

commit!

Our Kids. Our Tomorrow.

Dallas ISD Pre-K Texting
Analysis

April 17, 2017

Summary of Participants

420 

Dallas ISD Parents

10,520 

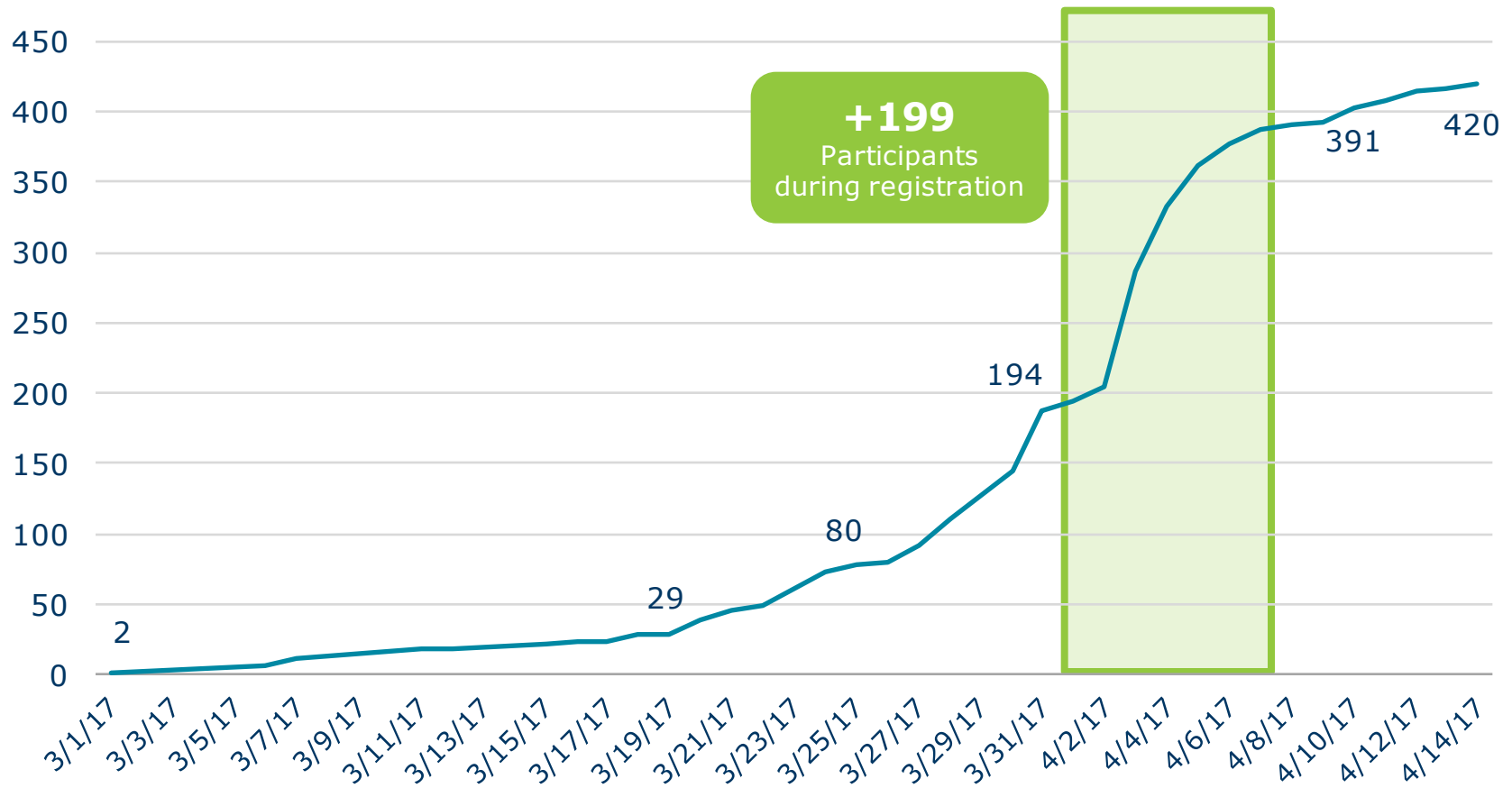
