

# UPK ROUNDTABLE + TRAINING



DECEMBER 2024





**COLORADO**  
Department of Early Childhood



# PROVIDER HANDBOOK



**UNIVERSAL  
PRESCHOOL**



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# WHY IS MY UPK PROFILE IMPORTANT?

## **Provides families with information that they need to decide to choose you!**

- Your values and learning philosophy as an early care and education provider
- Programs offered (part-day, half-day, full-day, extended-day) and hours open
- Curriculum used
- A peek at your facility through photos (highlight the learning environment!)
- Cost to the family above the UPK “credit”
- Staff qualifications and experience
- Special services offered (toilet training, etc.)
- Other special activities or characteristics that set you apart
- Information about your accreditation and/or quality rating and special awards and certificates
- Brag about yourself and your center/home/school!

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# THINGS TO CONSIDER AS YOU SELECT YOUR TOP TEN PRESCHOOLS

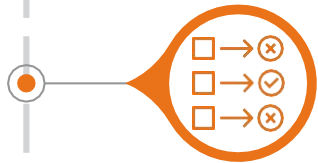
Now that you know about Quality Ratings, here are some other considerations when picking preschools to be matched with.



**LOCATION** Think about whether you want a preschool near your home, workplace, or other convenient location where a family member can assist with pick-ups.



**QUALITY RATING** Use the Colorado Shines search feature to research a program's license history.



**UNIVERSAL PRESCHOOL STATUS** Free Colorado Universal Preschool is only available through participating providers. Visit [upk.colorado.gov](http://upk.colorado.gov) to confirm whether your pre-selected preschool providers are enrolled in this program so that you can receive this benefit!



**VISIT** Reach out to the preschools on your list to gather more information. See if you can schedule a tour to get a look and feel for your potential preschool program.



**COST** Universal Preschool providers list all costs associated with attending their program on their provider profile. This includes out-of-pocket costs to your family, as well as fees throughout the year. Providers cannot charge you any fees not listed on their profile, and cannot charge you more than families not participating in Universal Preschool. Consider the price option that works best for your family!

After gathering the information above, review your notes and impressions. Select your top ten preschools based on the criteria that align with your priorities. By following these steps, you'll be well-prepared to make an informed decision about the best preschool for your child.

# PROVIDER PROFILE SETUP

## WHY FOCUS ON YOUR PROFILE?

To to promote your locations and program offerings, creating and maintaining a robust Profile in our Program Portal is key.

When a family looks for a provider, the Program Portal scans your profile for keywords and content. Your profile serves as your advertisement, showcasing your unique services, staff, and programs.

We encourage you to build or expand upon your profile to excite families in selecting you as one of their preferred providers.

If you do not have content such as program or contact information, a family may not identify you as a provider they are interested in partnering with.

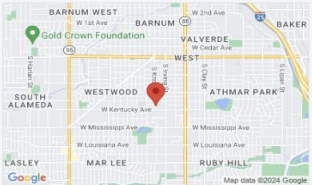
Your profile is surfaced in two ways when a family is searching either on the CDEC website or directly through the portal application:

1. Summary View
2. Detailed View

## Detailed View

### Catholic Charities Early Childhood Programs @ Kentucky

852 S Knox Ct, Denver, CO 80219 Center Based



**Contact information**

852 S Knox Ct, Denver  
4804628956  
sfender@ccdenver.org  
<http://www.ccdenvr.org>

**Primary contact**

Rebekah Trejo  
720-256-7597  
SFender@ccdenver.org

[Request a tour](#)

**About this program**

No description available

**Hours of operation**

Hours not available

**Financial programs**

Financial assistance options available  
Colorado Child Care Assistance Program  
Head Start

Discounts  
Fees are not charged for the services provided at this location - families need to income qualify.

