social media images to promote your UPK program. The text can be edited to promote the message you would like to send. You can also co-brand the templates by adding your own logo.

[Twitter](#) | [Facebook](#) | [LinkedIn](#) | [Instagram](#)

New to using Canva? You will need to set up a free account to be able to customize these templates. You can also check out [their tutorials](#) to learn how to use this simple design tool.

Examples

Twitter



Facebook



LinkedIn



Instagram



Ready-made images

Generic, ready-made social media images for UPK are available to download from [this Google Drive folder](#). See sample images for each social media site below.

[Twitter](#) [1024x512]



[LinkedIn](#) [1200x627]



[Facebook](#) [1200x630]



[Instagram](#) [1080x1080]



Messages from State Leaders

These special messages from the Governor of California and the State Superintendent of Public Instruction can be used on social media to promote the availability of UPK programs throughout the state.

Governor Gavin Newsom on Transitional Kindergarten

[Watch Governor Newsom's special video message about Transitional Kindergarten!](#)

Twitter/Facebook

Thanks to @CAUniversalPreK, Transitional Kindergarten (TK) will soon be available for all 4-year-old Californians! Listen to this special message from the @CAGovernor about how #TK is #AGreatStartforCA: <https://youtu.be/Fm2qTbMen4M>

LinkedIn

Thanks to @California’s Universal PreKindergarten, Transitional Kindergarten (TK) will soon be available for all 4-year-old Californians! Listen to this special message from Governor @Gavin Newsom about how #TK is #AGreatStartforCA: <https://youtu.be/Fm2qTbMen4M>

State Superintendent of Public Instruction Tony Thurmond on Universal PreKindergarten

Coming soon!

Newsletters & emails

The following are generic newsletters and emails that can and should be personalized to fit the right tone and message for your community.

Soliciting feedback on UPK in your community

Subject line: We need your input on Universal PreKindergarten in our community!

Dear parents and caregivers,

Universal PreKindergarten is expanding in our community and will bring more options, including transitional kindergarten, to your child and family! But first we need your help to understand your family’s needs.

Join **[insert school/district/preschool provider(s)]** on **[MM/DD/YY at HH:MM AM/PM]** to learn about how UPK is expanding across the state and provide your input for how UPK should be designed in our community.

Can’t make it to our community meeting? Fill out this 10-minute survey **[insert link; see [Survey section](#) below for guidance and suggestions]** to let us know more about your wants and needs for preschool options for your child.

Learn about UPK in your community

Subject line: Universal PreKindergarten is expanding in our community!

Dear parents and caregivers,

Universal PreKindergarten (UPK) is expanding in our community and will bring more preschool and transitional kindergarten options for your child and family! Join **[insert school/district/preschool provider(s)]** on **[MM/DD/YY at HH:MM AM/PM]** to learn about California’s UPK program, what UPK options are available in our community, and how to apply. RSVP here: **[insert link]**

Announcing preschool availability

Subject line: New PreK spots available now!

Dear parents and caregivers,

[Insert preschool/provider name] has open availability! Thanks to California’s Universal PreKindergarten program, we have **##** of PreK slots available for **[free or low-cost]** to families who qualify.

To learn more about **[insert preschool/provider name]**’s program, schedule a site visit, or find out if your family qualifies, please visit us here: **[insert link]**

We can’t wait to welcome your family to **[insert preschool/provider name]**!

Announcing open enrollment for transitional kindergarten

Subject line: Transitional kindergarten enrollment now available!

Dear parents and caregivers,

Enrollment for Transitional Kindergarten (TK) at **[insert school/district]** for the 2023/2024 school year is now open! Thanks to California’s Universal PreKindergarten program, TK is free for any child born between September 2, 2018–April 2, 2019.

To learn more about TK at **[insert school/district]**, please visit us here: **[insert link]**.