Text Messages

35% 

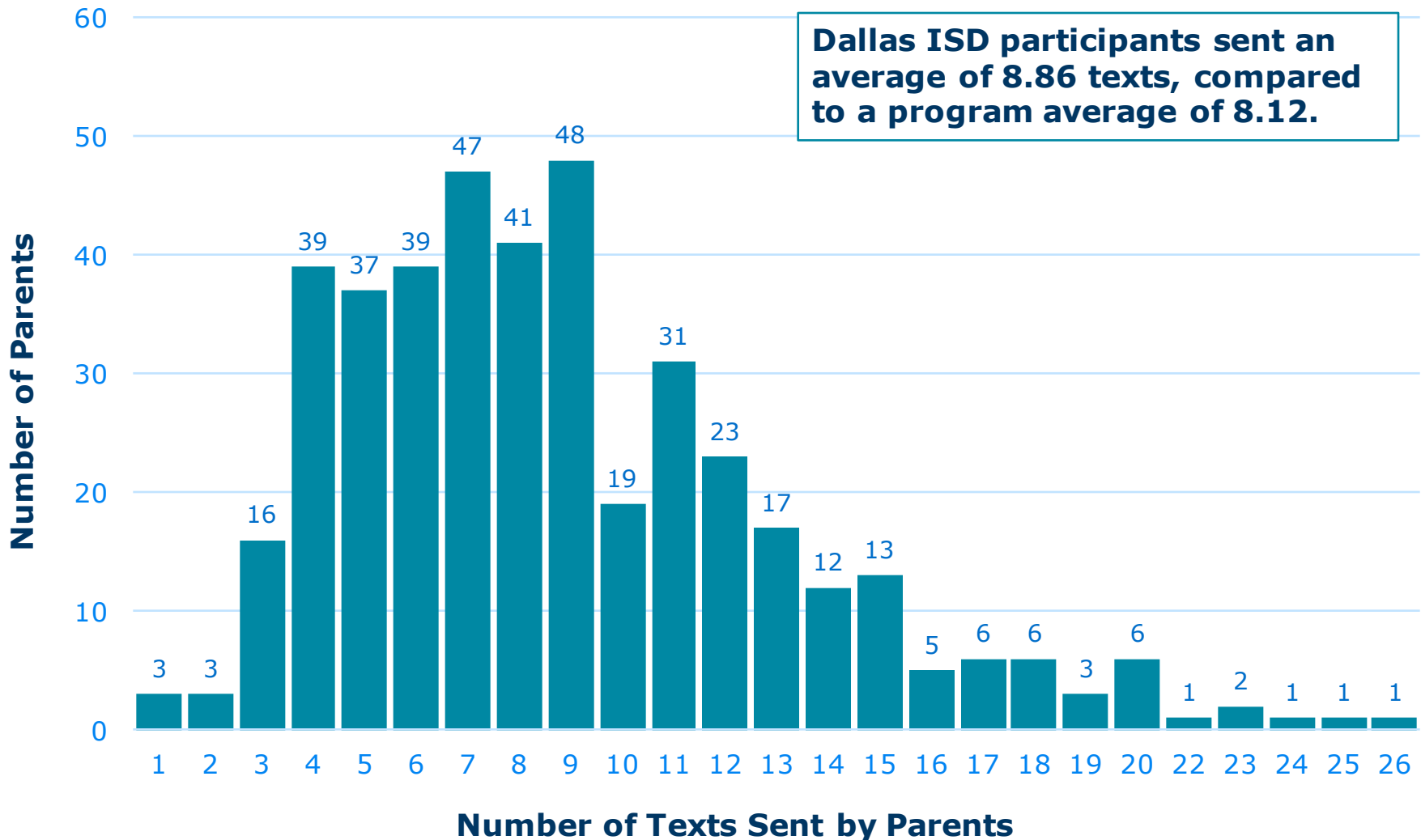
Spanish-Speakers

Nearly half of all Dallas ISD participants opted-in during the week of Pre-K registration