**Highlights**

Language Immersion Not available	Languages Spoken Spanish, English, Spanish, ASL
Meals Breakfast, Morning Snack, Lunch, Afternoon Snack, USDA Food Program	Toilet learning Not available
Instructional Approach Not available	Additional ages served Not available
Specialized Support Not available	

## Summary View

### Mile High Early Learning At Westwood

980 S Lowell Blvd, Denver, 80219 | 2 minutes total travel time

[View profile](#)

#### About this program

Our Mission and Vision for Equity

Mile High Early Learning ensures all children thrive by cultivating every child's potential, engaging families, and championing our early learning workforce.

Mile High Early Learning's commitment to diversity, equity, and inclusion is deeply embedded in our work. Our vision through all of our programming is that children, families, and staff of all racial, cultural, economic, and social backgrounds are joyfully welcomed into a learning community that prioritizes equity and finds strength in diversity.

#### Notes

This is a Head Start grantee and families may need to meet additional factors to enroll.

#### Contact information

Cheryl Cardenas  
(303) 922-1123  
kathyb@milehighearlylearning.org  
<http://www.milehighearlylearning.org>

#### Licensing & accreditations

License # 46082  
Center Based

To update your profile details, go to your profile in the Program Portal and click Edit Profile. Along the left hand side, you will have a list of all key program details to review and update.

## DESCRIPTION

Detail your mission, education philosophy, and other important information about you. You must include information about the programmatic preferences you selected in the Program Setup Form here (listed on page 20).

## HOURS

Update closure status in case your location should no longer appear in family searches.

## STAFF

Add information and photos of your staff.

## PHOTOS

Upload high-quality photos or a virtual tour of your classroom and facilities.

## VIDEO TOUR

Upload a virtual tour of your classroom and facilities.

## TOUR REQUESTS

Share availability for families to come visit your location.

## CONTACTS

Enter key details like location name, email, websites, etc.

## HOW TO ENROLL

Outline key nuances in enrolling and partnering with you.

## FINANCIAL INFORMATION

Indicate payment methods or additional financial assistance offered. Enter tuition here.

## HIGHLIGHTS

Showcase amenities, curriculum, language and support options at your location.



# WHAT MUST BE INCLUDED IN YOUR PROFILE

## **Straight from the Family Handbook!**

*“UPK providers list all costs associated with attending their program on their provider profile. This includes out-of-pocket costs to your family, as well as fees throughout the year.*

*Providers cannot charge any fees not listed on their profile, and cannot charge more than families not participating in UPK. Consider the price option that works best for your family.”*

**This is included in your profile under the Financial Programs section, in the text box marked Additional Payment Options.**

# LET'S LOOK AT SOME PROFILES!

Go to [upk.Colorado.gov](http://upk.Colorado.gov)


- Click on Browse Providers
- Search for locations near you: 80916
- Add a 4-year-old child
- Submit
- Scroll down to CPCD @Bricker
- Click on View More Information

**This is what families can see when they are looking at this provider**

- ❖ What stands out to you about this profile?
- ❖ What do you like and what would you change?
- ❖ What do the photos tell you about this school?

The screenshot shows the Universal Preschool website interface. At the top, there's a navigation bar with the logo, a search bar containing '80916', and options for 'Driving' and '1 child'. Below the search bar, there are filters for 'Distance' and 'More filters'. The main content area displays the profile for 'Cpcd @Bricker', 'Bricker Cpcd Child Care Center', located at '4880 Dover Drive, Colorado Springs, 80916' with an '8 minutes total travel time'. A 'View profile' button is visible. Below the text is a large photo of two young girls sitting at a table, engaged in an activity with a pink basket of items. To the right of the profile is a map showing the location in Colorado Springs. Below the photo, there is a section titled 'About this program' with text in English and Spanish describing the program's focus on providing a head start for children through various activities and staff support.

