

Purpose

This document is a list of strategies to help Family Support staff market the Early Learning Program in order to recruit families.

Guidance

Recruitment is the systematic, year-round process of identifying families in the community with children who are eligible for PSESD Early Learning programs. Recruitment provides information about the program and encourages eligible families to apply for enrollment. Specific outreach focuses on these prioritized families: currently homeless, foster and kinship children, current CPS and Family Assessment Response (FAR) involvement, lowest family income, and children with IEP/IFSP or diagnosed disabilities. The recruitment process should result in more applicants than available slots.

Each Center Director is responsible for developing and implementing an *Annual Recruitment Plan Form*. The recruitment plan is due in April every year. All recruitment efforts should be documented on the plan. Early Learning parents, staff and community members may assist in recruitment and outreach.

Ways to market the Early Learning program

- public service announcements on local radio (perhaps in other languages)
- article in local paper
- *Applications* available on the office door even when staff are not there
- follow up with everyone who calls asking for information about enrollment
- send home *Applications* with every enrolled child in the program in the spring
- review files for siblings of enrolled children with the eligible birthdates
- create phone message, in various languages, with procedure to apply
- go door-to-door to all low-income housing projects and apartments in the area, set up table on rent day, ask manager to put flyers in mailboxes
- set up a table at the food bank, Multi-Service or Family Resource Center
- send flyers and cover letter to evening meal feeding program
- contact co-op preschools/child care centers in area; call Child Care Resources and Referral line about openings
- local grocery stores put a flyer in each bag for one or two weeks
- banner in a prominent place in the community

Parent activities

- train and encourage parents to do recruitment
- teaming with staff
- video in various languages
- community booths at local events
- help identify key people in the community to spread the word
- give flyers to parents to pass out and post
- parents go door-to-door in their neighborhood/apartment
- mail *Applications* to past parents for distribution to their friends
- distribute brochures and applications to others they know who might be interested in, and eligible for Early Learning Programs

Strategies for Recruitment Guidance

- post flyers and posters in places they frequent (e.g. grocery stores, laundromats, churches)
- post information in laundry rooms and other common-use areas in their apartment building
- host Open House and invite parents to bring friends and neighbors

Through schools

- announcements in school newsletters
- brochures, flyers and applications available in school offices
- flyers or brochures sent home with children
- flyers posted in school windows and on bulletin boards
- recruitment letters with applications and brochures to counselors, Childfind, ChildReach, Readiness-to-Learn, nurses, etc.
- contact families on free lunch program
- announcements on reader boards
- email school staff
- flyers or brochures in kindergarten registration materials

DSHS mailing list (available in Spring)

- send letter, brochure and application to families on list
- send second mailing to those families who didn't respond
- phone or visit families who didn't respond to mailings
- educate the DSHS contact person about the Early Learning program

Related Documents

See ERSEA section

Annual Recruitment Plan Form