



Overview of the Family Services Role in Head Start Programs

On the Job Roles and Responsibilities: Outreach and Recruitment Worksheet


Reflection Questions

Reflect on each question. Write your response in the space provided.

What is it about outreach and recruitment that interests or excites you?

How can your manager support you in outreach and recruitment activities?

How can you use an equity lens to ensure cultural and linguistic responsiveness during outreach and recruitment efforts?



What new community partnerships could you explore to improve your program's outreach and recruitment efforts?

Key Takeaways

- Your current and past relationships with families and community members are key to opening the doors to share information and connect with eligible families. Recruitment happens throughout the year. Recruitment is informed by the needs of the community and may vary by program when using an equity lens.
- Family services professionals are essential to program outreach and recruitment in coordination with managers and other program staff. It is important to create outreach and recruitment messages that are positive and strengths-based while reflecting the principles of family engagement.
- Partner with local trusted community leaders and parent-led networks in your outreach and recruitment efforts. Go to where families of young children are. That includes schools, shopping centers, health clinics, libraries, community centers, houses of worship, laundromats, barber shops, and beauty salons.

Next Steps

- Identify two to three key takeaways that you want to implement in your daily work.
- Complete the Action Starters table below.

Action Starters				
Something to think about or discuss more. . .	Something to try in practice. . .	When?	How?	With whom?

For more information, please contact us: PFCE@ecetta.info | 1-866-763-6481

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