# LET'S LOOK AT SOME PROFILES!

 80916 Driving 1 child

Distance More filters



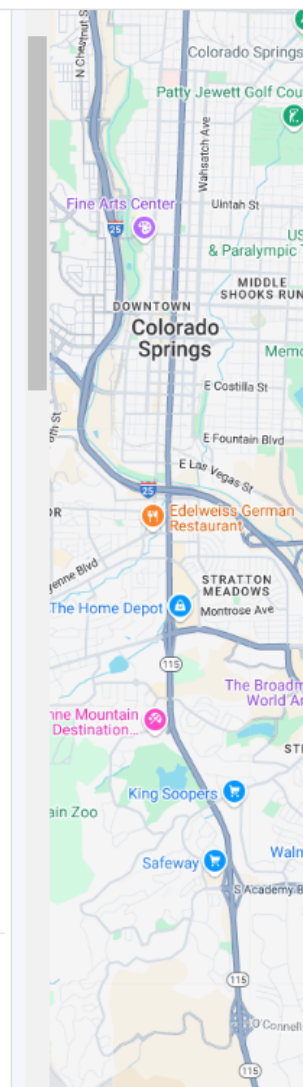
## About this program

Thank you for your interest in CPCD...giving children a head start! Here you will find compassionate teachers, dynamic learning experiences and safe classroom environments. Quality classroom staff will guide your child through activities and play as they grow in all domains of learning. Other staff are available to work with you and your child as needs arise including nurses, behavior health consultants, family advocates and special needs therapists. Find out more today at [www.cpcdheadstart.org](http://www.cpcdheadstart.org).

¡Gracias por su interés en CPCD... giving children a head start! Aquí encontrará maestros compasivos, experiencias de aprendizaje dinámicas y entornos seguros en los salones de clases. El personal de calidad del salón de clases guiará a su hijo a través de actividades y juegos a medida que crece en todos los dominios del aprendizaje. Otro personal está disponible para trabajar con usted y su hijo a medida que surjan las necesidades, incluyendo enfermeras, consultoras de salud del comportamiento, consejeras de la familia y terapeutas de necesidades especiales. Obtenga más información hoy en [www.cpcdheadstart.org](http://www.cpcdheadstart.org).

### Please note:

This is a Head Start grantee and families may need to meet additional factors to enroll. This is a school district provider and will require families to live in the school district or boundary AND/OR the provider supports children with Individualized Education Program (IEP).



# LET'S LOOK AT SOME PROFILES!



80916

Driving

Distance

More filters

## Specialized Support

Hearing impairment, Visual impairment, High-Functioning Autism, Severe Autism, Assisted/Tube feeding, Routine Medication, Physical limitations, Down Syndrome, Complex (3+) Conditions, Identified Disability

## Languages Spoken

English, Spanish, Other

## Toilet learning

Yes

## Additional ages served

Infant, Toddler

## Other program highlights

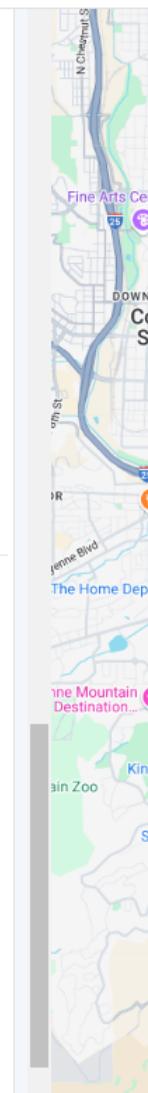
CPCD strives to serve families in their native languages and will find interpreters to meet your needs. Transportation is offered on a limited basis. You can work with a CPCD nutritionist for any specific dietary needs for your child. CPCD se esfuerza por servir a las familias en sus idiomas maternos y encontrará intérpretes para satisfacer sus necesidades. El transporte se ofrece de forma limitada. Puede trabajar con una nutrióloga de CPCD para las necesidades dietéticas de su hijo.

## Staff members



Dr. Shana Lachowicz, Ed.D.

