



Recruitment

Head Start Performance Standards

§ 1302.13

Policy

To reach families with the highest needs for services in Washington County, Community Action Head Start (CAHS) designs recruitment activities to inform families with eligible children within the program's service area about Head Start/Early Head Start. The program establishes partnerships within Community Action Organization (CAO) and other social and human services agencies within Washington County to actively recruit homeless children, children in foster care, children with disabilities and income eligible children.

A program must ensure all staff, consultants, and contractors engaged in the delivery of program services have sufficient knowledge, training and experience, and competencies to fulfill the roles and responsibilities of their positions and to ensure high-quality service delivery in accordance with the program performance standards.

Recruitment of Children

Recruitment within Community Action

The program establishes an ongoing collaborative referral system with other departments within CAO that provide direct support services to families. Community Action Resource Eligibility (CARE) Assessment is an intake system that is used to identify those with the highest need and to determine service eligibility for all of Community Actions' programs. Once eligibility is determined, the information is shared with Head Start/Early Head Start program. The ERSEA component staff are trained on using Services Point, CARE's data base system to access all eligible children including homeless children, children with disabilities and children in foster care. The ERSEA component staff with support from CARE staff, the Program Director and the Operations Manager are responsible for assuring Head Start/Early Head Start program connections through the internal referral system.

Recruitment and Community Partners

The program establishes ongoing collaborative relationships and partnerships with local libraries, school districts and agencies in Washington County that provide support services to families with age eligible children. The program takes an active role in promoting a coordinated system of referral services to low-income children and families through these partnerships. The program works with community partners to tailor recruitment activities to meet the needs of the community. The ERSEA component staff, with support from the Program Director, Program Managers, and other supervisors are responsible for assuring school districts connections through a referral system.

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Recruitment of Staff

In response to the growing social media platforms and interactions, the Professional Development team has established a partnership with the agency’s communications department. Monthly Facebook ads have been established in order to help with recruitment of staff. The communications department provides a summary of the ad results that allows us to see the number of interactions for each post.

Recruitment Action Plan

Action	Timeline	Responsible Staff
Review and Revise recruitment Policy and Procedure	Late Fall – Early Winter	ERSEA Supervisor, Operations Manager
Review age eligible waitlisted families from ChildPlus to update current income	Winter	Enrollment Program Assistants and ERSEA Supervisor, HS Data and Reporting Supervisor
Outreach to high needs families: <ul style="list-style-type: none"> • Community Action Head Start program sends postcard, program information, and flyers to the families receiving TANF. This list is generated by Oregon Department of Education (ODE) • Head Start/Early Head Start program collaborates with CAO Development and Communications Department to post enrollment information on the Community Action website. • The program collaborates with local school districts and the Early Learning Washington County HUB along with community partners around Washington County to recruit age eligible children, particularly focusing on homeless children from McKinney Vento program • The program collaborates with CARE/Early Connection and Child Care Resource and Referral (CCR&R) program to reach out to age eligible families 	Summer	ERSEA Supervisor, Enrollment Program Assistants ERSEA Supervisor collaborates with the Community Action Director of Development and Communications ERSEA Supervisor, Enrollment Program Assistants
Work with Policy Council to assist with recruitment activities.	Monthly	Program Director, Program Managers, ERSEA Supervisor, Family Services Supervisor, Parent Family and Community Engagement Specialist
Collaborate with Washington County community partners through community events such as: <ul style="list-style-type: none"> • Kinder Care • Family Fairs • Early Learning Events 	Winter through Fall of the following year	ERSEA Supervisor, Enrollment Program Assistants. Recruitment Workgroup, CAO Outreach Group

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<ul style="list-style-type: none"> • Health Fairs 		
<p>Partner with Department of Human Services, Women Infants and Children (WIC), Northwest Regional ESD (NWRESD) and local health clinics to distribute the program’s flyer and brochures to inform eligible families of the Head Start/Early Head Start program services.</p>	<p align="center">Winter through Fall of the following year</p>	
<p>Work with the Washington County Summer Reading Program from local libraries and summer food programs to coordinate outreach events and distribute the program’s information.</p>	<p align="center">Spring - Summer</p>	<ul style="list-style-type: none"> • Operations Manager • ERSEA supervisor • Enrollment team • CACFP Supervisor
<p>Coffee Creek staff works with the Department of Correction staff at Coffee Creek to recruit mothers with age eligible children</p>	<p align="center">All year</p>	<ul style="list-style-type: none"> • Coffee Creek Staff