

ECCLC's UPK Colorado* Toolkit

ECCLC'S GUIDE TO UPK
COLORADO* OUTREACH AND
INVITING LARIMER COUNTY
PROVIDERS AND FAMILIES
TO PARTICIPATE.

*UPK Colorado Is also known as Universal Pre-K,
universal pre-kindergarten, universal preschool

Early
Childhood
Council

of LARIMER COUNTY

2023 - 2024

UPK Colorado is Here! Help Spread the Word.

Universal Preschool (UPK) Colorado is open for both providers and families to participate for the 2023-2024 school year. This is an incredibly exciting time for our state as it marks the first state-funded, voluntary preschool programming for ALL 4-year-olds. While the Colorado Department of Early Childhood has statewide UPK Colorado communications tools, this guide is tailored to Larimer County. Whether you are a provider, parent, partner, or community member, you can help spread the word about UPK Colorado, and we hope that this toolkit makes it easy to do so. If there's a resource or tool you feel would be helpful in sharing more about UPK Colorado, please reach out to Tessa Currie, UPK Communications Manager, at tcurrie@ecclc.org.

ECCLC is Your Local Coordinating Organization



Scan the QR code to learn
more about LCO's

What is ECCLC's Role in UPK Colorado?

Early Childhood Council of Larimer County (ECCLC) was named the Local Coordinating Organization (LCO) for Larimer County. We are thrilled and look forward to being the lead organization in implementing universal pre-kindergarten (UPK) in our community.

A local coordinating organization is a community agency or organization that is responsible for supporting access and equitable delivery of early childhood and family support programs and services, fostering partnerships, creating alignment, and establishing a comprehensive, locally supported plan for providing early childhood and family support programs equitably within a given community.

Who is ECCLC?

Who We Are:

An independent nonprofit organization that rallies support, resources, and awareness to ensure every young child in our community has quality early childhood experiences so they thrive from day one.

Mission:

We bring the community together to share knowledge and resources, build expertise and work collaboratively to ensure that all young children in Larimer County have the care, support and opportunities necessary to grow, learn and succeed.

Vision:

All children in Larimer County are valued, healthy and thriving.

ECCLC's UPK Team

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Early Childhood Council
of LARIMER COUNTY

UPK Colorado



What is UPK Colorado?

Universal Preschool (UPK) Colorado ensures that every child in the year before they are eligible for kindergarten is eligible for half-day (15 hours) of state-funded, voluntary preschool beginning in the 2023-24 school year. Three-year-olds with qualifying factors are eligible for part-time (10 hours) of preschool programming.

How is UPK Colorado Funded?

The launch of this program is a result of the voter-approved Proposition EE. This Proposition was designed to increase cigarette and tobacco product taxes incrementally and create a new tax on nicotine products. Revenues from this tax are dedicated to education programs.

Stay Current on UPK Colorado



<https://cdec.colorado.gov/colorado-universal-preschool>

UPK COLORADO IN LARIMER COUNTY



Stay current on UPK in Larimer County at:
larimerpreschool.org



FAMILIES

- Every child in the year before they are eligible for kindergarten qualifies for half-day (15 hours) of state-funded preschool.
- Families are given the opportunity to choose from a variety of high quality, preschool programs in Larimer County, whether that be through the school system, a community center, or a family home provider (known as a mixed delivery system).
- Families could save up to 5K+ a year in high quality preschool programming.
- Children who attend quality preschool programs are more socially and emotionally prepared for kindergarten.



PROVIDERS

- Larimer County providers have the exciting opportunity to be part of a new initiative to help our community's children thrive.
- UPK Colorado is a way to help providers reach their desired capacity.
- By signing up for UPK Colorado, providers will help increase equitable access to preschool for families in Larimer County! This means families who traditionally could not access preschool now have the opportunity to do so through the provider of their choice!



COMMUNITY

- UPK Colorado brings a variety of Larimer County community partners together to enhance connections and continue to improve our early childhood systems.
- When working at the community level for children, we provide the foundation for a better future.
- Research has shown that children's lifelong well-being is positively associated with early childhood services, such as preschool.

Why Should I Sign Up to be a UPK Provider?

This exciting initiative will have a long-lasting and critical impact in Colorado and for Colorado kids. We hope this program will help providers remain at their desired capacity, connect with new families, and build their businesses for a wider audience. By participating in UPK Colorado, providers will have the opportunity to assist Colorado in breaking the cycle of poverty in the long term, while also immediately creating an accessible and streamlined system that alleviates burdens on families and children.



COLORADO
Department of Early Childhood

PROVIDER OUTREACH



KEY MESSAGES FOR PROVIDERS

- Universal Preschool (UPK) Colorado is an exciting and new initiative that will offer half-day, high-quality, voluntary preschool to every Colorado child in the year before they are eligible to enter kindergarten.
- By signing up to become a UPK Colorado provider, you are helping increase equitable access to preschool for families in Larimer County!
- Licensed preschool providers are strongly encouraged to register for UPK Colorado before the first family match date on February 14th.
- UPK Colorado will have a long-lasting and critical impact for Colorado kids. We hope this program will help providers remain at their desired capacity, connect with new families, and build their businesses for a wider audience.