Dr. Shana Lachowicz is the Child Development Director. She has been with CPCD since 2006 and has worked with Head Start/Early Head Start for most of her professional career. As the Director of Child Development, Shana oversees 200 highly qualified early childhood educators, and each classroom is staffed with 3 of those educators. La Dra. Shana Lachowicz es la Directora de Desarrollo Infantil. Ha estado en CPCD desde el 2006 y ha trabajado con Head Start/Early Head Start durante la mayor parte de





# LET'S LOOK AT SOME PROFILES!

## At the top of the screen:

- Change the zip code to 80920.
- Scroll down to Munchkinland Preschool & Childcare (a family child care teacher)
- Click on View More Information

- ❖ What stands out to you about this profile?
- ❖ What do you like and what would you change?
- ❖ What do the photos tell you about this school?

The screenshot shows the Universal Preschool app interface. At the top, there is a search bar with the zip code 80920, a mode selector set to 'Driving', and a filter for '1 child'. Below the search bar, there are options for 'Distance' and 'More filters'. The main content area displays the profile for 'Munchkinland Preschool & Childcare' by Sharon Wren, located at 4239 Apache Plume Drive, Colorado Springs, 80920, with a 6-minute travel time. There are buttons for 'View profile' and 'Request a tour'. A large photo of a chalkboard is featured, with the text: 'WHEN YOU WALK THROUGH THE CLASSROOM DOORS YOU ARE KIND YOU ARE A LEADER YOU ARE A FRIEND YOU ARE TEACHABLE YOU ARE A HARD WORKER YOU ARE LOVED'. Below the photo is a section titled 'About this program' with a detailed description of the school's philosophy and offerings. On the right side of the screen, a map shows the location of the preschool in Colorado Springs, with various landmarks like Davis Airfield, USAFA Solar Power Plant, and Walmart Supercenter visible.

# LET'S LOOK AT SOME PROFILES!

## At the top of the screen:

- Change the zip code to 80911.
- Scroll down to Gramma's House Performing Arts Preschool (a family childcare teacher)
- Click on View More Information

- ❖ What stands out to you about this profile?
- ❖ What do you like and what would you change?
- ❖ What do the photos tell you about this school?

The screenshot shows the Universal Preschool website interface. At the top, there is a search bar with the zip code 80911, a mode selector set to 'Driving', and a filter for '1 child'. Below the search bar, there are options for 'Distance' and 'More filters'. The main content area displays the profile for 'Gramma's House Performing Arts Preschool' by Cassandra Tweneboa, located at 7055 Coolidge Ct, Colorado Springs, 80911, with a 7-minute travel time. There are buttons for 'View profile' and 'Request a tour'. A large image shows five children holding hands in a circle, with the text 'GRAMMA'S HOUSE Performing Arts Preschool' overlaid. Below the image, there is a section 'About this program' which states: 'We are a performing arts preschool. We aim to prepare kids for kindergarten through singing, dancing and drama. We will have 4 performances throughout the 39 week school year.' At the bottom, there is a 'Contact information' section with the name 'Cassandra Tweneboa', phone number '(719) 290-9820', email 'kidslearn2011@yahoo.com', and website 'http://www.grammas-house.com'. To the right of the profile is a map showing the location of the preschool in Colorado Springs.

# QUICK + EASY WAYS TO SPICE UP YOUR PROFILE!

- ❖ Your profile gallery is the **FIRST IMPRESSION**, even before a family might visit your website, so the first photo is **VERY** important.
- ❖ Take time to get good photos – of play areas, children, and staff.
- ❖ If you have a message or philosophy, create a slide in PowerPoint or document in Word (landscape orientation) and save it as an image to upload.
- ❖ Make sure you edit the *About this Program* section for grammar and punctuation. Have 2-3 people read it for clarity, tone, and language.



