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South Carolina First Steps Unveils New Website and Statewide Billboard Campaign

Statewide campaign aims to increase free 4K enrollment for eligible children

Columbia, S.C. (April 1, 2019) – South Carolina First Steps to School Readiness today unveiled its newly redesigned website. The completely revamped website scfirststeps.org connects parents with services and resources in their local community including parent education programs, child care scholarships, home visiting and free 4K. The site also provides visitors with an improved online experience through easier navigation, a calendar of events and the ability to donate online to SC First Steps, a 501(c)(3) nonprofit.

The site was custom-built by design firm [Mad Monkey](#) who donated a significant portion of their services for the project.

“We are thrilled with the new website design and believe it creates a real portal for community engagement,” said Georgia Mjartan, Executive Director for South Carolina First Steps. “Parents, donors, legislators, local partnerships and the general public will have a much better user experience when they visit our site.”

In addition, the site now features a [4K Enrollment Portal](#) for parents seeking to enroll their eligible child in SC First Steps’ free four-year-old kindergarten program. The portal, which can be accessed from a computer or mobile device, self-guides parents through a three-step process where they can:

- Check to see if their child is eligible for free 4K
- Find a 4K program near them
- Begin the 4K application process

Within a few clicks, parents can be on their way to securing a 4K slot for their child at the center of their choice. Parents deemed to be eligible will be able to claim a free 4K scholarship for their child.

The launch of the portal also coincides with a three-month statewide billboard campaign: “[FREE4KSC](#)” that begins April 1. The billboard campaign places targeted print and digital billboards across 28 school districts—with the aim of enrolling eligible children who are not currently being served by a 4K program.

For more information about South Carolina First Steps and the 4K program, visit scfirststeps.org.

About South Carolina First Steps

South Carolina First Steps to School Readiness (SCFS) is both a nonprofit and state agency established in 1999 by the South Carolina General Assembly to close the gap on students’ preparedness for success in school. It is the only dedicated comprehensive early childhood agency in South Carolina focused on getting children ready for school and life success. SCFS serves more than 30,000 children in 81 school districts across 46 counties.

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