



National Center on
Parent, Family, and Community Engagement
in collaboration with the National Center on Program Management and Fiscal Operations

Conexiones—ERSEA: Strengthening Family and Community Engagement Practices in Recruitment


Session 2b | April 5, 2022




ERSEA INSTITUTE 2022

1


Facilitators



Anita Harvey-Dixon,
NCPFCE




Leslie Maxfield,
NCPFCE



Jennifer Olson,
NCPFCE

ERSEA Institute 2022



2

Learning Objectives

Identify	Examine
Identify how your program can promote and reinforce family engagement in your ERSEA practices	Examine research-informed strategies for families to work “hand in hand” with staff to promote recruitment through outreach and promotion in Head Start programs

ERSEA Institute 2022

3

3

Let's chat!

- Think about a recent time when someone recruited you into a group or program.
- What did the group or program do to help you feel welcomed and excited to join?

ERSEA Institute 2022

4

4

Recruitment

1302.13 Recruitment of children.

In order to reach those most in need of services, a program must develop and implement a recruitment process designed to actively inform all families with eligible children within the recruitment area of the availability of program services, and encourage and assist them in applying for admission to the program. program must include specific efforts to actively locate and recruit children with disabilities and other vulnerable children, including homeless children and children in foster care.

- Head Start Program Performance Standards

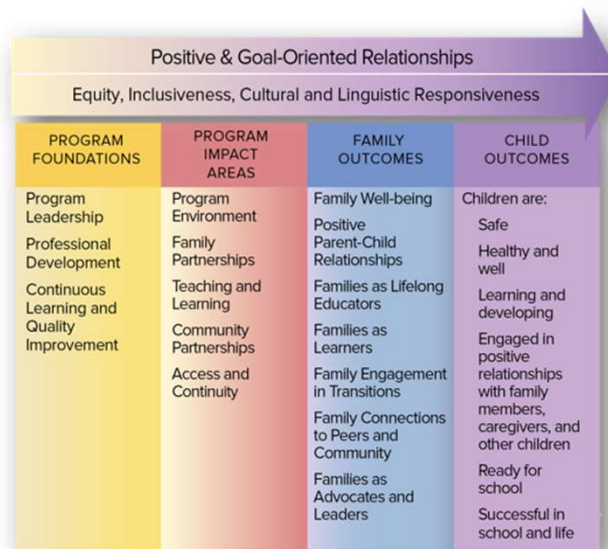
ERSEA Institute 2022



5