A photograph of a classroom scene. A woman with long blonde hair, wearing a purple shirt and a necklace, is sitting at a table and reading a large, colorful book. She is looking down at the book. In front of her, several young children are sitting at the table, looking towards her. One child in the foreground is resting their chin on their hand. The background shows a classroom with bookshelves, a clock, and other educational materials. The entire image is overlaid with a semi-transparent blue filter.

Questions?  
Comments?



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# MARKETING RESOURCES

Marketing is crucial to recruiting families into your program. This section provides information on suggested best practices in marketing your preschool services. It also includes ready-to-use marketing materials for your programs.

## USEFUL BEST PRACTICES

When planning how to market your programming, consider the following:

- Establish Your Brand Identity
- Define Business Goals
- Define what sets you apart from other
- Know Your Audience
- Know Your Competition
- Maintain Your Website
- Plan for Success

The following pages will walk you through these best practices and how to take action.

## ESTABLISH BRAND IDENTITY & DRIVE BRAND IMAGE

Brand identity, in simplest terms, refers to how your brand looks and feels to its audience. It includes visual elements like colors, logos, and designs, as well as the overall personality and values associated with the brand. Consistent marketing are key... (or you can move this sentence down to the marketing toolkit section as an introduction.

## DEFINE BUSINESS GOALS & OBJECTIVES

Are you looking to fill open slots? Add capacity and grow your business? Or maybe you simply want to become better known in your community? Regardless, take the time to define your goals and objectives. Once you've done this, align your marketing with your goals. Don't be afraid to tell your community exactly what you're doing!

## MARKETING TOOL KIT

Check out the following pages for pre produced marketing graphics and materials to help you promote and grow your program!



# MARKETING RESOURCES: MARKETING TOOL KIT

## MARKETING TOOL KIT

We have ready-to-use marketing graphics and materials to help you promote and grow your program. Get started by sending your banners, posters and flyers to your personal or professional printer. Some of the materials even allow you to customize them by adding your contact information. We've added some additional tips below so you can maximize your efforts.

### PROVIDER SEAL

This can be added to your website, social media accounts, all family communications and more. You can also print the seal as a sticker or window cling for placement at your front door.


 Provider Seal ([Download Link](#))

### DIGITAL BANNERS

Add these to the top of your e-newsletter and your website to capture your viewers' attention. Further, share these digital banners with fellow business owners, partner organizations, etc. and ask them to include them in their own communications and ensure your contact information is also shared.

 Digital Banners ([Download Link](#))

### HALF-PAGE FLYERS

These can be printed on copy paper and cut in half to distribute to families and community members. You do not need to wait for a formal opportunity to pass these out. Some examples for easy distribution include: storytimes at your local library, church mailboxes (specifically for families with young children or as a take-home for young Sunday School classes), playgrounds, block parties, family entertainment venues or events, etc.  Half Page Flyers ([Download Link](#))



**SPOTS AVAILABLE**

Still offering **FREE HALF DAYS OF PRESCHOOL** through Colorado Universal Preschool. Available to ALL children in the year before kindergarten.

Take the first steps to a bright future. Apply now.



[upk.colorado.gov](http://upk.colorado.gov)


# MARKETING RESOURCES: MARKETING TOOL KIT

## ONE-PAGER

You can print this or send them to your favorite printer and distribute them the same way you do the half-page flyers. The one-pager contains more information, but it costs more to print; be intentional with your choice of materials to use. Look for local businesses that have bulletin boards – make sure you have the right format and size so you get maximum exposure.

