Recruitment

POLICY/APPROACH:

We conduct outreach and recruitment activities year-round to ensure 100% enrollment on day one of services, and to maintain an energized waiting list sufficient to fill all vacancies anticipated throughout the year with families experiencing the greatest need for Head Start/EHS services. SOHS/EHS will recruit and serve as many pregnant women and children as possible who are income eligible and/or categorically eligible. SOHS will actively locate and recruit children with disabilities and other vulnerable children, including homeless children and children in foster care. Staff, families, volunteers, and Board members are all encouraged to participate in recruitment campaigns and activities.

Policy Council Approval: 09/17/19
Board Approval: 09/17/19

HEAD START PROGRAM PERFORMANCE STANDARDS:
1302.13 Recruitment of children

PROCEDURES:

A recruitment action plan, developed by the recruitment committee, addressing multiple recruitment strategies and venues is updated at least annually. It includes, but is not limited to:

- print, visual, and audio media
- publicizing the agency's work via Public Service Announcements, press releases
- recruitment through local schools
- presentations to other agencies and businesses
- attendance at community events
- advertising
- door-to-door canvassing in select low-income neighborhoods, when necessary.

RECRUITMENT ACTION PLAN

Action	Timeline	Responsible Party
Review and revise Recruitment Action Plan	Annually in August / September	HS Assistant Director / PFCE Manager/ERSEA Director/ recruitment committee
Send WSN letters to age eligible wait listed families for current income	January-June	Enrollment
Obtain M5/TANF list from DHS SS; mail applications to all pregnant women and age- and income eligible families not already in database	Monthly, year-round	Enrollment
Schools recruitment: • Develop relationships with school personnel • Applications to schools • Information to school newsletter editors • Attendance at kindergarten round ups • Attendance at registration days	Ongoing January February – May (monthly) August	PFCE Department
Review and revise recruitment information (articles/PSAs) as needed	Ongoing	ERSEA Director
Distribute recruitment material to rural and local media sources (Eng. And Sp.)	Monthly, year-round	Enrollment/PFCE SAA
Distribute recruitment materials to partner agencies	January - September	Management Team; PFCE Dept.; ERSEA Dept
Request help from Policy Council and Board of Directors to recruit families.	January /April	PFCE Director/Executive Director
Participate / Organize recruitment at community events (See recruitment event calendar at S:\PFCE\ERSEA\Recruitment\Recruitment Yearly Event Calendar) Other events as appropriate	Year round	Center teams Family Advocates Managers/PFCE Department Practicum students ERSEA
Provide recruitment posters, flyers, brochures in appropriate community locations	January - Ongoing	Center teams
Update center recruitment lists to reflect changes in local information	June - December	PFCE SAA

Advertisement / Information in: ~ Southern Oregon Family ~ Compra y Vendes ~ 211 ~ CCRN ~ GP Daily Courier A-Z ~ Sneak Preview ~ Coalition Corner ~ Southern Oregon Birth Connection	January - Ongoing	ERSEA Dept; PFCE SAA
Activate PSAs	Monthly	PFCE SAA/ERSEA Dept
Contact Summer Food Program Directors in Jx /Jo to coordinate distribution of recruitment flyers for Head Start & Early Head Start	May - September	ERSEA Dept/PFCE Dept
Provide regions with applications, posters, brochures, flyers for local recruitment.	January	ERSEA Dept
Recruitment lunch event for referring agencies: • DHS CW and SS • Family Nurturing Center • Project Baby Check • Maslow Project Homeless liaisons – 3 Rivers SD; GP SD7; CPt SD etcetera	Annually	Executive Director/ HS and EHS Director/HS Asst Director/ERSEA Dept/PFCE Dept
• Create / update joint Directors' letter to foster families and families with in-home CW placements	February	PFCE Dept.
Distribute recruitment information to targeted areas of low enrollment / low waiting lists numbers via: ~ School newsletters / calendars / meetings ~ Community locations ~ door-to-door canvassing	March DHS CW / HS co-op agreement meeting	Center teams/PFCE SAA/PFCE dept.

Provide application assistance	On-going	Enrollment Front office staff Interpreters Family Advocates EHS/HS Admin. Asst.
Address agencies, community services; provide Head Start/Early Head Start staff to attend meetings and/or make presentations at: ~ WIC ~ Relief Nursery ~ DHS offices ~ Other meetings as appropriate	Year-round / ongoing	HS/EHS Management Team PFCE Dept.
Staff refer expectant mothers and siblings birth to two to Early Head Start	Ongoing	All staff