



Curriculum Showcase Night

Enrollment-Focused • 90 Minutes • All Age Groups



Curriculum Showcase Night

"See how your child learns, grows, and thrives here."

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What This Event Is

A 90-minute enrollment-focused experience where prospective families move through your classrooms, try the same activities their children would, and leave with a clear picture of how BrightPath's curriculum supports their child's growth.

Why It Works

- Parents see learning happening
- Curriculum becomes tangible and memorable
- Trust builds quickly when families experience the environment firsthand
- Natural enrollment conversation flows from what they just experienced

What's Inside This Playbook

1

Event Logistics

Timing, staffing, setup

2

Event Flow

Step-by-step run of show

3

Classroom Stations

All 3 rooms, scripted

4

Enrollment Close & Toolkit

Scripts, signage, checklists

Event Name Options

Choose One for Your Center:

- Discover Our Learning Experience Night
- Inside the Classroom: Curriculum Showcase
- See Learning in Action at [Center Name]



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Section 1.

Event Logistics

Timing Options

- Weekday evening: 5:30 - 7:00 PM
- Saturday morning: 10:00 - 11:30 AM
- Total duration: 90 minutes

Tip:

Weekday evenings draw working parents; Saturday mornings suit families already in a weekend rhythm.

Staffing

- Center Director: Host & enrollment close
- Education Coach: Leads curriculum narrative if available
- 2 Teachers: One per classroom station group

Each staff member should know their station, their talking points, and when to hand off to the enrollment table.

Room Setup

Setup

- Sign-in table at the entrance
- Enrollment table clearly positioned at the exit
- 2-3 learning stations per classroom, fully staged
- Station cards visible at each activity
- Child portfolios and artwork on display
- Light snacks and coffee available
- Curriculum progression display near enrollment table

Avoid

- Empty or unstaged classrooms
- Stations with no explanation cards
- Enrollment table hidden or hard to find
- Staff standing around with nothing to do



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Section 2.

Event Flow

Follow This Sequence

CD Note: Walk through this sequence yourself before the event. Know your handoff moments and when to make your move to the enrollment table.

1

Welcome + Sign-In

5 minutes

- Greet families at the entrance and hand them a name tag
- Give a brief 2-3 minute intro – set the tone and expectations
- Let them know the flow: you'll rotate through each classroom and get to try the same activities your child would.

Script Suggestions:

"Welcome, and thank you for being here tonight. You're not just going to hear about how your child learns here; you're going to experience it. We'll move through each classroom together, try some activities, and I'll be here to answer any questions along the way."

2

Guided Classroom Rotations

45-60 minutes

- Guide families through: Infant → Toddler → Preschool / Pre-K
- Spend 15-20 minutes in each room
- Each room: a quick teacher demo (2-3 min), a hands-on parent activity, and a clear explanation of learning outcomes
- Teachers stay at their stations and follow their station scripts

Script:

"Let the room do the talking. Your job during rotations is to guide, not lecture. Ask parents: What are you noticing? And build from there."

3

Enrollment Close

15-20 minutes

- Walk families to the enrollment table at the end of the rotation
- Use the enrollment close scripts in Section 4
- Offer a spot hold, priority waitlist, or share the First 90 Days overview
- Have take-home materials ready: curriculum snapshot, completed activity, branded item

Script:

"Based on what you shared about your child, this classroom would be a great fit. We'd love to hold a spot for you. Can I show you what that looks like?"



Section 3.

Classroom Stations

Station Standard – Applies to Every Room

- Show a real, observable skill milestone
- Be hands-on, parents try it, not just watch
- Clearly answer: What is my child actually learning here?



Infant Room (0-18 months)

Theme: Sensory Exploration & Early Communication



Station 1

Learning Through the Senses

Materials needed:

- Sensory bottles (water, beads, glitter)
- Texture squares or fabric swatches
- Unbreakable mirrors

What children are learning:

- Cause-and-effect understanding
- Sensory processing and attention
- Visual tracking and focus

Say to parents:

"Your child is learning cause and effect through sensory exploration. Every reach, shake, and look builds early brain connections."



