



Policy #: ERSEA-3

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Policy Council Approval Date:
07/28/2020

COMPONENT: ERSEA

SUBJECT: RECRUITMENT OF CHILDREN

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 means the systematic ways in which a Head Start program identifies families whose children are eligible for Head Start services, informs them of the services available, and encourages them to apply for enrollment in the program.

RECRUITMENT AREA means that geographic locality within which a Head Start program seeks to enroll Head Start children and families. The recruitment area can be the same as the service area or it can be a smaller area or areas within the service area.

POLICY AND PROCEDURE:

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 **for Head Start eligible children.**

- The program maintains a listing of recruitment activities that includes the names of community agencies, neighborhoods, churches, and others.
 - This listing **is documented on the Community Event/Meeting tracking form and** includes dates and specific recruitment activities implemented (e.g., copies of distributed fliers, PSA announcements, etc.). **The Flyer Distribution Form is used to track flyer placements around the communities, and when follow up has been completed.**
- 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.

The 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 in order to select those with the greatest need for Head Start services, **and to establish/maintain the waiting list.**

Applications are taken continuously throughout the year to obtain as many applications as possible to help assist in gaining a number of applications that are greater than our enrollment opportunities.

Recruitment Plan

In order to reach those most in need of Head Start services- including children experiencing homelessness and foster children, HRHS developed and implements a recruitment process that is designed to actively inform all families with Head Start eligible children within the recruitment area of the availability of services and encourage them to apply for admission to the program. Recruitment takes place continuously throughout the year. This process includes, but is not limited to, the following activities.

Examples of places and events **in the community** that recruitment materials are distributed **include, but not limited to:**

- at program events and activities, **i.e. commodities distribution**
- at community **health** fairs
- **“Back to School”** bashes
- in grocery stores
- door-to-door, **to businesses**
- **at Homeless shelters and/or campgrounds**
- in **local** stores

- **at thrift stores**
- in churches
- **at Housing Authority offices**
- at Social Security Offices
- at WIC clinics
- **local restaurants**
- **other child care agencies**
- **public libraries**
- **parks**
- **City Halls**
- **at Department of Human Services**
- at Health **Department** clinics
- **at Department of Children Services**
- at food bank distribution sites
- **at dentist offices**
- in school districts, encouraging children in grades K-6 to take fliers home
- to any locations with Head Start eligible families, as determined by the most recent Community Assessment.

The Program monitors recruitment plan progress **annually**.

Program staff are encouraged to ask parents for referrals.

Family Services Manager, 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 **and applications** in English, Spanish, and other languages as needed.

Family Services Manager submits the proposed recruitment material to the Head Start Director for review and approval of recruitment materials.

Family Advocates complete the Flyer Distribution Monitoring form to track where flyers are placed and when follow up has been completed. **Family Advocate complete the Community Events/Meeting Tracking form to document recruitment activities within the community. These forms are found on the HRHS webpage.**

Family Advocates are **to be as active in the communities HREC serves as they are able to, and their schedules allow.**

**While recruitment is ongoing, HRHS will be cautious not to overpromise Head Start availability during the COVID-19 pandemic.*