 8.5x11 PDF Poster ([Download Link](#))

## POSTER

Determine where you would like to place these (libraries, churches, event centers, retail stores, community health clinics, etc.) and ask permission to hang. Pro tip: make sure to use the right tape or glue dots to avoid any potential damage to other's property.  11x17 PDF Poster ([Download Link](#))

## SOCIAL MEDIA POSTS WITH SUGGESTED CAPTIONS

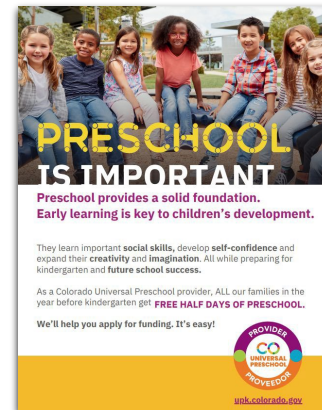
Post them on your Facebook, Instagram or LinkedIn pages to share these messages with families and the community. Extend your reach by asking local friends, family and trusted partners to share and reshare your posts.

 Social Media Assets ([Download Link](#))

## VINYL BANNER

Give your banner the most exposure possible by being intentional with placement. If your building faces a street, find the location to hang your banner that will be seen the most. If you are near a stoplight or intersection, place your banner in that area so drivers have more time to read when stopped or yielding.

 2'x4' Banner ([Download Link](#))





# MARKETING RESOURCES: MARKETING TOOL KIT



## SUGGESTED CAPTION

Don't underestimate the power of play! In preschool, children engage in hands-on experiences that build important skills like teamwork, creativity, and problem-solving.

Contact us to learn how you can get free half days of preschool. #COUniversalPreschool

## SUGGESTED CAPTION

We are a Colorado Universal Preschool provider! This means our families can receive free half days of preschool.

Contact us today to learn more about how to enroll your child in our program. #COUniversalPreschool

## SUGGESTED CAPTION

Did you know Colorado Universal Preschool provides free half days of preschool to all children in the year before kindergarten?

Contact us to learn more. We can help you register! #COUniversalPreschool

## SUGGESTED CAPTION

Did you know Colorado Universal Preschool provides free half days of preschool to all children in the year before kindergarten?

Contact us to learn more. We can help you register! #COUniversalPreschool

# MARKETING RESOURCES: MARKETING STRATEGIES



# MARKETING RESOURCES: MARKETING STRATEGIES

## PLAN FOR SUCCESS

After you have worked through the above best-practice sections, it's time to build your communications and marketing plan. Having a plan and calendar will help you inform your families about what's happening, any updates and upcoming opportunities. This not only will keep everyone on the same page but also prepares them for upcoming events.

Consider both existing and prospective families as you contemplate why, when and how you will reach these groups with important communications, updates and more.

Create a calendar and plan ahead. Include things like social media posts, events, pre-event marketing, existing family communications, prospective family follow-up and more. The goal is to have all of your ideas and plans organized in one place.

Things may change along the way. Regularly go back and review your programs and plan to see if any modifications need to be made. Consider your most recent activities to determine what is helping and what is hindering, then refine your plan to better align with your goals.

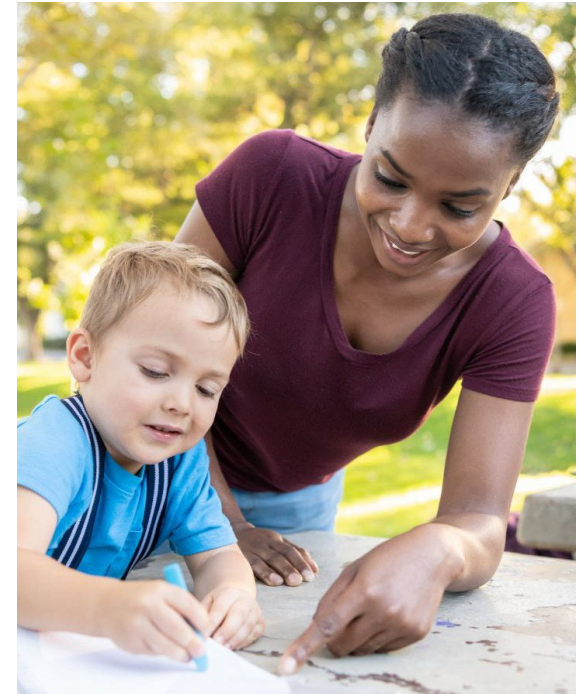
## TALKING POINTS

Whether it is small talk or a formal speaking engagement, the quality of your message should be consistent. These talking points should align with your brand image and help build your brand value.

