

	COUNTY OF SAN BERNARDINO PRESCHOOL SERVICES DEPARTMENT POLICY	ERSEA EFFECTIVE: 04-25-16
SUBJECT: RECRUITMENT POLICY		APPROVED: 04-25-16  BY: Diana Alexander, Director

PURPOSE

To meet funding source enrollment requirements and maintain compliance with current regulations, the Preschool Services Department (PSD) will actively inform families within the County of San Bernardino of the availability of services and encourage them to apply for admission to the Head Start (HS), Early Head Start (EHS), Early Head Start Child Care Partnership (EHS-CCP) and other programs administered by PSD.

POLICY

PSD shall start each program year fully enrolled and maintain a waiting list of eligible families. Recruitment is ongoing throughout each program year.

REFERENCE

Head Start Performance Standards 1305.5

WAIT LIST

Program Generalists are required to fill 100% of the funded enrollment slots by the 1st day of school. Program Generalists will maintain a waiting list of at least 15% of the funded enrollment slots throughout the current program year in order to fill vacancies as they occur. The recruitment period for PSD for each upcoming program year starts on February 1st.

RECRUITMENT

Recruitment is technology and data driven. Program Generalists and Center Clerks will take the lead in ensuring that all data necessary for management to analyze effective recruiting practices is entered into the Electronic Record Keeping System (ERKS). This data can include but is not limited to sibling data, email addresses and other recruitment activities. Additional recruitment strategies include but are not limited to advertising via media, radio, newspapers, public bulletin boards, churches, etc.

PSD will focus on recruiting pregnant mothers with the goal of providing a continuous line of service to children and families from prenatal through the child(ren)'s Kindergarten enrollment.

RECRUITMENT RESPONSIBILITIES

The following table outlines the responsibilities of Program Generalists, PSD Program Supervisors and Management in the recruitment process:

Roles	Responsibilities
Generalists	<ul style="list-style-type: none">• Complete a Community Log Sheet monthly,• Enter parent email contacts into the family data sheet after the application is received,• Enter community partners into ERKS,• Complete an "Outreach Event Tracking Form" and submit to Admin for additional media support,• Request materials at least one week prior to the special events,• Submit 003 requisition for additional materials that need to be purchased for community events,• Reminder: A 003 requisition for some items may take additional time. Staff should plan accordingly.
Program Supervisors	<ul style="list-style-type: none">• Assign at least one Program Generalist to recruit at every Transitional Assistance Department (TAD) office in the county of San Bernardino,• Approve Generalist participation to attend community events,• Submit the 003 requisition to Program Manager for approval and then submit the approved 003 to the finance department.
Managers	<ul style="list-style-type: none">• Analyze siblings data in ERKS,• Analyze referral source data in ERKS,• Arrange and monitor ongoing recruitment through PSD's Facebook page,• Ensure Program Supervisors designate a location at their assigned Family Learning Center to store recruitment materials. This material needs to be available to all staff participating in community events,• Approve 003 requisitions for materials and return to Program Supervisors for processing.

RECRUITMENT ACTIVITIES MAY INCLUDE, BUT ARE NOT LIMITED TO:

1. Distributing flyers to local school districts, local businesses and at sporting events,
2. Attending orientation meetings at the Child Care Resource Center (for the Early Head Start Child Care Partnership program option),
3. Attending community meetings and conducting a presentation,
4. Names and contact information from Waiting List,
5. Reminding parents to use word of mouth for friends and families,
6. Newsletter from the school, cable station, newspapers and radio stations,
7. Movie Theater,
8. Technical Schools and Colleges,
9. Bus Stop signs,
10. Public Health clinics and Doctor/Dentist offices (some have a container to keep flyers contained in a waiting room),
11. Libraries,
12. WIC, foster care agencies, (Inquire about conducting a presentation)
13. Laundromats,
14. Community Events and Fairs (Health, Resource, and Job, etc.),
15. Churches & food banks,
16. Gyms, dance and martial arts studios,
17. Shelters, both homeless and domestic violence, Unity homes,
18. Parades,
19. Walmart, Target, Win Co, Stater Brothers, Food For Less, 99 cent store,
20. Grocery Stores (Cardenas, Superior, etc.) and Thrift stores,
21. Fast food (see if they will place a non-profit advertisement on placemats),
22. Chamber of commerce and city hall,
23. Parks and recreations,
24. YMCA,
25. Mobile homes,
26. Military bases,
27. Use ERKS for siblings and previous class lists,
28. Mass mailings,
29. Magnets to advertise on cars,
30. Recruitment at Children and Family Services offices,
31. Any locations with signs displaying "accepting EBT".

COMMUNITY OUTREACH

PSD participates in community events throughout the program year. This is a positive method of bringing awareness and educating the community about PSD programs and services. Participation in community events also offers an opportunity for recruitment within the community. The following is a list of approved outreach materials and equipment for use by staff and ensure the agency is presented in a professional manner:

- Canopies,
- PSD banners,
- Table banners with PSD name,
- PSD balloons,
- PSD pencils and pens,
- PSD magnets,
- PSD rulers,
- Recruitment flyers,
- Coloring books and crayons,
- Book markers,
- PSD coin purses,
- "Give Your Child a Head Start" brochure,
- Early Heard Start - Child Care Partnership brochure,
- PSD tri-fold brochure,
- Popcorn machines,
- Snow cone machines.