

 Policy #: ERSEA-3	Effective Date: 6/22/10	Page #: 1 of 3
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Performance Objective: In order to reach those most in need of services, the program develops and implements a recruitment process designed to actively inform all families with eligible children within the recruitment area of the availability of program services, and encourage and assist them in applying for admission to the program.

Recruitment of Children

This process includes:

- Program efforts to actively locate and recruit children with disabilities and other vulnerable children, including homeless children and children in foster care.
- Canvassing the local community, use of news releases and advertising, and use of family referrals and referrals from other public and private agencies.

The program networks with internal and external resources to obtain referrals.

- The program maintains a listing of recruitment activities that includes the names of community agencies, neighborhoods, churches, and others.
 - This listing includes dates and specific recruitment activities implemented (e.g., copies of distributed fliers, PSA announcements, etc.).
- Program staff implement the Recruitment of Children Plan as written.

During the recruitment process that occurs prior to the beginning of the enrollment year, the program solicits applications from as many Head Start eligible families within the recruitment area as possible.

- As needed, the program assists families in filling out the *Head Start Application* in order to ensure that all information needed for selection is completed.
- Such assistance includes provision of translation services.
- The availability of program options is explained to parents e.g., via staff-parent discussion, at recruitment events, in brochures, at parent orientation, via Head Start enrollment telephone line, on the website, etc.

Each program obtains a number of applications during the recruitment process that occurs prior to the beginning of the enrollment year that is greater than the enrollment opportunities that are anticipated to be available over the course of the next enrollment year in order to select those with the greatest need for Head Start services.

Recruitment Plan

The Family Services Manager submits to the Head Start Director a Recruitment Plan by April of every year to be implemented throughout the upcoming program year.

Each program recruitment plan must include a list of dates and events, specific recruitment activities, marketing and promotional strategies.

In addition to the above, the Head Start Director suggests the identification of program staff, parent and all volunteers who distribute Head Start approved recruitment materials.

Examples of places, events, and people that recruitment materials are distributed:

- to parents
- to organizations
- to agencies
- at program events and activities
- at community fairs
- at neighborhood functions
- at workshops
- in grocery store parking lots
- door-to-door
- in stores
- in churches
- at Social Security Office
- at WIC clinics
- at health clinics
- at food bank distribution sites
- in school districts, including charter school, high schools, encouraging children in grades K-6 to take fliers home
- to locations with Head Start eligible families, as determined by the most recent Community Assessment.

The Program monitors recruitment plan progress quarterly.

Program staff are encouraged to ask parents for referrals.

Family Advocates submit to the Family Services Manager copies of the *Recruitment Activity Report Form* for each recruitment event.

Family Advocates, or other designated personnel, design and develop recruitment materials to circulate throughout the community.

The Program logo and name appears on either the front or back of all recruitment materials.

The program makes available recruitment materials in English, Spanish, and other languages as needed.

Each program submits the proposed recruitment material to the Head Start Director for review and approval of recruitment materials.

The Head Start Director's written approval is required before distribution.