Head Start Parent, Family, and Community Engagement Framework

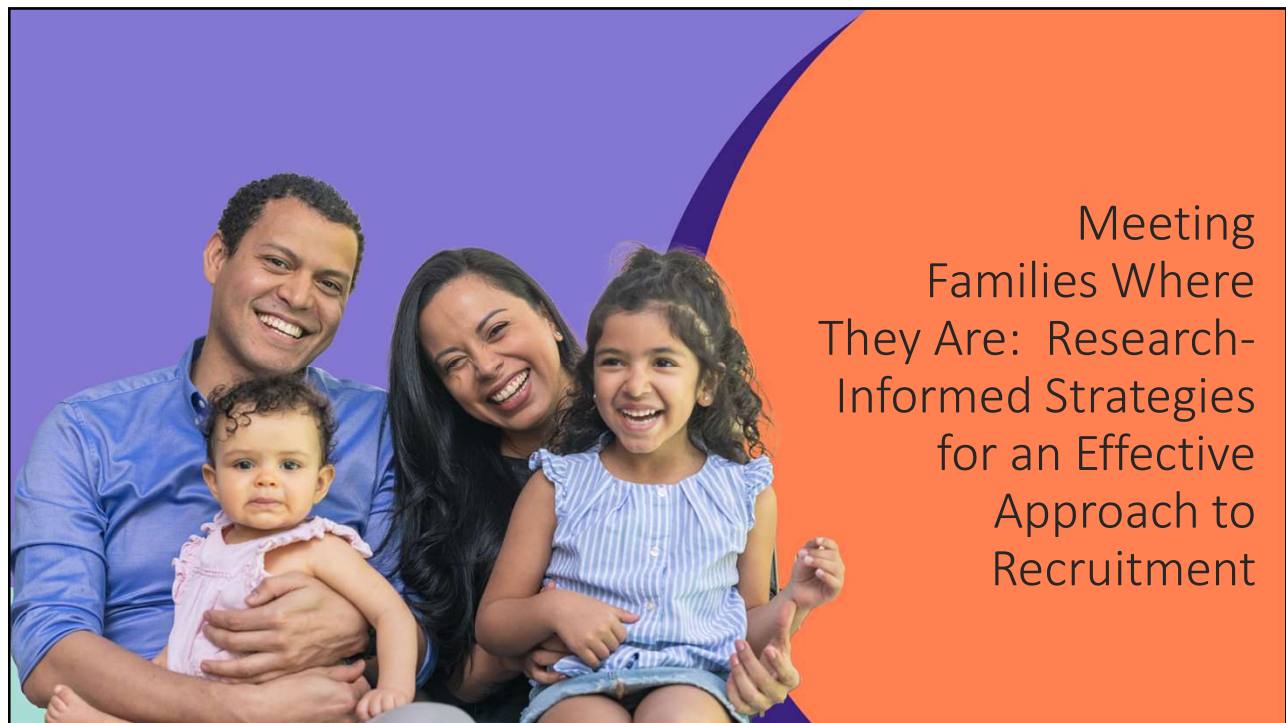
ERSEA Institute 2022



6



7



8

Research-informed Strategies for Effective Approaches to Recruitment

1. Understanding recruitment and the value of partnerships
2. Resources and funding
3. Data and planning
4. Policies, procedures, and processes
5. Human resources
6. Strengthening services
7. Cultural responsiveness
8. Positive and strengths-based messaging
9. Clear, understandable language
10. Effective communication

ERSEA Institute 2022

9

9

1. Understanding Recruitment and the Value of Partnerships

Prioritize recruitment, and work to build a shared understanding of recruitment and its importance among staff and partners.



ERSEA Institute 2022

10

10

2. Resources and Funding

Allocate resources and funding for recruitment.



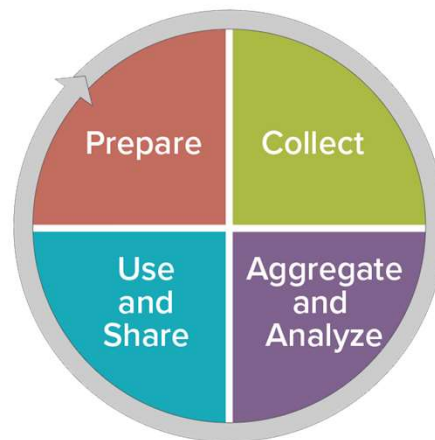
ERSEA Institute 2022

11

11

3. Data and Planning

Create a data-informed recruitment plan.



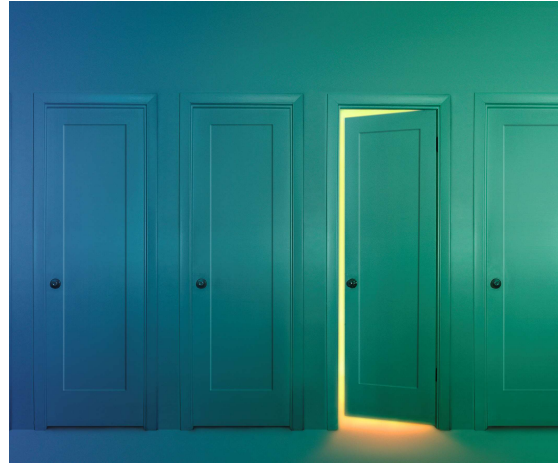
ERSEA Institute 2022

12

12

4. Policies, Procedures, and Processes

Develop or enhance “no wrong door” and “one-stop shop” policies, procedures, and processes.



ERSEA Institute 2022

13

13

5. Human Resources

Dedicate staff, or hire (or otherwise engage) family liaisons or parent ambassadors.



ERSEA Institute 2022

14

14

“Chat It Up” Check-in


What program-level ERSEA opportunities might leaders and staff use to meet families where they are?



15

6. Strengthening Services

Find out what service features are important to the families you are trying to reach, and then promote the services that match.



