

# Annual Recruitment Plan Form

## Purpose

This document explains who is responsible for recruitment plans and how to complete the *Annual 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

Center Directors are responsible for the development and oversight of the recruitment plan. The annual plan is due to your Family Support Senior Regional Coordinator by the end of April. Every month, specified activities must be conducted.

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

### Use the following data to inform your outreach strategies:

- PSESD [Community Needs Assessment](#)
- King County Health Data
- [King County Homeless Data](#)
- [Pierce County Health Data](#)
- [Pierce County Homeless Data](#)

### How to complete the Annual 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

When and where to submit the Annual Recruitment Plan

Submit your plan to your Family Support Senior Regional Coordinator by 4/28. If your sites have ECEAP slots, complete the recruitment plan in ELMS as well. You can cut and paste recruitment activities from PSESD plan into ELMS where you see fit.

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## Example:

Targeted Population	Activities	Timeline	Person(s) Responsible	Person(s) Completed the Recruitment Activity
Hispanic/Latino	<ol style="list-style-type: none"> <li>1. Develop partnership with SeaMar Community Health Center in Tacoma to establish a referral process.</li> <li>2. Attend the Annual Latino Health Forum and set up booth with translated materials.</li> <li>3. Partner with Pierce County Public Health to establish a referral process and give public health translated applications.</li> </ol>	January to April  October 12  On-going	Elizabeth A.  Maria B. Ann C.	John S.  Maria B. Abigail G.
Homeless Families	<ol style="list-style-type: none"> <li>1. Set up booth at the local food bank with translated applications</li> </ol>		Elizabeth A.  Maria B. Ann C.	Elizabeth A.  Maria B. Ann C.