When building talking points, consider key qualities and attributes you want associated with your program. Consider awards, recognitions, years in business, or honors you've received. Keep talking points brief – one or two sentences each.

## COLLABORATE WITH LOCAL ORGANIZATIONS

Partner with community organizations, libraries and local businesses to promote your early childhood education program. They may be willing to display flyers or share information with their clientele.





# MARKETING RESOURCES: MARKETING STRATEGIES

## WORD OF MOUTH

Your existing families are the best starting point for referrals. Send an email about your open slots, or your enrollment calendar, and ask them to share it with their local friends and family. Depending on your capacity and typical family turnover, you could also consider a formal referral program. Incentives could include financial rewards (e.g. a discount voucher) but you could also focus on the value of family recognition, student celebration or shared success stories (e.g. family or student of the month).

Once you have begun asking for referrals from your families, do the same with your friends, fellow business owners or other members of your community.



## SOCIAL MEDIA

Leverage popular social media platforms like Facebook, Instagram, and TikTok to share announcements, success stories, and key information. Use engaging visuals and relevant hashtags to reach a wider audience.

Stop the scrolling by using eye-catching classroom photos or videos, showing the playful side of your program (outside or indoor activity photos or videos), creating videos specifically to add to reels, highlighting parent/family testimonials and more. Don't forget to have proper release/authorization on file first.

Have fun with your content and make sure it is fully aligned with your brand, goals and objectives.

## OPEN HOUSES + COMMUNITY EVENTS

The most valuable experience you can provide is the authentic offering of your program. Make sure you are ready with printed flyers or other informational materials about deadlines, tuition, etc. Have your staff attend and encourage them to speak with parents. The goal is to be transparent with prospective families, so their decision to join your program feels like an informed one.

The availability and type of community events will vary by location. Consider things like parades, fairs, exhibits, school or church events, etc. – if your target audience is there then you should be, too.

## NETWORKING

Identify potential partners who interact with your audience and participate with them as much as you can. This could include online conversations, as much as it could be conversation during half-time of a local high school game, small talk at the post office, or stopping by a local church to get to know the Sunday School Director.



# MARKETING RESOURCES: MARKETING STRATEGIES

## DIRECTORIES & RESOURCES

Many families still use traditional directories – especially those without social media.

Examples of useful directories to advertise your services include the following:

### Colorado Universal Preschool Provider Directory

As an enrolled early childhood education provider with Colorado Universal Preschool, your business will be listed on the state’s website and will be viewable to all families seeking an early childhood education provider match.

Beyond the standard information about your preschool, be sure to include the attributes that are the core of your business. This may include things like your backstory, awards or certifications, unique program offerings, staff education and experience levels, your learning philosophy, the learning environment, etc. You supply the content – don’t miss your opportunity to shine!

### Online & Offline Business Directories

There are numerous online business listings that will present you as a preferred preschool to your target audience. These listings will not only direct your audience to you, but some may also allow for inclusion beyond contact information, such as enrollment guidelines, location details, photos and more.

Some examples include: your local Better Business Bureau, Google, Yelp, local social media groups, and traditional print directories (phone books, church directories, other local printed materials, etc.).

Understanding your community and identifying the resources your target audience uses will help you choose which options to pursue.



A photograph of a classroom scene. A female teacher with long blonde hair, wearing a purple shirt and a necklace, is seated at a table reading a large, colorful book. Several young children are sitting around the table, looking towards the teacher. The background shows a typical classroom environment with bookshelves, a clock, and educational posters. The entire image is overlaid with a semi-transparent blue filter. A white L-shaped graphic element is positioned on the right side of the text box.

Questions?  
Comments?