Number of Dallas ISD Texting Participants March 1, 2017 to April 17, 2017

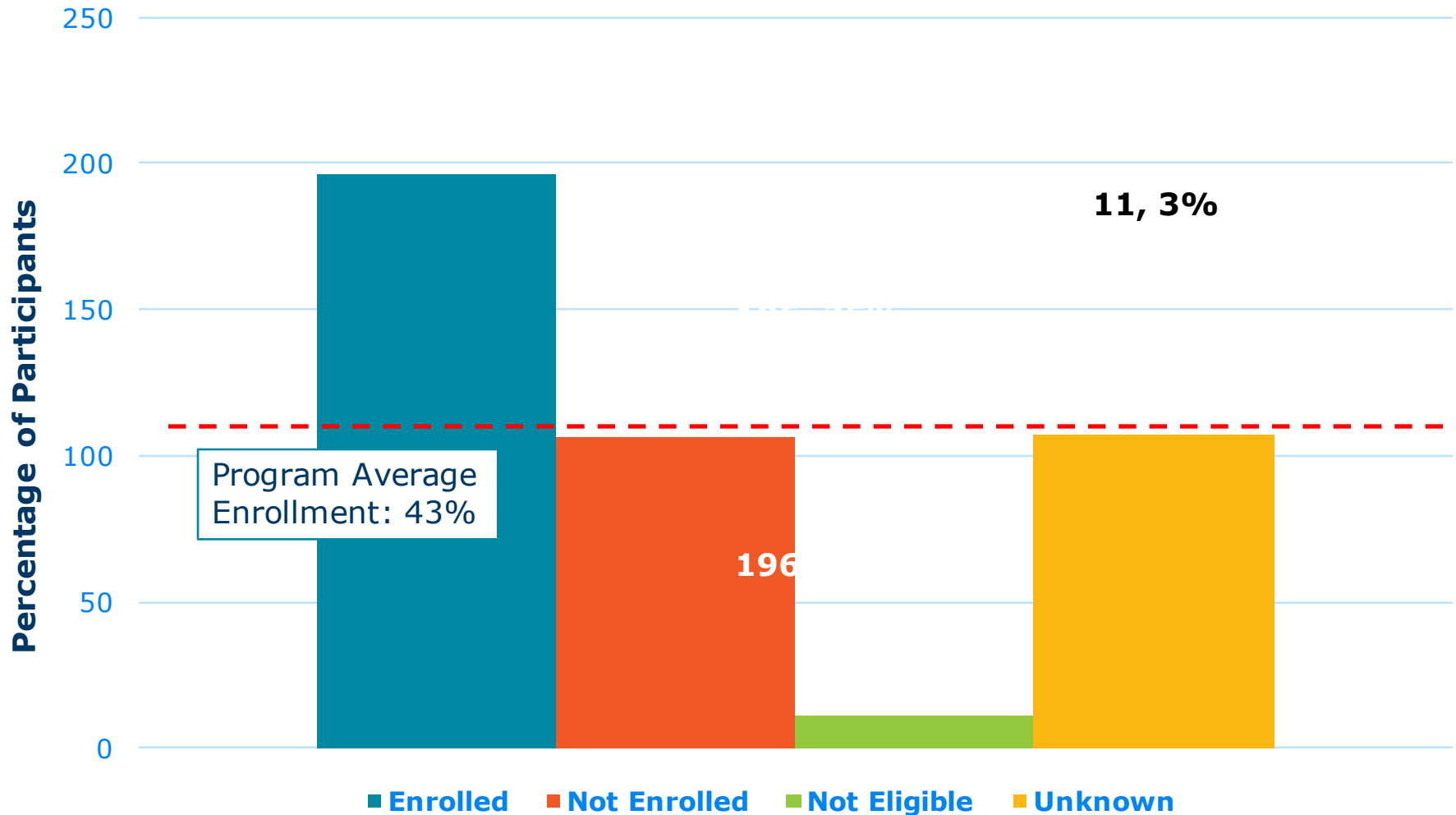


