

Recruitment of Children Protocol

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| Category: | Regulations: § 1302.13 Recruitment of Children. |
| Activity | Steps |
| 1. Recruitment Goal: | |
| The goal of recruitment is to obtain full enrollment. Center Management in partnership with the site based team members will establish tasks and activities within the program calendar timelines to participate in recruitment/enrollment activities, ensuring compliance is met for full enrollment; prior to the first child attendance day for Head Start and Early Head Start and by end of fiscal year (June 30th) for Migrant Seasonal Head Start. | |
| Team Members of the Recruitment Plan: | <ul style="list-style-type: none"> • Center Managers/Assistant Center Managers: Will facilitate and support planning, scheduling, and implementation of recruitment/enrollment plan; will also participate in recruitment efforts/events. Provides site based reports on recruitment/enrollment status to the Eligibility & Program Governance Content Specialist. Complete ERSEA file review for eligibility determination. • ERSEA-Health and Enrollment Coordinators: Will support planning and implementation of recruitment/enrollment plan; will also participate in recruitment efforts/events. Maintain intake tracking system on Google Drive and assign completed intakes to the appropriate Family Advocate or designee following the intake tracking system procedures. Assist in ERSEA file review for eligibility determination. *When referred to ERSEA Coordinator in this document, it will encompass all types of ERSEA Coordinators (ERSEA/Health Coordinator, ERSEA Enrollment Coordinators, and MSHS ERSEA Coordinators). • Family Advocates: Active lead participants in assuming tasks and assignments within the recruitment/enrollment schedule calendar and timelines. Complete recruitment activities, complete documentation of recruitment efforts, file recruitment documentation, and follow pre-registration process for enrollment procedures. Provides direct feedback and weekly recruitment/enrollment status reports on Google Drive for Center Managers and Eligibility & Program Governance Content Specialist to review on the progress of recruitment/enrollment goals within the required timelines for the assigned teams. • Home Visitors, Teachers, Assistant Teachers: Active support participants in recruitment/enrollment activities. |
| Tasks and Activities: Who, What, Where, and How will recruitment take place? Take the program service delivery areas into consideration when planning. | <ul style="list-style-type: none"> • Family Services: Who are the agencies that provide social services and resources to our targeted population? • Parent Involvement/Human Resources: Where does the targeted population work? • Health: Where does the targeted population receive health, dental, and medical services? • Developmental Support: Who are the agencies that support children with disabilities to our targeted population? • Education: Who are the child care providers and school districts that serve our targeted population? • Safety and Facilities: Where does the targeted population congregate for sporting or social events? • USDA: Where are the shopping centers and restaurants utilized by the targeted population? • Transportation: Where are the main roads, public transportation services, and places the targeted population utilize? |
| Identified locations and activities focusing on recruitment efforts: | <ul style="list-style-type: none"> • Door-to-Door in identified school district boundaries • Send Flyers to School Districts • School District Events • DSHS Lobby/TANF mailing list • Distribute flyers (local businesses, warehouses, laundry mats, etc.) • Resource Fair Booths/Events • Community Events (family and child focused) |
| Possible Recruitment Locations, but not limited to this list: | <ul style="list-style-type: none"> • Orchards, Ranches, Packing Sheds, Local Grocery Stores, Churches, Childcare Centers/Providers, Health Clinics/Hospitals, Schools, Libraries, Food Banks, Restaurants, Community Agencies, Homeless Shelters, DSHS, Community Events, Newspaper Ads, Radio Announcements |