You can also visit our website to learn more about:

- Scheduling a site visit
- Our before and after school programs
- Transportation availability
- And how to enroll in TK
- We cannot wait to welcome your family to **[insert school/district]** next year!

Website promotional materials

Adding website banners and pop-up images to your school, district, or program’s website helps to promote the availability of your UPK program and makes it easier for families to find more information. Ask your website administrator to add a banner and/or a pop-up image that links to the page on your website with information about your UPK program.

Website banners

Use [these Canva templates](#) to create a banner for your website. Please edit the text to convey the message you'd like to send. You can also co-brand the template with your own logo.

New to using Canva? You will need to set up a free account to be able to customize these templates. You can also check out [their tutorials](#) to learn how to use this simple design tool.

Examples

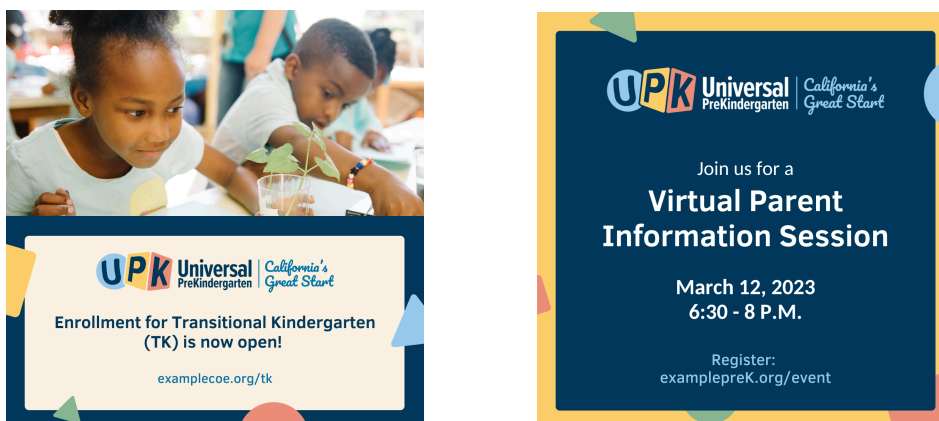


Website pop-ups

Use [these Canva templates](#) to create a pop-up for your website. Please edit the text to convey the message you'd like to send. You can also co-brand the template with your own logo.

New to using Canva? You will need to set up a free account to be able to customize these templates. You can also check out [their tutorials](#) to learn how to use this simple design tool.

Examples



Surveys

Local UPK programs should be designed with the input and feedback from families and community members. Surveys are an easy way to gather information about families' wants and needs for their child's early education and care.

Survey dissemination

Online survey tools

Online survey tools [Google Forms](#) and [Survey Monkey](#) both have free, but limited, options for building and disseminating surveys. After building your online survey, share the URL for survey takers to follow and complete online.

Check with your district or PreK site to see if there's an existing account you can use to build your online survey.

Printed handout

Create your survey as a written document, then print enough copies to hand out to in-person survey takers. Make sure to collect the printed survey back from survey takers to collect your results.

Sample survey questions & design

Section 1: General Needs

1. [Multiple choice; checkbox] What days of the week will your child need to be in preschool/TK? Select all that apply.
 - Monday
 - Tuesday
 - Wednesday
 - Thursday
 - Friday
2. [Multiple choice; checkbox] What hours will your child need to be in preschool/TK or an extended learning and care program? Select all that apply.
 - Early mornings (6 AM–8 AM)
 - Mornings (8 AM–12 PM)
 - Afternoons (12 PM–4 PM)
 - Late afternoons (4 PM–6 PM)
 - Evenings (6 PM–10 PM)
 - Overnight (10 PM–6 AM)
3. [Multiple choice; single-select] Will your child need transportation to/from preschool/TK?

