



OFFICIAL MEMO

To: Professor Shealer
From: Kayla Canfield, PR Consultant, NXT LVL Communications
Date: October 25, 2023
Subject: PR Plan for Waynesboro Early Learning Center

Client Overview:

Waynesboro Early Learning Center
1801 E. Main St. Waynesboro, PA 17268
Point of Contact: Sylvia Walker, Assistant Director

Following our discussion about Waynesboro Early Learning Center's current positioning, I've formulated an initial PR strategy. The proposed PR plan will focus on fortifying community relationships, emphasizing the center's educational commitment, and reimagining its role in the local community.

Target Audience(s):

- Parents seeking premier childcare/education.
- Local leaders, influencers, business prospects.
- Potential staff, current families, media, authorities, nearby schools, donors, sponsors.

Mission & Vision:

Our mission at the Waynesboro Early Learning Center is to provide exceptional early childhood education and childcare services while fostering strong community connections. We envision a future where every child receives the highest quality education and care, and where our center is recognized as a trusted leader in early childhood education within the Waynesboro community.

Key Points:

- Transparently resolve past issues, reaffirming excellence.
- Boost community involvement, becoming a primary local resource.
- Advance curriculum, staff skillset.
- Bolster online reputation, addressing feedback, showcasing achievements.
- Establish authority in early education.
- Initiate local partnerships for mutual educational growth.
- Foster dedicated, skilled team retention.
- Encourage feedback for service refinement.
- Achieve favorable media representation.
- Enhance financial stability through enrollments, diversified funding.

Current PR Efforts:

- Digital advertising/signage.
- Facebook presence.
- Community event hosting.

Online Presence:

- Uneven branding following the transition from "Waynesboro Day Care."
- Online reputation issues post-incident (May 2021).
- Erratic Facebook updates, limited to current clients.
- Absence of a streamlined, informative website.

Upcoming Events/Potential Promotions:

- Trunk or Treat (10/27/2023).
- Emphasize benefits of HeadStart Program, extended hours, wrap-around-care.
- Showcase extracurricular partnerships (e.g., Soccer Shots).
- Highlight communication via Brightwheel app.
- Publicize advanced health/security measures

Other Information:

- Recent name change from "Waynesboro Day Care" to "Waynesboro Early Learning Center" without a formal announcement, leading to brand identity inconsistencies.
- Essential to stand out amongst local competitors.
- Obstacles: staff scarcity, high turnover, program waitlists.
- Fiscal constraints limit competitive salaries, impacting staff quality/longevity.

Preliminary Ideas:

- Overhaul website/branding for unified, impactful online presence.
- Community Engagement/Education Week: Events, collaborations, signup perks.
- Healthy Kids Campaign: Engage health experts, parents in child wellness.
- Referral program: Incentivize enrollments, positive referrals.

In closing, the Waynesboro Early Learning Center possesses immense potential to redefine its standing within the community and solidify its commitment to quality education. By addressing current challenges and capitalizing on our proposed strategies, I anticipate positive growth and strengthened relationships.



PR Consultant

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