KEY SOUND BITES

- Don't Delay - Become a UPK Colorado Provider Today!
- Calling All Providers! Be a leader for learning in Larimer County.
- Universal Preschool (UPK) Colorado is coming to Colorado this fall!

IS UPK RIGHT FOR YOUR PROGRAM?

- Do you currently have three and four-year-olds enrolled in your preschool program?
 - They qualify for UPK Colorado!
- Interested in increasing access to preschool for families in Larimer County?
 - Register to become a UPK Colorado provider at: provider.upk.colorado.gov

Social Media

Messaging for Providers

Instagram/Facebook In-Feed: CALLING ALL COLORADO PRESCHOOL PROVIDERS! Universal Preschool (UPK) Colorado is coming to Colorado this fall. Be part of the movement to provide a strong foundation for all of Colorado's children. Learn more at provider.upk.colorado.gov.

CALLING ALL PRESCHOOL PROVIDERS! By signing up to become a UPK Colorado provider, you are helping more families have access to high-quality preschool in Larimer County!

Hashtags

Using hashtags allows you to reach a greater audience for what you are trying to promote. Examples of hashtags to use for UPK Colorado are:

#preschool #prekcolorado #prek #preschoolco #upk
#upkcolorado #upkLarimer #ecclc #Larimerpreschool

Calling All Preschool Providers!

provider.upk.colorado.gov



Help more families
have access to
high-quality
preschool programming
in Larimer County!



EarlyChildhoodCouncil
of LARIMER COUNTY

Social Media Toolkit

For our full social media toolkit, click this [link](#) or scan the QR code below



Provider Resources & Support

- [Provider FAQ](#)
- [Provider Guide](#)
- [Provider Agreement](#)
- [Provider Training Video](#)
- [Special Education FAQ](#)
- [Apply for a Family Child Care Home License](#)

Help Desk Information

Phone Number: 303-866-5223

Email: cdec_upkcolorado@state.co.us

Open Hours: 6am - 10pm MT

Istonish will be supporting:

- Helping providers with their login issues
- Answer common program questions for families
- Helping families with login and document upload issues

For additional support navigating UPK Colorado in Larimer County, email upk@ecclc.org

FAMILY OUTREACH



KEY MESSAGES FOR FAMILIES

- Colorado Families, you could save up to 5K+ a year in high quality child care by applying for UPK Colorado.
- Children who attend quality preschool programs are more socially and emotionally prepared for kindergarten.
- UPK Colorado allows you to choose from a variety of high-quality programs to help you find care that is the right fit for your child.

KEY SOUND BITES

- Receive \$5K+ a year in free preschool for the 2023-2024 school year!
- Don't Delay - Register for UPK Colorado Today!
- UPK Gives Your Family A Say! - When you register for UPK Colorado, you can choose where your child attends preschool.
- Learn in Larimer. Enroll in UPK Colorado Today!
- Applying for UPK Colorado before February 14th will give you the best chance of being matched with your preferred provider.

IS UPK RIGHT FOR YOUR FAMILY?

- Are you searching for preschool programming for your current 4-year-old?
 - UPK Colorado allows your child to receive half-day (15 hours a week), voluntary preschool programming the year before they are eligible for kindergarten.
- Do you have a 3-year-old with at least one qualifying factor?
 - Your child may be eligible for part-time (10 hours a week) preschool programming
- Is your child currently enrolled in preschool programming?
 - Ask your provider if they are participating in UPK Colorado!

Social Media

Messaging for Families

Instagram/Facebook In-Feed: Family registration for Universal Preschool (UPK) Colorado IS OPEN! All four-year-olds in the year before they are eligible for kindergarten qualify for voluntary, free half-day (15 hours a week) preschool for the 2023-2024 school year. Register today at upk.colorado.gov !

Did you know that Universal Preschool (UPK) Colorado gives your family the opportunity to save up to \$5K+ a year in high-quality preschool programming costs? Register for UPK today at upk.colorado.gov!

Hashtags

Using hashtags allows you to reach a greater audience for what you are trying to promote. Examples of hashtags to use for UPK Colorado are:

#preschool #prekcolorado #prek #preschoolco #upk
#upkcolorado #upkLarimer #ecclc #Larimerpreschool

UPK Colorado Is HERE!

Register at
upk.colorado.gov



All Larimer County
4-year-olds qualify for
free, voluntary
preschool programming!



EarlyChildhoodCouncil
of LARIMER COUNTY

Social Media Toolkit

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Family Resources & Support

- [Family FAQ](#)
- [Family One Pager](#)
- [Qualifying Factors](#)
- [Video demonstration](#) of the family application experience
- [Family Application](#)
- What preschool is right for your family?
 - [Finding the right care](#)
 - [Early Childhood Pedagogy](#)
 - [Find the right child care program for your family](#)
 - [Larimer Child Care Connect](#)

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