

Highland Rim Economic Corporation
Head Start Policies and Procedures Manual

Policy ID 20003a (ERSEA) Recruitment of Children Plan

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:	April of every year		
Evaluation:	Approved recruitment plan and materials		
Forms:			

Performance Objective: The recruitment plan provides a systematic approach for how the Grantee ensures that all recruitment materials follow a uniform look and that programs receive enough applications to cover all enrollment opportunities, and retain 100% enrollment.

1.0 Recruitment Plan

- 1.1 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.
- 1.2 Each program recruitment plan must include a list of dates and events, specific recruitment activities, marketing and promotional strategies.
- 1.3 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.
- 1.4 Examples of places, events, and people that recruitment materials are distributed:
 - a) to parents
 - b) to organizations
 - c) to agencies
 - d) at program events and activities
 - e) at community fairs
 - f) at neighborhood functions
 - g) at workshops
 - h) in grocery store parking lots
 - i) door-to-door
 - j) in stores
 - k) in churches
 - l) at Social Security Office
 - m) at WIC clinics
 - n) at health clinics
 - o) at food bank distribution sites

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p) in school districts, including charter school, high schools, encouraging children in grades K-6 to take fliers home

q) to locations with Head Start eligible families, as determined by the most recent Community Assessment.

1.5 The Program monitors recruitment plan progress quarterly.

1.6 Program staff are encouraged to ask parents for referrals.

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

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

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

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

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

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