

L Lavallette

Montessori Preschool

A COLLABORATION BETWEEN LAVALLETTE SCHOOL DISTRICT
AND MONTESSORI PUBLIC WORKS



THE BACKSTORY

The Lavallette school district is a small community of 156 students in a town with only two births a year. Despite being a charming, neighborhood-embedded school, Lavallette has had challenges enrolling enough students to fill their classrooms. This is due in part to having a partial seasonal community and the nature of being on a less accessible barrier island.

MPW approached Lavallette with a hypothesis that by selecting Montessori as the curriculum for their new preschool classroom, and marketing the program to families outside of the district, they would draw a new group of tuition paying families for the program. The hope was that those families would then stay at Lavallette School through the elementary years. In fall of 2022, in collaboration with MPW, Lavallette opened NJ's first public Montessori preschool program.

MEASURED SUCCESS

While the program is less than a year old, it has had the following success so far:



ENROLLED 18 NEW FAMILIES

The program filled up its first year despite a shorter enrollment period than other local schools, and continues to be at capacity with a waitlist for the upcoming school year.



FAMILIES CAME FOR MONTESSORI

Based on a parent/caregiver survey, almost every family indicated that they came because of the Montessori.



SECURED HIGHLY TRAINED TEACHERS

Hired a new Montessori trained teacher with a P3 certification and a Montessori trained paraprofessional with a K6 certification.



PARENTS/CAREGIVERS ARE HAPPY

A recent survey showed a 100% parent/caregiver satisfaction rate and 100 net promoter score.

WHAT MONTESSORI PUBLIC WORKS PROVIDED



HIGH QUALITY MONTESSORI IMPLEMENTATION

Lavallette School District

- ✓ Sourced potential qualified Montessori teachers for selection by district.
- ✓ Provided curriculum experts to answer questions from the school board and current administration about what to expect from a Montessori program.
- ✓ Helped with Montessori material buying and classroom set-up.
- ✓ Provided professional development and Montessori coaching opportunities for new teachers.

CREATION AND EXECUTION OF MARKETING PLAN

- ✓ Created web presence via a custom website, Google Business, Montessori databases, local parent websites and social media forums.
- ✓ Facilitated Virtual Montessori Info Session and in-person Open House for prospective families, and QA lunch for faculty.
- ✓ Community awareness through massive banners along school property and flyers distributed throughout surrounding towns that had higher population of children.
- ✓ Press release written and distributed which lead to interviews and prominent articles in local papers.