<table>
<thead>
<tr>
<th>Time Frame</th>
<th>Strategy</th>
<th>Responsible</th>
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<tbody>
<tr>
<td>December</td>
<td>Meet with managers to determine application needs for Head Start program. Develop 2019-2020 enrollment application and prescreening forms. Create recruitment materials (postcards, children’s books, flyers, etc.).</td>
<td>Policy Council/HS Director FS Staff/ IDT CR Manager CR Manager</td>
</tr>
<tr>
<td>January</td>
<td>Conduct recruitment training for Family Service Staff ensuring all program options are promoted (Center and Home Base). Develop plans of action on places and times where Family Service Staff will strategically plan their recruitment efforts. Provide MFIP and SNAP participation lists and current Head Start waiting lists to staff for informational mailings.</td>
<td>CR Manager CR Manager CR Manager</td>
</tr>
<tr>
<td>February</td>
<td>Contact MFIP counselors to coordinate times for Head Start to promote services at MFIP orientations. Coordinate mailing through school districts and run ads in school newspapers. Put up recruitment posters and distribute fliers and brochures. Promote Early Childhood Literacy and Head Start recruitment with “Cooper” books in service area. Work with Energy Assistance Program to coordinate target mailings for families with children under 5. Promote Head Start through public television and other media as budgetarily possible. Policy Council reviews/approves 2019-2020 Head Start enrollment policy and point systems.</td>
<td>FS Staff/CR Manager FS Staff FS Staff CR Manager CR Manager/FS Staff CR Manager/PC</td>
</tr>
</tbody>
</table>
| March – May | Place ads in community newspapers in areas where recruitment is low.  
Attend School Open Houses for families to promote all Head Start Services.  
Work with Disabilities and Mental Health Manager to cover area services for children with special needs such as LEAs and Range Mental Health.  
Target currently underserved areas to determine need for services (Newspapers, Referral Sources, mailings, etc.)  
Work with Disabilities and Mental Health Manager to determine priority of children to be accepted.  
Begin early enrollment of repeating children. (April)  
Report to IDT and Policy Council on recruitment progress (on-going).  
Distribute community partners newsletter (April) | CR Manager  
FS Staff  
CR Manager/FS  
Staff/Education Staff  
CR Manager/DMH Mgr  
CR Manager  
FS Staff  
CR Manager/DMH Mgr  
CR Manager/DMH Mgr  
CR Manager/DMH Mgr  
CR Manager/DMH Mgr  
CR Manager  
CR Manager  |
| June | Policy Council approval for 2019/2020 sites.  
Mail acceptance packets to families  
Mail waiting list letters to families including other area options for early childhood programs.  
Work with EHS Mgr and Home Base Educators to identify children for 2019-2020 program year. | CR Manager/PC  
CR Manager/Program Support  
CR Manager/Program Support  
CR Manager/ EHS Mgr |
<table>
<thead>
<tr>
<th>Ongoing</th>
<th>Enrollment of new children as needed.</th>
<th>CR Manager</th>
</tr>
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<tbody>
<tr>
<td></td>
<td>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.</td>
<td>CR Manager, EHS HV, FS Staff, EHS Program Manager</td>
</tr>
<tr>
<td></td>
<td>Recruitment and public relations in community events throughout the year. (e.g. fairs, mall events, parades, homeless outreach events, etc.)</td>
<td>CR Manager, HS Staff</td>
</tr>
<tr>
<td></td>
<td>Coordinate with local newspapers and television stations to promote public awareness of Arrowhead Head Start.</td>
<td>CR Manager, HS Director, HS Managers, Community Early Childhood Programs</td>
</tr>
<tr>
<td></td>
<td>Coordinate and collaborate with other Early Childhood programs to ensure service is provided to children and potential partnerships.</td>
<td>Community Early Childhood Programs</td>
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</tbody>
</table>

Approved by Policy Council on **2-6-19**.

**CR Mgr – Community Relations Manager**

**DMH Mgr – Disabilities/Mental Health Manager**

**PC – Policy Council**

**FS Staff – Family Service Staff**

**EHS HV – Early Head Start Home Visitors**

**IDT – Management Team**