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| 2. Calendar Timelines - Prioritizing recruitment/enrollment activities for Early Head Start | |
| September - August | <p>Family Advocate Home/Center visits and Health event tracking duties will be the main priority. Recruitment will occur and become priority if needed to fill vacancies as needed to keep full enrollment and establish waitlist for the full year.</p> <ul style="list-style-type: none"> • Recruitment schedules, recruitment assignments, calendars, timeline, activities, recruitment guidance recruitment flyers, and FA enrollment boxes will be finalized by the planning team and presented to the Family Advocates. Center Management and ERSEA Coordinators will develop and establish the recruitment calendar identifying locations, businesses, and events for recruitment. All staff members will track all recruitment efforts on the Recruitment Log in Google Drive. Each individual staff person will enter their own entry, even when doing events in a group. A site recruitment record filing system will be established at each main site and maintained with event information (flyers, sign-up sheets, calendars, etc.). All staff members completing enrollments will track all efforts and enrollments on their individual Enrollment Tracking Forms in Google Drive. Center Management will review completed enrollment packets for ERSEA eligibility and will maintain the Master Enrollment Tracking Form on Google Drive. |
| August | <ul style="list-style-type: none"> • The Head Start Data Manager will establish a date where no new children will be enrolled for a period of two-three weeks to finalize the PIR for that fiscal year. Staff may continue to complete recruitment and do enrollments packets, just no new children will be enrolled into the program. • Annual ERSEA Kick-Off and training for all EHS FA's and EHS Center Management. • You may have to complete two sets of Selection Criteria Points. One for children that may enroll for the remaining of the current year (August). All children enrolling after September start up week for new program year will have to be placed according to the new Selection Criteria. |
| January | New Federal Poverty Levels come out, start using new FPL table as soon as it becomes available. |
| 3. Calendar Timelines - Prioritizing recruitment/enrollment activities for Migrant Seasonal Head Start | |
| Fiscal Year: July 1st - June 30th. | Full enrollment of Migrant and Seasonal numbers must be reached between July 1st - June 30th which will cut two program years in half. Recruitment and enrollment will be priority to fill all assigned Migrant and Seasonal slots throughout the whole fiscal year. |
| February | <ul style="list-style-type: none"> • Annual ERSEA Kick-Off and training for all FA's and Center Management. • Recruitment schedules, recruitment assignments, calendars, timeline, activities, recruitment guidance recruitment flyers, and FA enrollment boxes will be finalized by the planning team and presented to the Family Advocates. Center Management and ERSEA Coordinators will develop and establish the recruitment calendar identifying locations, businesses, and events for recruitment. All staff members will track all recruitment efforts on the Recruitment Log in Google Drive. Each individual staff person will enter their own entry, even when doing events in a group. A site recruitment record filing system will be established at each main site and maintained with event information (flyers, sign-up sheets, calendars, etc.). All staff members completing enrollments will track all efforts and enrollments on their individual Enrollment Tracking Forms in Google Drive. Center Management will review completed enrollment packets for ERSEA eligibility and will maintain the Master Enrollment Tracking Form on Google Drive. |
| Year Round Family Advcate | If your site has a year round Family Advocate, they will follow the same calendar as outline above. On the "off-season" when the program is not running, the year round FA's main responsibility will be to do recruitment and community partnerships. This FA will also focus on organizing and preparing child/files for incoming program in April. |
| 4. Calendar Timelines - Prioritizing recruitment/enrollment activities For Head Start Program | |
| September - December | Family Advocate Home/Center visits and Health event tracking duties will be the main priority. Recruitment will occur and become priority if needed to fill vacancies as needed to keep full enrollment and establish waitlist. |
| January | Initial site recruitment/enrollment planning will occur. Current age eligible intakes routed by ERSEA Coordinators. |

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| February | <ul style="list-style-type: none"> • Annual ERSEA Kick-Off and training for all FA's and Center Management. • Completing Enrollments, Recruitment, and the Family Advocate home/center visit, and Health tracking duties is the priority. • Recruitment schedules, recruitment assignments, calendars, timeline, activities, recruitment guidance recruitment flyers, and FA enrollment boxes will be finalized by the planning team and presented to the Family Advocates. Center Management and ERSEA Coordinators will develop and establish the recruitment calendar identifying locations, businesses, and events for recruitment. All staff members will track all recruitment efforts on the Recruitment Log in Google Drive. Each individual staff person will enter their own entry, even when doing events in a group. A site recruitment record filing system will be established at each main site and maintained with event information (flyers, sign-up sheets, calendars, etc.). All staff members completing enrollments will track all efforts and enrollments on their individual Enrollment Tracking Forms in Google Drive. Center Management will review completed enrollment packets for ERSEA eligibility and will maintain the Master Enrollment Tracking Form on Google Drive. |
| March | <ul style="list-style-type: none"> • Completing Enrollments, Recruitment, and the Family Advocate home/center visit, and Health tracking duties is the priority. • FA's will continue to work on their target enrollments per week and maintaining their enrollment tracking form on Google Drive updated. Center Management will review and assess recruitment efforts and completed registration packets and keep the Eligibility & Program Governance Content Specialist updated. Center Management will continue to review completed enrollment packets for ERSEA eligibility and will maintain the Master Enrollment Tracking Form on Google Drive. |
| April | <ul style="list-style-type: none"> • Enrollments become the primary focus for April to the end of the program year but must ensure all 3rd FA home/center visits are completed on time. The Center Management will continue to review and assess recruitment efforts and completed registration packets and keep the Eligibility & Program Governance Content Specialist updated. Center Management will continue to review completed enrollment packets for ERSEA eligibility and will maintain the Master Enrollment Tracking Form on Google Drive. |
| May | <ul style="list-style-type: none"> • Finalize all recruitment efforts, pre-registrations, enrollments, and weekly spring enrollment tracking on Google Drive. Center Management will generate a final report detailing the successes and challenges of the spring recruitment/enrollment efforts and provide to the Eligibility & Program Governance Content Specialist for continuous program improvement planning. |
| June-September | <ul style="list-style-type: none"> • Center Managers/Assistant Center Managers will finalize ERSEA review for eligibility of all files and develop a list of children to be enrolled. Files will all be placed into individual classroom enrollment tubs according to the selection process protocol for Family Advocates to work on August-September, before first day of enrollment. |