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Section 3. | Classroom Stations: Infants



Station 2 Early Communication

Materials needed:

- ASL sign visuals posted at eye level
- Baby dolls and simple props
- Books with large pictures

What children are learning:

- Pre-verbal communication through ASL core signs
- Social-emotional connection with caregivers
- Early literacy: noticing pictures, turning pages

Say to parents:

"We support communication long before speech develops. Sign language gives infants a way to express themselves and actually accelerates verbal language development."



Station 3 Movement & Milestones

Materials needed:

- Soft mat for tummy time
- Rolling toys and reaching props
- Soft blocks at different heights

What children are learning:

- Gross motor development: rolling, reaching, pulling up
- Core strength and balance
- Spatial awareness and body confidence

Say to parents:

"These early movement activities build coordination and body confidence. Every roll, reach, and push builds the foundation for walking, writing, and self-care independence."



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Section 3. | Classroom Stations: Toddlers

Toddler Room (Two's)

Theme: Independence & Exploration



Station 1 I Can Do It Myself

Materials needed:

- Small pitchers and cups for pouring
- Tongs and yarn or pom-poms
- Simple lacing or transfer trays

What children are learning:

- Fine motor development and hand-eye coordination
- Self-regulation and focus
- Independence and task completion

Say to parents:

"Every time a toddler pours, scoops, or transfers, they're building independence, fine motor control, and a sense of confidence in their own abilities."



Station 2 Problem Solvers in Action

Materials needed:

- Sorting trays with objects by color or shape
- Simple puzzles (4-8 pieces)
- Stacking rings or nesting cups

What children are learning:

- Cognitive sorting and classification
- Spatial reasoning and logical thinking
- Persistence and problem-solving strategies

Say to parents:

"We guide thinking so children learn to solve problems on their own. When a piece doesn't fit, we ask what could you try? rather than showing them the answer."



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Section 3. | Classroom Stations: Toddlers



Station 3 Language is Growing

Materials needed:

- Board books with simple, clear images
- Conversation prompt cards for parents
- ASL visual reference chart

What children are learning:

- Expressive and receptive language development
- Conversational turn-taking (serve and return)
- Early literacy: print awareness, book handling

Say to parents:

"We focus on back-and-forth conversations. Every time a child says something, and we respond, we're building new neural pathways."



Bonus Station Dramatic Play

Materials needed:

- Play kitchen or restaurant setup
- Simple props: plates, food, aprons
- ASL signs posted in the play area

What children are learning:

- Creative and imaginative thinking
- Vocabulary building through play scenarios
- Social cooperation and role awareness

Say to parents:

"Dramatic play isn't just fun. It's where imagination connects to real-world learning. Children practice language, social skills, and creativity all at once."



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Section 3. | Classroom Stations: Preschool/Pre-K

Preschool / Pre-K Room (3-5 years)

Theme: School Readiness & Critical Thinking



Station 1 Future Problem Solvers

Materials needed:

- Counting objects (10-20 items)
- Pattern blocks or color tiles
- Sorting mats by attribute

What children are learning:

- Number sense: counting, grouping, comparing
- Pattern recognition and creation
- Logical reasoning and classification

Say to parents:

"This is early math through thinking and exploration, not worksheets. When children sort, count, and pattern, they're building the mental structures that support all future math learning."



Station 2 Learning to Read & Write

Materials needed:

- Name cards for tracing and writing practice
- Letter tiles or magnetic letters
- Sand or sensory writing tray

What children are learning:

- Letter recognition and phonemic awareness
- Fine motor skills for writing
- Print concepts: words carry meaning, left-to-right reading

Say to parents:

"We build literacy through sound, play, and confidence, not pressure. By Pre-K, children are identifying sounds, writing their names, and beginning to decode simple words."



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Section 3. | Classroom Stations: Preschool/Pre-K



Station 3 Science & Discovery

Materials needed:

- Simple experiment materials (e.g. color mixing, sink/float)
- Magnifying glasses and exploration trays
- Prediction and observation recording sheets

What children are learning:

- Scientific inquiry: predicting, testing, observing
- Vocabulary: cause, effect, experiment, result
- Critical thinking and intellectual curiosity

Say to parents:

"We teach children to ask questions before they know the answers. Predict, test, observe, reflect. This habit is the foundation of scientific thinking and academic curiosity."



