

RECRUITMENT!

Start the new year off right:
get *organized* for recruitment!

Plan a
Recruitment Committee Meeting
for the middle of February.

This committee, composed of people who know YOUR community well, will decide how to most effectively recruit in your area.

- 1) Follow the enclosed “Planning for the Recruitment Committee Meeting.”
- 2) Meet and have a good time brainstorming how to most effectively recruit in your community.
- 3) Fill out the “Recruitment Committee Meeting” form. Keep original which you will update during the spring. Send copy to Social Services Specialist at Central Office. She will see that you receive necessary brochures and posters.

Recruitment Committee Meeting

Center(s) represented: _____

Date: _____

Participants

1. Head Start staff: Site Managers, Family Advocates, Central Office staff person.

2. EMAA Outreach Office's Community Service Representative

3. Parents

4. Community reps: especially Parents As Teachers, schools' ECSE, First Steps; other possibilities: Health Dept., FSD, community/business persons

Local Community Agencies Members Agree to Contact

(See attached list of possibilities--continue on another page as needed.)

<u>What Agency/Business/Person</u>	<u>Who Will Contact</u>	<u>How</u>	<u>When</u>	<u>*Date Contacted</u>
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

Publicity (See attached list of possibilities--continue on another page as needed.)

<u>What Media/Contact Person</u>	<u>Who will contact</u>	<u>How</u>	<u>When</u>	<u>*Date Contacted</u>
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

Ways to Enhance Recruiting Children with Disabilities (we must have 10% children with disabilities):

Other Ideas for Effective Recruiting:

Number of Brochures Needed: _____ (To send home with school children, give to FSD/Health/PAT, etc.)

Number of Posters Needed: _____

Send copy of this meeting report to the Social Services Specialist by the end of February. Thanks!

**Please keep track of when you actually contact each agency (on your original after sending in the copy) and attach copies of media releases.*

Planning for the Recruitment Committee Meeting

Wonderful things are happening in Head Start and we want to be sure that parents with preschool children know about it. Please form a Recruitment Committee made up of parents and people in your community who know and care about young children. Plan a meeting for as early as possible in February. Have fun designing a recruitment strategy that will work in your community!

Step 1: **Establish a date** (and probably a snow date) **and place** for your meeting.

Step 2: **Invite parents and community representatives**, *including those who can assist in recruiting children with disabilities*, to attend who represent the different categories of people listed on the "Recruitment Committee Meeting" form. Have them sign-in on this form at your meeting. You can have more people than there are lines--just have people sign on the back.

Step 3: **Send/Give them materials in preparations for this meeting.**

- a. "Possible People/Agencies for Recruitment Committee Members to Consider When Planning for Recruitment"
- b. "How to Enroll a Child in Head Start"

Step 4: **Meet.** Brain-storm, and get commitments of who will do what when.

Step 5: **Send a copy of your completed form to Social Services Specialist. Keep the original** in your Recruitment file.

Step 6: For documentation purposes, **continually update this form** when agencies are contacted or publicity occurs. When possible, include a copy of publicity.

DISABILITIES

Performance standards state that we must serve at least 10% children with disabilities, *including those with severe disabilities*. At this meeting talk about how you can accomplish this goal. We provide an excellent 'least restrictive environment' for children to receive services.

Possible People/Agencies for Recruitment Committee Members to Consider When Planning for Recruitment

Note: There is a lot of emphasis on community collaboration. We can take advantage of this for our recruitment efforts. Encourage other agencies to have parents fill out Head Start brochures at their office, and the agency staff send these in. Parents with young children appreciate this support!

___ **Parents As Teachers** (perhaps have joint recruitment for some of the ideas below)

___ **Elementary schools:**

- send home brochures with children in the lower grades
- have a representative at a school function such as a PTA meeting, a Carnival, kindergarten screening or open house.

___ Does your community have an organization, such as EDUCARE, which promotes the well-being of young children who would help recruit for Head Start?

___ **FSD**--meet with a supervisor and request that staff have parents fill out brochure if they are interested.

___ **Health Department:**

- have a Head Start representative talk with parents at a WIC clinic
- meet with a supervisor who would encourage Health Department staff to give brochures to clients to fill out.

___ **Doctors Offices/Physical Therapists/Hospitals:** put out brochures/poster

___ Ask **Walmart** if you could have an information booth at the store, especially at a Baby Fair, Picture Day, or close to Easter.

___ Encourage **Caring Communities** or other similar groups to recruit for Head Start.

___ Participate in a **community Health Fair** or other special event

___ Ask Recruitment Committee participants where they go to **church** and if they would tell parents with young children about Head Start. Who are others who attend different churches that would do the same thing?

___ Talk to Human Resource Directors at **local companies** about displaying Head Start posters/brochures.

___ Ask about displaying Head Start poster/brochures at:

- temporary employment agencies
- your local Missouri employment agency

___ Would your **local housing** manager let a parent tell others about Head Start? Or display Head Start information?

___ Would your local "**Welcome Wagon**" include giving out Head Start brochures?

___ Recruit/poster/brochures at **laundromats**.

___ **Food Pantries:** on Pantry Day, set up an informational booth

___ Flyers in **McDonalds, Hardee's, etc. food bag** telling about Head Start recruiting

___ Talk to **consignment shops** in area about setting up information area or posters and brochures

#1 RECRUITERS: PARENTS

- Have a contest to see which of your parents can recruit the most families. Give them a kit which would include several brochures, a newspaper article/picture about your program and possibly photographs of that parent's child at Head Start.
- Have your parents very involved in each of the strategies you decide on for recruitment.
- Make up a scrapbook of local Head Start photos, events that occurred at Head Start, children's work, etc. to display at recruitment events. Have parents work at these events.

PUBLICITY: ___ Newspaper articles ___ Radio shows ___ Cable television ___ "Community Events" in any of the above ___ Paint store windows, or put up posters with local pictures in stores.

