

Arrowhead Head Start Recruitment Plan  
 Program Year  
 2024/2025

<u>Time Frame</u>	<u>Strategy</u>	<u>Responsible</u>
December	<p>Update 2024-2025 enrollment application and prescreening forms (if necessary).</p> <p>Create recruitment materials (postcards, children's books, flyers, etc.).</p>	<p>ERSEA &amp; Information Systems Manager</p> <p>ERSEA Manager</p>
January	<p>Conduct recruitment training for Family Service Staff ensuring all program options are promoted (Center and Home Base).</p> <p>Develop plans of action on places and times where Family Service Staff will strategically plan their recruitment efforts.</p> <p>Provide MFIP and SNAP participation lists and current Head Start waiting lists to staff for informational mailings.</p> <p>Inform other service providers to the kick-off of Head Start Recruitment season.</p> <p>Continue working with MHSA ERSEA group on development of Head Start media commercials for state-wide use.</p> <p>Begin social media message for Head Start recruitment.</p> <p>Begin print media message for Head Start recruitment.</p>	<p>ERSEA Manager</p> <p>ERSEA Manager</p> <p>ERSEA Manager</p> <p>ERSEA Manager/Other staff as part of community groups</p> <p>ERSEA Manager</p> <p>ERSEA Manager/FSS</p> <p>ERSEA Manager</p>

<p>February</p>	<p>Complete community assessment of early childhood programs available in our communities.</p> <p>Contact MFIP counselors to coordinate times for Head Start to promote services.</p> <p>Coordinate mailing through school districts and run ads in school newspapers.</p> <p>Put up recruitment posters and distribute fliers and brochures.</p> <p>Promote Early Childhood Literacy and Head Start recruitment with “Cooper” books in service area.</p> <p>Work with Energy Assistance Program to coordinate target mailings for families with children under 5.</p> <p>Continue to promote Head Start through public television and other media as budgetarily possible.</p> <p>Policy Council reviews/approves 2024-2025 Head Start enrollment policy and point systems.</p> <p>Begin OutFront Media on-line campaign</p> <p>Reach out to local HRA programs to promote mailers to their residents.</p>	<p>ERSEA Manager</p> <p>FSS/ERSEA Manager</p> <p>FSS</p> <p>FSS</p> <p>ERSEA Manager</p> <p>ERSEA Manager/FSS/HV</p> <p>ERSEA Manager/PC</p> <p>ERSEA Manager</p> <p>ERSEA Manager</p>
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<p>March (and ongoing thereafter)</p> <p>April/May</p> <p>April</p>	<p>Place ads in community newspapers in areas where recruitment is low.</p> <p>Attend School Open Houses for families to promote all Head Start Services. (As allowed/appropriate)</p> <p>Work with Disabilities and Mental Health Managers to cover area services for children with special needs such as LEAs and Range Mental Health.</p> <p>Target currently underserved areas to determine need for services (Newspapers, Referral Sources, mailings, etc.)</p> <p>Work with Disabilities and Mental Health Manager to determine priority of children to be accepted.</p> <p>Begin early enrollment of repeating children and continue early enrollments as possible.</p> <p>Report to IDT and Policy Council on recruitment progress (on-going).</p>	<p>ERSEA Manager FSS</p> <p>ERSEA Manager/FSS/Education Staff</p> <p>ERSEA Manager/DMH Mgr</p> <p>ERSEA Manager FSS/HV</p> <p>ERSEA Manager/DMH Mgr</p> <p>ERSEA Manager/DMH Mgr</p> <p>ERSEA Manager</p>
<p>May</p> <p>June</p>	<p>Final Mass acceptance.</p> <p>Policy Council approval for 2024/2025 sites.</p> <p>Mail acceptance packets to families</p> <p>Mail waiting list letters to families including other area options for early childhood programs.</p> <p>Work with EHS Mgr and Home Base Educators to identify children for 2024-2025 program year.</p> <p>Family service staff participate in community events to promote Head Start and solicit applications. At least 3 per month for FSS.</p>	<p>ERSEA/DMHM</p> <p>ERSEA Manager/PC</p> <p>ERSEA Manager/Program Support</p> <p>ERSEA Manager/Program Support</p> <p>ERSEA Manager/ EHS Mgr</p> <p>ERSEA Manager/EHS Manager, FSS, EHS HV</p>

Ongoing	<p>Enrollment of new children as needed.</p> <p>Work with EHS Manager to maintain full enrollment of Early Head Start and Child Care programs throughout the year, with mass acceptance of new incoming applicants in July.</p> <p>Recruitment and public relations in community events throughout the year. (e.g. fairs, mall events, parades, homeless outreach events, National Night Out, etc.)</p> <p>Coordinate with local newspapers and television stations to promote public awareness of Arrowhead Head Start.</p> <p>Coordinate and collaborate with other Early Childhood programs to ensure service is provided to children and potential partnerships.</p>	<p>ERSEA Manager</p> <p>ERSEA Manager, EHS HV, FSS EHS Program Manager</p> <p>ERSEA Manager HS Staff</p> <p>ERSEA Manager</p> <p>HS Director HS Managers Community Early Childhood Programs</p>

Approved by Policy Council on 2-7-23

DMH Mgr – Disabilities/Mental Health Manager  
EHS HV – Early Head Start Home Visitors  
ERSEA Manager – Family Services, ERSEA and Community Relations Manager

PC – Policy Council  
HV – All Home Visitors (PSHB)

FSS – Family Support Specialist  
IDT – Management Team