Dallas ISD parents sent a total of over 3,700 texts



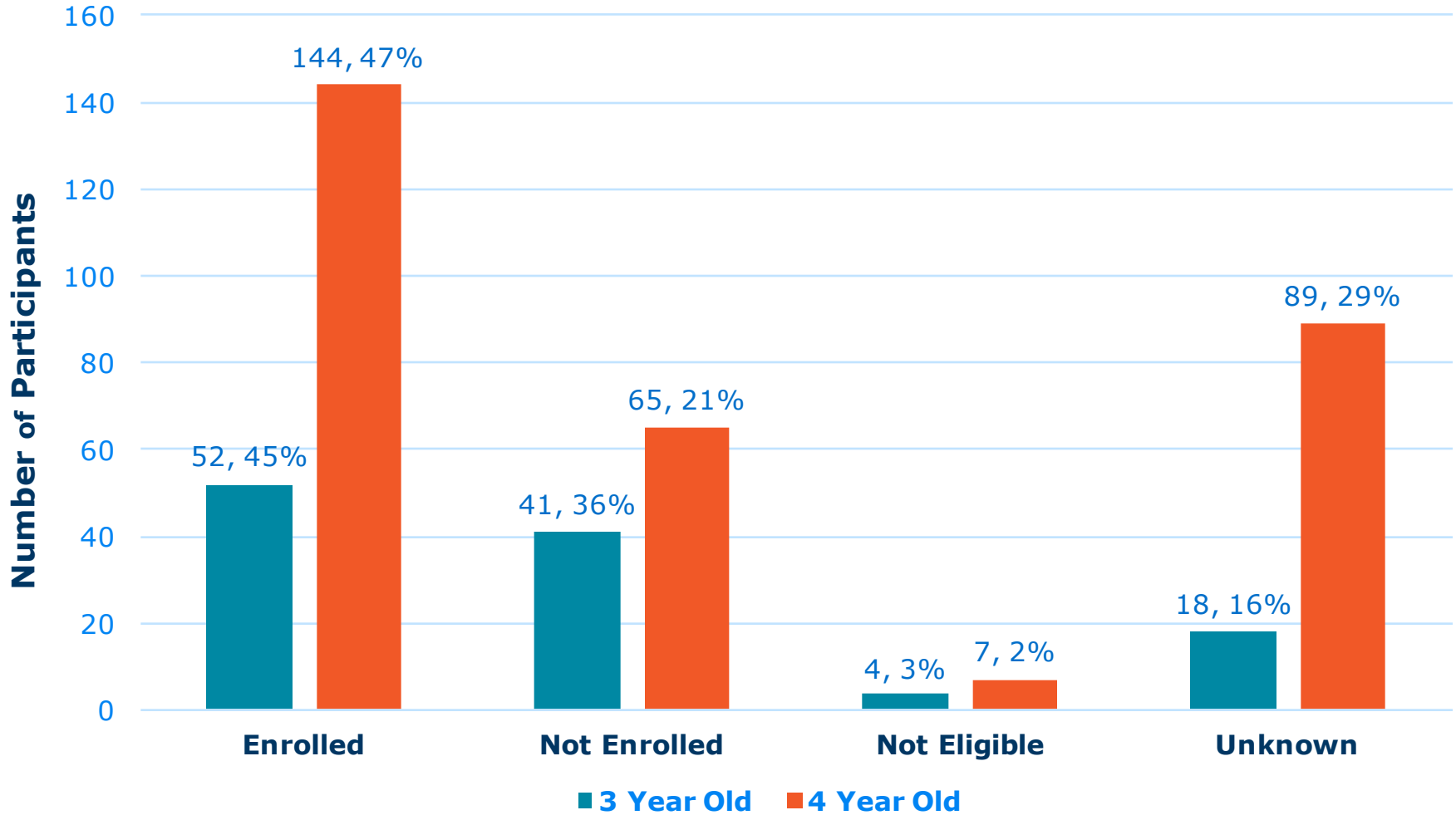
*Participant data as of 4/17/2017.

