

SWEETWATER COUNTY SCHOOL DISTRICT NUMBER ONE
HEAD START PROGRAM
RECRUITMENT PROCEDURE

Page 1 of 2

Recruitment is primarily the responsibility of the Family Services area. Each year a “recruitment blitz” will be organized using the following procedure as a minimum requirement guideline.

Preparation and organization for the “recruitment blitz” will begin by the fifteenth of February each year. Preparation and organization includes meeting with managers of each program area, as well as administrative staff to determine registration dates and assignment of specific responsibilities for recruitment.

Target date for the blitz to begin will be the first Monday of March each year. It will be reinitiated during the first week of August of each year. The August blitz will be maintained at a lesser level of intensity for approximately 10 days.

Collaborations with community agencies will be maintained throughout the school year in an effort to recruit Head Start families who will be maintained on a current “waiting list” in an effort to fill vacancies as they occur.

USE OF MEDIA:

Radio Stations

- ☐ Public Service Announcements will be submitted to local radio stations in March and August
- ☐ Talk shows (including programs in languages other than English if available)

Television

- ☐ Research local program availability
- ☐ Contact available programs for interviews

Newspapers

- ☐ News releases in all local newspapers announcing registration dates
- ☐ Ads in other publications (Big Nickel, WWCC Oracle, other agency newsletters)
- ☐ Pictures and articles in local newspapers-invitations to local reporters to attend Head Start classrooms and special events
- ☐ Article for the Progress Edition of the Rocket Miner

OTHER ADVERTISEMENT/OUTREACH ACTIVITIES:

Flyers and Posters

- ☐ Create flyers and posters in English and Spanish using relevant program/enrollment information
- ☐ Create separate flyers and posters for the Home Based option
- ☐ Distribute flyers, posters and Head Start brochures in identified target areas
- ☐ Present program information to employees at local human services organizations and/or community meetings such as ICC and CPT
- ☐ Contact schools in Sweetwater County to ask that registration dates to be put on their school calendars for the month registration is to be held
- ☐ Obtain copies of calendars for documentation purposes

Kindergarten Registration

- ☐ Provide local program information to schools to be distributed at Kindergarten registration (flyers, brochures, etc.)

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