- Yes
- No

Section 2: Language Needs

4. [Multiple choice; single-select] Does your family speak a language other than English at home?
- Yes [If yes, send to Question 5]
 - No [If no, send to next Section 3]
5. [Multiple choice, checkbox] Select which language(s) your family speaks at home.
- | | |
|-------------------------------------|--|
| <input type="checkbox"/> English | <input type="checkbox"/> Armenian |
| <input type="checkbox"/> Spanish | <input type="checkbox"/> Farsi |
| <input type="checkbox"/> Mandarin | <input type="checkbox"/> Arabic |
| <input type="checkbox"/> Cantonese | <input type="checkbox"/> Japanese |
| <input type="checkbox"/> Tagalog | <input type="checkbox"/> Russian |
| <input type="checkbox"/> Vietnamese | <input type="checkbox"/> Other (please specify): _____ |
| <input type="checkbox"/> Korean | |

Section 3: Accessibility Needs (Before including these questions in your survey, check with your school district's special education director/office, where applicable.)

6. [Multiple choice; single-select] Does your child have a disability that will need accommodations?
- Yes [If selected, send to Question 7]
 - No [If selected, send to next section/end]
7. [Multiple choice; checkbox] What type or types of disability does your child have? Select all that apply.
- Attention Deficit Disorder (ADD)/Attention Deficit Hyperactivity Disorder (ADHD)
 - Autism
 - Blindness or visual-impairment
 - Deafness or hard-of-hearing
 - Developmental delay (i.e., any delay that has been identified by a doctor but has not been officially diagnosed)
 - Behavioral or mood disorder (e.g., anxiety disorder, eating disorder, pediatric bipolar disorder, etc.)
 - Health problem (i.e., any medical condition that may disrupt your child's ability to learn or participate in activities)
 - Intellectual disability
 - Orthopedic impairment (e.g., cerebral palsy, deformed or missing limb, muscular dystrophy, spina bifida, etc.)
 - Specific learning disability (e.g., dyslexia, auditory processing disorder, visual motor deficit, etc.)
 - Speech or language impairment (e.g., articulation errors, stuttering, tongue-tie, etc.)

- Tourette's syndrome
 - Suspected disability but undiagnosed
 - Other (please specify): _____
8. Does your child have an Individualized Education Program (IEP) or an Individual Family Service Plan (IFSP)?
- Yes
 - No
9. [Text box] Briefly describe any accommodations your child will need (e.g. a desk that accommodates a wheelchair, a sign language interpreter, more breaks throughout the day, etc.)

Radio Ads

UPK implementers can use or customize [this radio ad script](#) (available in Spanish and English) to purchase ad space on their local radio stations to promote UPK.

Banners and Billboards

Banners

Use [these Canva templates](#) to create a banner that can be displayed at your district, school, or program site. You can edit the text to convey the message you'd like to send, but it's best to keep your message short and simple. You can also co-brand the template with your own logo. Please note that these templates are designed to fit Canva-printed banner dimensions and sizes. See "[Printing Your Banner](#)" below for specifics of these dimensions.

New to using Canva? You will need to set up a free account to be able to customize these templates. You can also check out [their tutorials](#) to learn how to use this simple design tool.

Printing Your Banner

Once you've finished designing your banner, you have the option to have it printed and shipped directly through Canva. To do so, click the "Print Banners" button in the upper right menu. You can choose to print your banner on either vinyl or mesh material, and in four different sizes:

- **Small:** 48 x 24 in
- **Medium:** 72 x 36 in
- **Large:** 96 x 48 in
- **Extra large:** 116 x 58 in

If you'd like to use another print service to print your banner, you'll need to provide them your preferred dimensions from above and a high-quality image of your banner, which can

be downloaded from Canva. Please note that banner sizing can vary between print services and some may not be able to print these banners for you.

Examples



Billboards

Use [these Canva templates](#) to create an image that can be displayed as a billboard ad in your community. You can edit the text to convey the message you'd like to send, but it's best to keep your message short and simple. You can also co-brand the template with your own logo. These templates are designed to fit the standard billboard size of 14 feet high and 48 feet wide.

Examples

