What do you see as the key to maintaining full enrollment?

recruitment
Family Engagement
staying in touch with parents
Maintaining constant community activity
Strong community partnerships with referral agencies, engaging staff and parents in spreading the word and supporting families to complete applications
Continual Recruitment efforts through social media
Using currently enrolled families and your community partners
Advertising in community - over the summer we place a bus with a Head Start sign on it in a high traffic area
strong relationship with the local public schools, recruitment every day, recruitment by all staff
family engagement building relationships
building relationships with families, however in NYS our rising minimum wage is pushing families out of the range of income eligibility.
Word of mouth from current families
Having a working wait list
recruitment at community events; word of mouth
On going training to ALL staff re full enrollment goals including governing board and policy council
working with local homeless shelters and Children and Youth
community assessment updates
partnerships with school districts
communication among all parties
Updating MOU agreements with stakeholders
Appropriate compensation that assures full staffing so that classrooms can open
Community relationships in your community
Program Specialist Office of Head Start Region 2
constant outreach to underserved and isolated communities, and high quality services so that families are less likely to opt for public PreK over Head Start
We are however having issues getting people into homebased
Response to the community needs and interests
Alexandra we struggle with home base as well.
Home base is a challenge for us as well
we work hand in hand with the foster community
Reach out and partner with your local WIC dep.
Good Communication and assistance to the existence families.

How do we know if our options are meeting the needs of children and families?

Full Enrollment
Through Community Assessments and Grantee Self-Assessment

Size of the wait list
Feedback from the families
Parent Surveys
Health waitlist, or lack thereof
enrollment numbers, waitlist, parent feedback on surveys, etc., Parent Committee and Policy Council
feedback
Full enrollment with waitlist for program options offering
Extend our services to families with different demographics backgrounds.
Community Assessments and Participant feedback
full enrollment and maintaining a waitlist
Child attendance or family participation in visits
PIR

What other modifications can programs make to better meet the needs of children and families?
After hour home visits
extended care after HS hours
Slot conversion based on the community assessment needs
Extended care
Offer different class times
extended hours
Extend / change hours
Making sure all documents are translated into the families home language.
Local design (for example for families experiencing homelessness who have difficulty getting to class
consistently)
change of scope based on community need
adjust hours based on family needs, collaborations with partners to offer services
Change program time
Offer Saturday care for working families
ensure culturally diverse staff
Bilingual/qualified staff.
Formalize referral sources ie. local job centers, school systems

What are some innovative strategies that your program implemented to reach families?
online applications
Social Media
more social media outreach
Ads on local buses
Preprinted door hangers for door to door recruitment
We use a QR code on printed materials so that families can access the online application quickly and
easily from their phone
Local TV spots
creative use of community fairs/events
Billboards

Resource fairs with community partners

Street Events/fairs for families in the community

word of mouth by parents with children currently enrolled

Recruit and train parent ambassadors to reach out to their networks and share their first person stories of the impact of our program

Social Media, having flyer/applications available at local health depts.

Recruitment Campaign to engage and motivate staff to recruit apps

We set up booths at local Community Fairs, Craft Fairs, Children's Fairs and have recently set up a booth at our Free Summer Lunch Program at our School District

having application at pediatrician offices

Attend collaborative meetings with local resource centers with different local agencies.

We are able to get Medicaid list from our Family Service Division. We also go to the local parades and county fairs

Stickers on Summer Food Program bags in the summer

Flyers on Pizza boxes

Activity sheets at our local pay-what-you-can restaurant

current families used as referral sources

targeted digital advertising (geo-fencing)

Great to see these wonderful ideas! Thanks for sharing.

Advertising with applications on company website, local event tables

Tracy, could you share some more info on what that looks like?

Flyer inserts in the Diaper program through United Way

Has anyone used advertising on Facebook?

Yes, we've used facebook ads

every state should have a Jennifer Garner

We have. It usually generates a handful of referrals

We don't use ads but we share our flyers on Facebook

Build relationships with organizations serving families who are experiencing homelessness

Facebook is over. Use Instagram.

backpack flyers sent home by children enrolled

We have quarterly communication with the Department-Community Liaison at our State Protective Services Agency

Don't forget Laundromats

How many have MEDIA Departments?

We share posts on Facebook and can also post applications on there as well.

