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Recruitment Plan Form Guideline

Purpose

This document explains who is responsible for recruitment plans and how to complete the *Recruitment Plan Form*.

Procedure

The intent of recruitment is to generate more applications than funded slots, thus serving children with the highest need at all times. Throughout the year, design your outreach activities to reach the targeted populations. The targeted populations are:

- Children and families impacted by the Opportunity Gap: Black/African American, Hispanic/Latino, Native American/Alaska Native, Hawaiian/Pacific Islander.
- Homeless children and families
- Children and families receiving public assistance: TANF, SSI for disability, or Childcare Subsidy
- Children in Foster Care
- Income eligible families

How to complete the Recruitment Plan:

1. List the targeted population
2. Identify the activities that will help achieve the recruitment of the targeted population
3. Identify the timeline, note if the activity is year round/on-going. If it is a one-time activity, please note the date
4. Identify staff(s) that will be responsible for the recruitment activity
5. Once the activity is completed, note who completed the activity

_____ Responsible for the development and oversight of the recruitment plan. The plan is due to your **Family Service Coordinator** at each month with your monthly report, specified activities must be conducted.

Family Advocates complete the *Recruitment Plan*, help carry out activities and document the results of all activities on the plan.

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Community Contacts List

Purpose This document lists community contacts to consider when recruiting children and families for the Early Head Start Program.

Community Contacts

- Public Health Departments
- WIC
- Apartment Complexes
 - o laundry room
 - o mail slots
 - o talking to manager to strategize
- Neighborhood grocery stores
- Recreational facilities-YMCA, Boys & Girls Clubs, etc.
- DSHS/DCFS
 - o childcare
 - o TANF
 - o WorkFirst
 - o foster parent support groups
 - o CPS
- Schools, colleges-put into class schedules, newsletters, flyers
- Libraries
- Children's clinics and hospitals
- Food Banks (be there on distribution day)
- Door-to-door
- Mental Health agencies
- Religious centers/places of worship
- Laundromats
- Stores, thrift stores
- Resource fairs
- Court systems
- Teen parent service agencies
- Grandparent support groups or senior services agencies
- Open markets
- Work places
- Bus stops

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- Parks
- Family Centers
- Child care centers
- Fast food and child focused restaurants
- Work Source
- Birth to Three Early Intervention programs
- School District Special Education Programs
- ChildFind
- Homeless Shelters