

Highland Rim Economic Corporation
Head Start Policies and Procedures Manual

Policy ID 20003 (ERSEA) Recruitment of Children

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| Related Regulations: | 1302.13 | | |
| Revised by: | Jamie Davenport, Operations Manager | Revision Date: | 5/8/2017 |
| Approved by: | Elizabeth McLaughlin, Head Start Director | Approval Date: | |
| Responsibility: | Family Services Manager | | |
| Timeline: | Prior to beginning of enrollment year and as needed | | |
| Evaluation: | <Form:Recruitment Activity Report Form> | | |
| Forms: | | | |

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.

1.0 Recruitment of Children

1.1 This process includes:

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

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

- a) The program maintains a listing of recruitment activities that includes the names of community agencies, neighborhoods, churches, and others.
 - i) This listing includes dates and specific recruitment activities implemented (e.g., copies of distributed fliers, PSA announcements, etc.).
- b) Program staff implement the Recruitment of Children Plan as written (see [Policy ID 20003a \(ERSEA\) Recruitment of Children Plan](#)).

1.3 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.

- a) 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.
- b) Such assistance includes provision of translation services.
- c) 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.

1.4 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.