Can never forget laundromats!

We use canva.com to create professional looking recruitment materials. it's not too expensive and definitely worth it

We love Canva

I'm old too!

Yeah, Canva is the best!

Canva is fantastic.

We've had luck advertising on the MBTA

Sending out tweets on Twitter

we've increased our social media presence as well, but our referral numbers are showing that the MBTA ads are resulting in more intakes than the social media posts

We've set up a table outside our local Walmart to recruit

we have worked with a local radio station that does digital adversting. they are able to focus our advertising to specifically targets phones of individuals in certain areas like near elementary schools or libraries. we also are able to set targets for phone owners such as females between 18 and 30.

Are MBTA posts on inside or outside of buses

We've connected with grassroots community organizers that have been INCREDIBLY helpful in reaching isolated communities that we haven't been able to access before

Also, intake staff is supposed to ask at each intake, "Do you know anyone else who might benefit from our services?"

inside on the Orange, Silver and Red lines

and the Mattapan trolley

we have ads for enrollment and also to hire staff

we'll have more showing up on the T in the fall

Love this! [redacted]: Also, intake staff is supposed to ask at each intake, "Do you know anyone else who might benefit from our services?"

I believe if a program delivers high quality services to families and children, full enrollment should be easy to accomplish. Families themselves will pass the word to other families and the program should be able to have a waiting list.

Great idea [redacted].. Or give them an application to give to a friend

beauty shops and barbershops should included in the conversation'

[redacted]- how do you get a QR code?

we googled generate free QR code and made sure to select one that didn't expire

 Thanks! On occasion we'll give out applications, but I prefer that we get the phone numbers/contact info of potential applicants. That puts the responsibility on us to do the follow up. Then we are not waiting for families to contact us. Always have to remember, families have a lot going on. They won't always remember us (as great as Head Start is). I find it more effective when we can follow up with them, so long as it's done in a timely manner.

[redacted] in areas where there are high volumes of public pre-k that can be a huge factor to enrollment

it was actually an intern from a local university that set it up originally!

[redacted]- thank you

Whenever I do a recruitment event, Community event/table outside a local store, etc. We try to collect contact info, and even try to set up appointments some time

In reality, we are supposed to be completing the applications anyway...

[redacted]-Oh okay, I really like that idea alot

[redacted], yeah that is also why staff should maintain good/strong relationships with families.

I love the idea of having a MyPeers Tech group!!!!!

Will we be able to refer back to this list??

Great question, will these ideas be sent along with webinar materials?

What might this data be telling you?
Lots of absences in the month of October

Transportation issues

families are having trouble getting their children to school due to transportation issues
Unexcused absences
IS "no excuse" just staff's reasons for not talking better with the families when determining why they don't show up?
no excuse?
This data tells me the families need more support during October.
hygiene and healthy eating practices may need to be addressed due to children and caregiver illnesses

What questions might you have?
what is Staff interaction?
What does staff interaction mean?
What constitutes no excuse? Anything other than the other 5 reasons, or does it just indicate missing data?
What happened in October??
Lots of absences in October. What happened in that month? Was attendance recorded properly?
We only use "no excuse" until we find out the reason.
What is no excuse? Is it because of on communication
What does no excuse mean?
what are the specific transportation challenges
why so many injuries?
What are staff doing to address the no transportation absences?
Challenges of Transportation? what are the barriers
Do parent understand the importance of good attendance?
This graph makes me think of Data Rich Information/Improvement Poor (DRIP)
Is there any way to support transportation? We had this issue in some areas and contract with transportation company for a bus to pick up the children. This absence excuse was greatly decreased.
Does our attendance policy offer provide clear guidance
Curious as to why November has lowest #s of absence - Why? Could program identify strategies that directly lower absences esp child incidents/Injuries

What can you glean from this additional data?
Work to retain staff!
There was staff turnover and may not have been communicated to the families
Offer transportation
communicate more with parents
additional staff support/coaching/PD (re: yelling, biting, managing behavior and classroom management)
Yelling at children??
Staff Training
This points out some 'outliers' that may need to be considered.
provide resources (clothes exchanges, local thrift stores partnerships) for rain gear,
Why did so few parents respond? How was survey presented?
[redacted], great question, other ideas on how to get parents to respond