ERSEA Institute 2022

16

16

7. Cultural Responsiveness

Explore and respond to families' cultural perspectives.



ERSEA Institute 2022

17

17

8. Positive and Strengths-Based Messaging

Create recruitment messages that are positive and strengths-based.



ERSEA Institute 2022

18

18

9. Clear Understandable Language

Use consistent, plain language in recruitment messages.

ERSEA Institute 2022



19

19

10. Effective Communication

Use a variety of communication channels and media based on the preferences of the families you're recruiting.

ERSEA Institute 2022



20

20

Research-informed Strategies for Effective Approaches to Recruitment

1. Understanding recruitment and the value of partnerships
2. Resources and funding
3. Data and planning
4. Policies, procedures, and processes
5. Human resources
6. Strengthening services
7. Cultural responsiveness
8. Positive and strengths-based messaging
9. Clear, understandable language
10. Effective communication

ERSEA Institute 2022

21

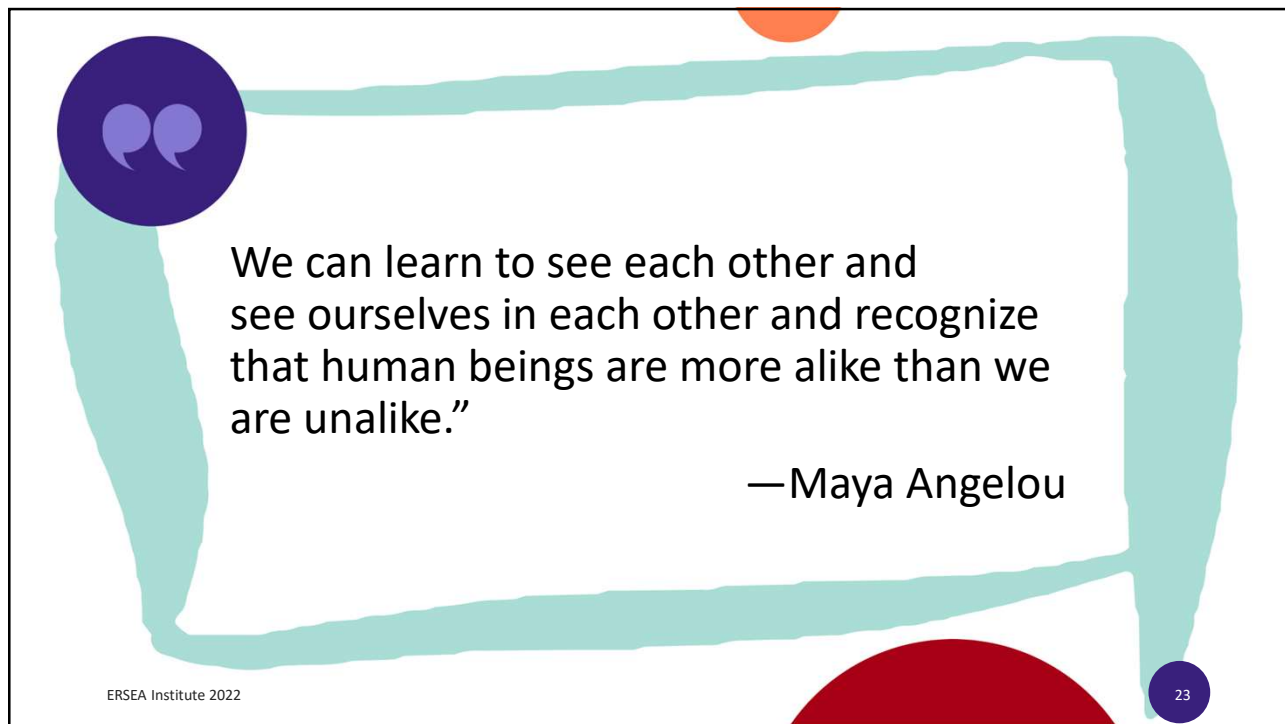
21

Chat Activity

Share which research-informed strategies you plan to implement or strengthen.