Station 4 Social Skills in Action

Materials needed:

- Cooperative building activity (blocks, Legos)
- Turn-taking game or shared art project
- Feelings cards or conversation starters

What children are learning:

- Cooperative play and shared goal-setting
- Emotional vocabulary and self-regulation
- Communication: listening, expressing, negotiating

Say to parents:

"This is where children learn collaboration and communication, skills that matter just as much as reading and math. Working together, taking turns, and expressing feelings are practiced every single day."



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Section 4.

Enrollment Close

CD Note: The enrollment close is not a hard sell; it's a natural next step. Families who have just experienced the classroom are emotionally engaged. Your job is to make saying yes easy.

Enrollment Table Setup

- Positioned at the end of the classroom flow – families arrive at it naturally
- Display child portfolios and artwork from current students
- Curriculum progression visual showing each age group's journey
- Enrollment forms ready – no digging for paperwork
- Take-home materials stacked and organized (see Toolkit below)

Enrollment Conversation – Use This Sequence

Open	Ask what resonated with them. "What stood out to you most tonight?"
Connect	Link what they saw to their child's specific needs. "Based on what you shared about [child's name], our [room] classroom would be a wonderful fit."
Offer	Make the next step clear and easy. "We'd love to hold a spot for you. Would you like to get that started tonight?"
Handle hesitation	Give options, not pressure. "If you're not quite ready, I can add you to our priority waitlist. It keeps your options open with no obligation."
Close warm	End with warmth regardless of outcome. "I'd love for your family to be part of our community. Here's everything you need, and I'm just a call or email away."



Section 4. | Enrollment Close

Take-Home Materials



Curriculum Snapshot

One-page overview of learning goals by age group



Child's Completed Activity

Whatever they made or tried at a station



Branded Learning Item

Book, flashcard set, or activity card

Event-in-a-Box Toolkit

A. Signage

Sign	Wording
Entrance Sign	WELCOME TO OUR CURRICULUM SHOWCASE NIGHT See how your child learns, grows, and thrives
Infant Room	Infant Learning in Action: Sensory Exploration & Early Communication
Toddler Room	Toddler Learning in Action: Independence & Exploration
Preschool / Pre-K Room	Preschool / Pre-K Learning in Action: School Readiness & Critical Thinking
Enrollment Table	READY TO GET STARTED? Let's find the perfect classroom for your child



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Section 4. | Enrollment Close

B. Staff Talking Points by Room

Room	Core Message to Deliver
Infant	"Learning happens through every interaction. Every sensory experience, every ASL sign, every moment of tummy time is building your child's brain."
Toddler	"Independence builds confidence. When we let toddlers struggle just enough and succeed, we're teaching them that they're capable."
Preschool / Pre-K	"Play is the work of childhood. The counting, building, writing, and cooperating you're seeing are exactly what prepare children for kindergarten and for life."

C. Station Cards (Print and Place at Each Station)

Template – Fill in for Each Station

WHAT YOUR CHILD IS LEARNING

- Skill 1: [e.g., Hand-eye coordination and fine motor control]
- Skill 2: [e.g., Problem-solving and persistence]

TRY IT:

[Simple parent prompt, e.g., Use the tongs to move all the pom-poms from one bowl to the other]



Section 4. | Enrollment Close

D. Director Opening Script

Read aloud or use as a guide. Make it your own

"Welcome, and thank you for being here tonight. What you're about to experience is what makes BrightPath different. You're not here for a presentation — you're here to experience it. In a few minutes, you'll move through each of our classrooms and try the same activities your child would. Our teachers will walk you through what's happening developmentally, because the best way to understand how your child learns here is to feel it yourself. Let's get started."

E. CD Quick Reference — Day-of Checklist

Before the Event	During the Event
□ Classrooms staged with 2-3 stations each □ Station cards printed and placed □ Sign-in table ready at the entrance □ Enrollment table set up at exit □ Take-home materials organized □ Snacks and coffee are ready □ Staff briefed on stations and scripts □ Child portfolios and artwork on display	□ Welcome families personally at the door □ Deliver opening script (2-3 min) □ Stay present — don't disappear into an office □ Listen for enrollment signals □ Guide rotation transitions between rooms □ Lead enrollment close at the table □ Offer spot hold or priority waitlist if applicable □ Follow up within 24 hours with every family

Success Metric

- Your goal for this event: at least one enrollment within 48 hours.
- Track: Your Client Services Coordinator can help you track families who attended and enrolled.



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