

2014-15 Head Start/Early Head Start/Early Education and Support Programs Recruitment and Enrollment Plan
 Contra Costa County Employment and Human Services Department - Community Services Bureau

DESIRED OUTCOME: To inform the public about services available through the Contra Costa County Community Services Bureau, particularly those populations identified in our Community Assessment, and to recruit and enroll eligible children and their families into the Head Start, Early Head Start and Early Education and Support Programs.

Goal #1: To recruit eligible pregnant women, infants, toddlers, and children.

Goal #2: To recruit children with disabilities.

Goal #3: To recruit special populations as per our community assessment and selection criteria: CPS/At-Risk, Domestic Violence, Limited English, Need for Full Day Care, Homeless, TANF/CalWorks Recipient, Children with Health Impairments, Teen Parents, Grandparent Caregivers, and children of currently or formerly incarcerated parents.

| ACTIVITIES | PERSON (S) RESPONSIBLE | TIMELINE | LOCATION | INFORMATION TO INCLUDE | DISTRIBUTION | COMPLETION |
|---|--|------------------|---|---|---|------------|
| Mobilize Parents – Word of Mouth, our best strategy | CSM FCP | March 2010 | Policy Council, Parent Meetings, Family Newsletter, Tables in entryways | <ul style="list-style-type: none"> Reproducible Flyers and Pre-App Screening Forms Contest – parent with most screening forms wins prize | <ul style="list-style-type: none"> All CSB and Delegate and Partner sites | |
| Pamphlets/flyers distributed: <ul style="list-style-type: none"> a) General info on CSB services b) Enrollment flyers c) Home-based services | Teachers, Site Supervisors, Comprehensive Services Staff, Home Educators | Ongoing | Laundromats WIC offices Grocery Stores Classrooms Elementary Schools Clinics Community-Based Organizations County Agencies Local churches Education Offices Libraries Hospitals Community Events Check Cashing Agencies High Schools One Stop Locations Housing site offices Homeless Programs | <ul style="list-style-type: none"> Pictures Short paragraph describing program options Who is eligible Explanation of services available List Health, Nutrition, Education, Family Services, Family Wellness, Parent Involvement, Disabilities Services Home base Contact numbers and/or persons | <ul style="list-style-type: none"> HEAP mailings Food Stamp Offices Parent Meetings Doctors' Offices EHSD Child Care Offices Volunteer Bureaus One-Stop Centers Parents | |
| <i>Newsletter</i> | <i>Assistant Manager</i> | <i>Quarterly</i> | <i>Distribute to all parents / partners</i> | <ul style="list-style-type: none"> <i>Who is eligible</i> <i>Who to Contact</i> <i>Program Activities</i> <i>Events, Educational opportunities</i> | <i>Early Intervention Programs</i> <i>Community Partners</i> <i>Elementary Schools in the District</i> | |

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| Contact Agencies Serving Children | ERSEA Analyst, Comprehensive Services Managers | Spring and Fall and as needed | WIC offices SELPAs Child Care Centers School Districts Private Providers Community-Based Organizations Community Recreation Sites PTAs Human Service Department Partner Sites Family Child Care New Works Resource and Referral Agencies Alternative Payment Plans First Five Offices Homeless Shelter OB/GYN Offices | <ul style="list-style-type: none"> Initial letter containing description of Head Start and Agency services and program options Personal visit to discuss coordination services, share program and curriculum information, plan referrals. | Community | |
| Coordinate Transition Activities with Elementary Schools | MH/Disabilities Manager; Site Supervisors Education Managers | Spring/ Summer and throughout the year as needed | Childcare Centers Elementary Schools Other agencies for intake for special needs children High School/IT | Any pertinent information on child, <ul style="list-style-type: none"> authorized by parent | Elementary School staff meetings/ parent meetings; Site based staff meetings/ parent meetings; Policy Council Meetings | |
| Speak at local organizations | Directors, Assistant Directors, Comprehensive Services Mgrs., Male Involvement Coordinator | All Year | Union Meetings Faith Based Organizations SHARE County Malls Fairs Clubs Community Events Other Government Agencies Non-Profit Agencies Businesses, Corporations and Foundations | <ul style="list-style-type: none"> Make Head Start or alternate rep. available Describe advantageous services Distribute pamphlets Set up information table with posters and pictures Application packages | Civic Organizations PTA meetings Church groups Community events | |

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| "Staff Walks in the Community" | Site Supervisors | May - August | Neighborhoods Other Agencies | <ul style="list-style-type: none"> Brief description of services Magnets or other marketing aids with contact info Flyers | Community | |
| Any opportunity for free ads in local media | Assistant Directors; Analysts | Spring-Fall | Local newspaper agencies, Penny Saver, Grapevine, etc. | <ul style="list-style-type: none"> Short information on program, in English and Spanish Main phone number in Martinez | Newspapers | |
| Community Events | ALL STAFF | All year | Contra Costa County | <ul style="list-style-type: none"> Information on employment for teachers Informational Flyers Magnets, etc. with brief information | Community | |
| Maintain supply of free Head Start pamphlets (order from ACF) | Site Supervisors, Managers for HB and Partners Comp. Services Asst. Managers | All year | CSB Centers All Centers All Partners One Stop C career Centers Human Services Department SS of WIC SparkPoint Family Justice Center | <ul style="list-style-type: none"> Description of Head Start program and sample activities Sites could add local contact information (stamp local info on back), if desired | Community | |
| Implement streamlined referral processes per MOUs | ERSEA Analyst | Annually | CFS BBK RCEB Health Services CalWorks | <ul style="list-style-type: none"> Protocol and Procures Forms Tracking of special referrals | Organizations noted in "Location" section. | |