22



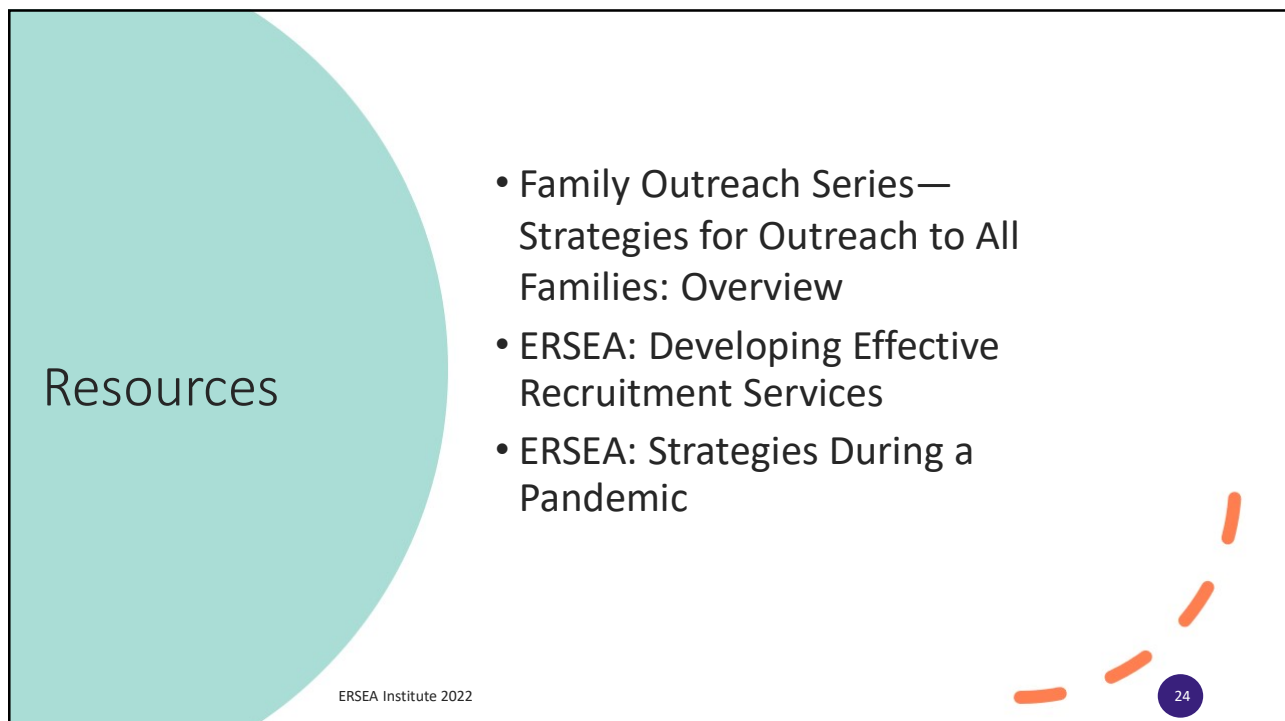
A quote by Maya Angelou is presented within a decorative frame. The frame consists of a light teal, hand-drawn style border. In the top-left corner of the frame is a purple circle containing two white speech bubbles. In the bottom-right corner is a purple circle containing the number 23. The quote is centered within the frame.

We can learn to see each other and see ourselves in each other and recognize that human beings are more alike than we are unlike.”

—Maya Angelou

ERSEA Institute 2022

23



A slide titled 'Resources' is shown. On the left side, there is a large, light teal semi-circle. To the right of this semi-circle is a bulleted list of three items. In the bottom-right corner of the slide, there is a dashed orange line and a purple circle containing the number 24. The text 'ERSEA Institute 2022' is located at the bottom left of the slide.

Resources


- Family Outreach Series— Strategies for Outreach to All Families: Overview
- ERSEA: Developing Effective Recruitment Services
- ERSEA: Strategies During a Pandemic

ERSEA Institute 2022

24



25

 **National Center on**
Parent, Family, and Community Engagement

For more information about this webinar, please contact us:
PFCEwebinars@ecetta.info
1-866-763-6481

This presentation was supported by the Administration for Children and Families (ACF) of the United States (U.S.) Department of Health and Human Services (HHS) as part of a financial assistance award totaling \$5,900,000 with 100% funded by ACF. The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement, by ACF/HHS, or the U.S. Government.

26