Nearly half of Dallas ISD participants reported registering for Pre-K



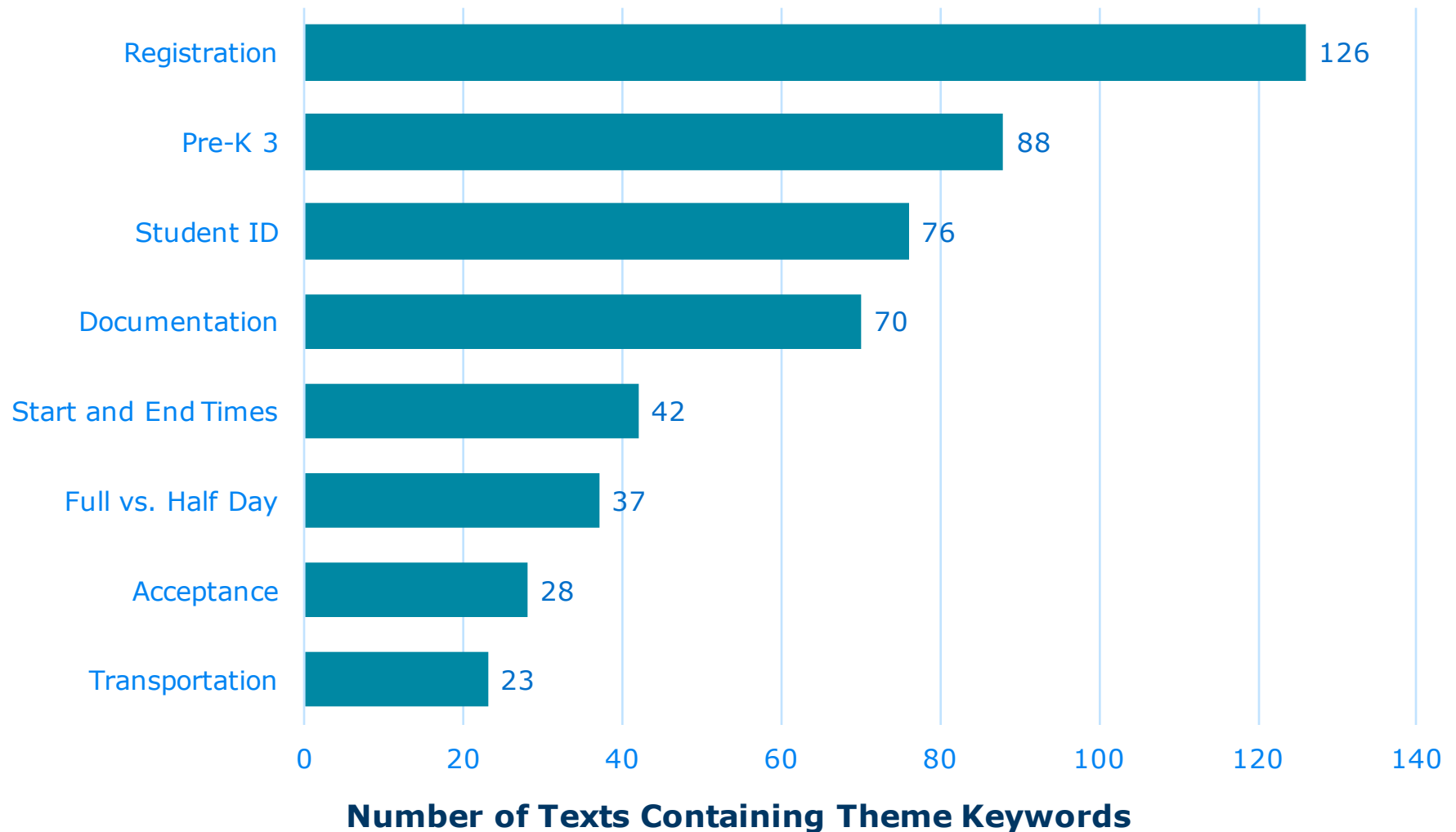
*Participant data as of 4/17/2017.

Parents of 3 year olds had a harder time enrolling in Dallas ISD than parents of 4 year olds



*Participant data as of 4/17/2017.

Parents in Dallas ISD had similar questions and concerns



*Participant data as of 4/17/2017. English texts only.