

2017-18 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
Mobilize Parents – Word of Mouth, our best strategy	Comprehensive Services, Site Supervisors Staff, Parent Family and Community Engagement Officer, ERSEA Manger	March 2017; Ongoing	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 Private Practices Community-Based Organizations County Agencies Local churches Education Offices Libraries Hospitals Community Events Check Cashing Agencies High Schools One-Stop Locations Housing Site Offices (<i>inc. 9 housing sites in San Ramon</i>) Homeless Programs Community Centers (Richmond, San Pablo, Oakley, Willow Pass) Parks & Rec centers (Ambrose) LiHEAP office Stage II & Alternative Payment Plans	<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 Engagement, 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 • Farmers Markets (Richmond Main Street, San Pablo, Concord) • See "Location" section for additional distribution information

ACTIVITIES	PERSON (S) RESPONSIBLE	TIMELINE	LOCATION	INFORMATION TO INCLUDE	DISTRIBUTION
Family Newsletter	Comprehensive Services Staff, Site Supervisors	Quarterly	Distribute to all parents / partners	<ul style="list-style-type: none"> Who is eligible Who to Contact Program Activities Events, Educational opportunities 	<ul style="list-style-type: none"> Early Intervention Programs Community Partners Elementary Schools in the District
Contact Agencies Serving Children	ERSEA Manager, 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 Networks Resource and Referral Agencies Stage II & Alternative Payment Plans First Five Offices & Centers Homeless Shelter OB/GYN Offices LiHEAP office	<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. 	<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> 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	Ongoing	Union Meetings Faith Based Organizations 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 staff or Policy Council rep. available Describe advantageous services Distribute pamphlets List of centers with contact information Set up information table with posters and pictures Application packages 	<ul style="list-style-type: none"> Civic Organizations PTA meetings Church groups Community events
"Staff Walks in the Community"	Site Supervisors	May – August, as needed	Neighborhoods Other Agencies	<ul style="list-style-type: none"> Brief description of services Magnets or other marketing aids with contact info Flyers 	<ul style="list-style-type: none"> Community

ACTIVITIES	PERSON (S) RESPONSIBLE	TIMELINE	LOCATION	INFORMATION TO INCLUDE	DISTRIBUTION
Any opportunity for free ads in local media	Assistant Directors, Analysts, ERSEA Manager	Spring-Fall	Public Services Announcements, Facebook/ social media, local newspaper agencies, Penny Saver, Grapevine, Craigslist etc.	<ul style="list-style-type: none"> • Short information on program, in English and Spanish • Contact information (Recruitment hotline) 	<ul style="list-style-type: none"> • Publications in print and online
Community Events	ALL STAFF	Ongoing	Contra Costa County	<ul style="list-style-type: none"> • Information on employment for teachers • Informational Flyers • Magnets, etc. with brief information 	<ul style="list-style-type: none"> • Community
Maintain supply of free Head Start pamphlets (order from ACF)	Site Supervisors, Managers for HB and Partners Comp. Services Asst. Managers	Ongoing	All CSB Centers All Partner/Delegate centers One Stop Career Centers Human Services Department SS of WIC SparkPoint Family Justice Center LiHEAP office	<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 	<ul style="list-style-type: none"> • Community
Implement streamlined referral processes per MOUs	ERSEA Manager	Ongoing	CFS BBK RCEB Health Services CalWorks READINGAdvantage (READ) Nurse-Family Partnership (NFP)	<ul style="list-style-type: none"> • Protocol and Procures • Forms • Tracking of special referrals 	<ul style="list-style-type: none"> • Organizations noted in "Location" section.
Recruitment through partnerships	ERSEA Manager, Comp. Services Managers, Partner Analyst	Ongoing	CSB's Head Start and State child development partner agencies	<ul style="list-style-type: none"> • Information on CSB's HS services including different program models to meet client needs • Site location and contact list • Transfer coordination 	<ul style="list-style-type: none"> • Childcare and development partnerships