



**Contra Costa County
Employment & Human Services Department
Community Services Bureau**



Policy Council Motion Form

Date: January 20, 2021

Name: Delia Zarges

Moves that: Approval of the 2021-2022 Recruitment & Enrollment Plan and Admission
Priority & Selection Criteria

Seconded by Name: Devlyn Sewell

Outcome/Vote:

of ayes: 10 **# of nays:** 0 **# of abstentions:** 0


Jasmine Cisneros (Jan 20, 2021 16:18 PST)
Policy Council Chair

1/20/2021
Date

Please return form to secretary/clerk-recorder.

Motion form protocol

1. Maker of the motion must fill in the date and his/her name.
2. Maker of the motion must write the motion that they wish to make legibly on the form.
3. Give the form to the secretary or clerk, who will then complete the form with the person who seconds the motion and the vote outcome.

2021-2022 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, is our best strategy. Make sure a supply of flyers is available for parents to take and give out.	Comprehensive Services, Site Supervisors, Parent/ Family, Community Engagement Officer, and ERSEA Manager	March 2021	Policy Council, Parent Meetings, Family Newsletter, Tables in entryways.	Reproducible Flyers and Pre-App Screening Forms. Contest – parent with most screening forms wins prize.	All CSB and Delegate and Partner sites.
Pamphlets/flyers distributed: a) General info on CSB services b) Enrollment flyers c) Home-based services	Teachers, Site Supervisors, Comprehensive Services Staff, Home Educators, Centralized Enrollment Unit staff.	Ongoing	Laundromats WIC offices Grocery Stores Classrooms Elementary Schools Clinics Community-Based Organizations County Agencies Local churches Education Offices Libraries Hospitals Community Events/Flea Markets Check Cashing Agencies High Schools One-Stop Locations Housing site offices (<i>including- 9 housing sites in San Ramon</i>) Homeless Programs Community Centers (Richmond, San Pablo, Oakley, Willow Pass) Parks & Rec centers (Ambrose) LiHEAP office Stage 2 & Alternative Payment Plans Family Entertainment Centers (Roller Rinks) Community Colleges First Five	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	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) <i>*See "Location" section for additional distribution information</i>

2021-2022 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

ACTIVITIES	PERSON (S) RESPONSIBLE	TIMELINE	LOCATION	INFORMATION TO INCLUDE	DISTRIBUTION
Family Newsletter	Comprehensive Services, Site Supervisors	Quarterly	Distribute to all parents / partners	Who is eligible? Who to Contact? Program Activities Events, Educational opportunities	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 2 & Alternative Payment Plans First Five Offices & Centers Homeless Shelter OB/GYN Offices LiHEAP office Agencies serving children with special needs	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, - 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	Ongoing	Union Meetings Faith Based Organizations SHARE County Malls Fairs Clubs Community Events Other Government Agencies Non-Profit Agencies Businesses, Corporations and Foundations	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	Civic Organizations PTA meetings Church groups Community events

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ACTIVITIES	PERSON (S) RESPONSIBLE	TIMELINE	LOCATION	INFORMATION TO INCLUDE	DISTRIBUTION
"Staff Walks around the Community"	Site Supervisors, Comprehensive Services Staff, and Centralized Enrollment Unit staff.	May – August and as needed	Neighborhoods Other Agencies	Brief description of services Magnets or other marketing aids with contact info Flyers	Community
Any opportunity for free ads in local media, including social media	Assistant Directors; Analysts, Social Media Team	Spring-Fall	Local newspaper agencies, Penny Saver, Grapevine, Radio, Public Access TV, agency presence on Facebook and Twitter, etc.	Short information on program, in English and Spanish Contact information (Recruitment hotline)	Newspapers and on line.
Community Events	ALL STAFF	Ongoing	Contra Costa County	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	Ongoing	All CSB Centers All Partner/Delegate centers One Stop Career Centers Human Services Department SS of WIC SparkPoint Family Justice Center LiHEAP office	Description of Head Start program and sample activities, with contact information.	Community
Implement streamlined referral processes per MOUs	ERSEA Manager	Ongoing	CFS BBK RCEB Health Services CalWorks	Protocol and Procures Forms Tracking of special referrals	Organizations noted in "Location" section.
Recruitment through partnerships	ERSEA Manager, Comprehensive Services Managers, Partner Unit	Ongoing	CSB's Head Start and State child development partner agencies	Information of CSB's HS services including different program models to meet client needs. Site location and contact list. Transfer coordination.	Childcare and development partnerships



CONTRA COSTA COUNTY CSB Admissions Priorities / Selection Criteria 2021-2022 Program Year



Head Start Performance Standard 1302.14 (a)(1) mandates that the program set criteria, based on our Community Assessment, that define the types of children and families who will be given priority for recruitment and selection. Kindergarten is available in all communities that we serve. Due to the community need for full-day, full-year services, and the mandate that the Head Start & Early Head Start Program collaborate for full-day services, CSB has adopted the following selection criteria presented in order of priority, which also meets the regulations of our partner, the State Department of Education, with one exception as noted below*:

INFANTS & TODDLERS (Aged 0-3, including pregnant women)	PRE-SCHOOL (Aged 3-5)
<ol style="list-style-type: none"> 1. Transfers of children currently enrolled in Early Head Start and California Childcare and Development programs 2. CPS or Child At Risk, Foster Child ♦, Currently Homeless ♦ or Homeless within the last 18 months 3. Eligible infant/toddler with disabilities (IEP or IFSP) 4. Sibling of a child already enrolled in the program 5. Current TANF Recipient ♦ or within 24 months 6. Lowest income infant/toddler <p>*Exception</p> <p>Contra Costa College:</p> <p>On October 3, 2008, the California Department of Education granted CSB an enrollment waiver to give first priority to children of college students at our Contra Costa College Children’s Center.</p>	<ol style="list-style-type: none"> 1. Transfers of children currently enrolled in Head Start and California Childcare and Development programs 2. CPS or Child At Risk, Foster Child ♦, Currently Homeless ♦ or Homeless within the last 18 months 3. Eligible 4 yr old with disabilities (IEP or IFSP) 4. Sibling of a child already enrolled in the program 5. Eligible 4 yr old with special circumstances <ul style="list-style-type: none"> ▪ Families experiencing domestic violence ▪ Limited English ▪ Families Needing Full Day services ▪ Current TANF ♦ recipient or within the last 24 months ▪ Health Impairments ▪ Teen Parents ▪ Grandparent caregivers ▪ Children with current or former incarcerated parent(s) 6. Lowest income 4 yr old 7. Eligible 3 yr olds disabilities (IEP or IFSP) 8. Eligible 3 yr old with special circumstances <ul style="list-style-type: none"> ▪ Families experiencing domestic violence ▪ Limited English ▪ Families Needing Full Day services ▪ Current TANF ♦ recipient or within the last 24 months ▪ Health Impairments ▪ Teen Parents ▪ Grandparent caregivers ▪ Children with current or former incarcerated parent(s) 9. Lowest income 3 yr old

♦ Denotes categorical eligibility as per Head Start Performance Standard 1302.14 (b), at least 10 percent of the enrollment will be made available to children who meet the definition for children with disabilities. Children enrolled in the EHS-CCP and EHS-CCP2 program must be receiving child care subsidies at time of enrollment, as required for the Early Head Start- Child Care Partnership (EHS-CCP) and Early Head Start-Child Care Partnership 2 (EHS-CCP2) grant. CSB 603 –2021-2022 Admissions Priorities / Selection Criteria, approved by Policy Council on 1/20/2021 and approved by Board of Supervisors on xx/xx/xxxx