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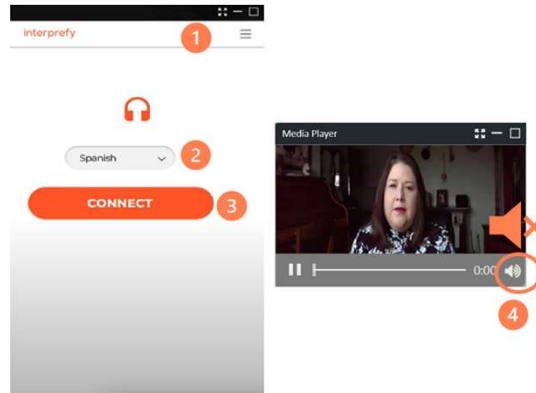


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Interprefy Widget

- Open Interprefy widget. Click on the embedded Interprefy widget **1**.
- Select language. Select your preferred language **2** and click connect **3**.
- Mute webcast. Mute the audio output on the video player **4**.
- Listen to the audio content with interpretation in real-time.



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Presenters



Brandi Black Thacker,
NCPFCE



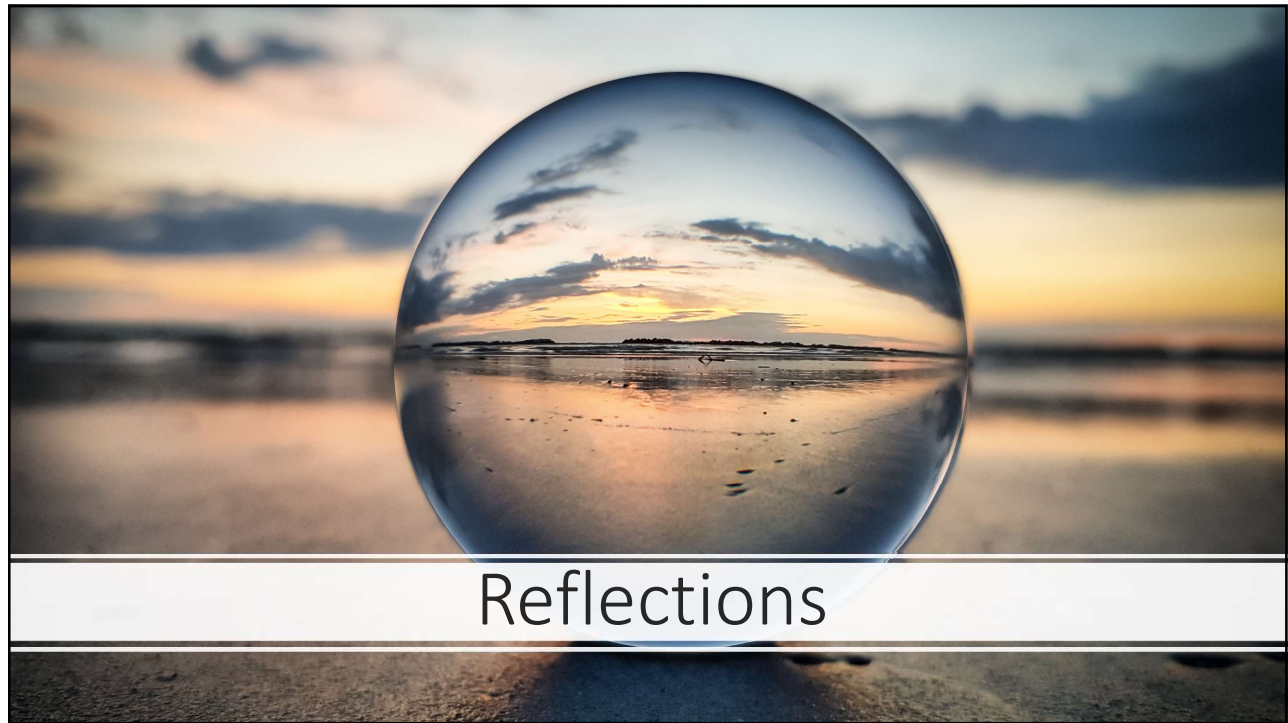
Kiersten Beigel, OHS



David Jones, OHS

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Leaderboard

Rank	Sage	Person	Points
1		Paula Hanson Organization Name: BI-CAP State: MN	1515
2		Brady Cherry Organization Name: HCCADC State: Pennsylvania	1455
2		Jackie Blakie Organization Name: Community Day Care Early Head Start State: MA	1455
4		Jessica Ballard Organization Name: Alabama Council on Human Relations State: AL	1445
5		Diane Allen Organization Name: New Opportunities State: Iowa	1435
5		Darcy Rager Organization Name: RPC Early Childhood Education Program State: IL	1435
5		Lisa Monday Organization Name: Youth In Need State: MO	1435
8		Jennifer Rosendo Organization Name: Le Jardin Community Center State: IL	1425
9		Freddy Cortez Organization Name: Orange County Head Start, Inc. State: CA	1415
9		Heliset Paredes Organization Name: Mission Neighborhood Centers, Inc. Head Start/Early Head Start Program State: CA	1415
11		Terri Beard Organization Name: Ozark Opportunities, Inc. State: AR	1395

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Office of Head Start National Center

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

Marketing Strategies to Enhance Recruitment

Plenary | April 6, 2022

Resilience Relationships Roots
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Today's Panel

Brandi Black Thacker, NCPFCE

Jacqueline Muniz, NCPFCE

Luisa Soaterna, NCECDTL

Karen Reddish, Head Start Information and Communications Center

Anthony Houghton, Maine Parent Advocacy Network


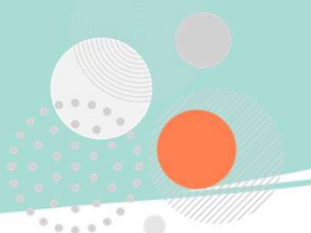
Matt Sheaff, Senior Communications Advisor

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Panel Behind the Scenes



Daniel Cilenti,
HSICC



Andrea Poitevin-Fernandez,
HSICC




Jhumur Saeed,
NCPFCE

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Learning Objectives

By the end of this session, attendees will be able to

- List six components to consider when preparing an effective recruitment strategy
- Define the channels and tactics for effective marketing and provide examples of each
- Apply marketing and outreach strategies for recruitment shared by panelists and peers

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Plan

- Channels: The medium we can use to share our key messages with our intended audience.
- Tactics: The activities we will commit to do through each of those channels to reach our audience.



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Channels to Reach Families



Digital



In-person



Print



Word-of-Mouth



Radio




Television

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Poll Question

Which recruitment channels do you rely on most to reach potential families?

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Digital

- Program's website
- Program's social media Accounts: Facebook, Instagram, Twitter
- Community partners' social media pages
- Texting services
- Email services (e.g., e-newsletters)
- Apps (e.g. Nextdoor)

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In-Person and Print

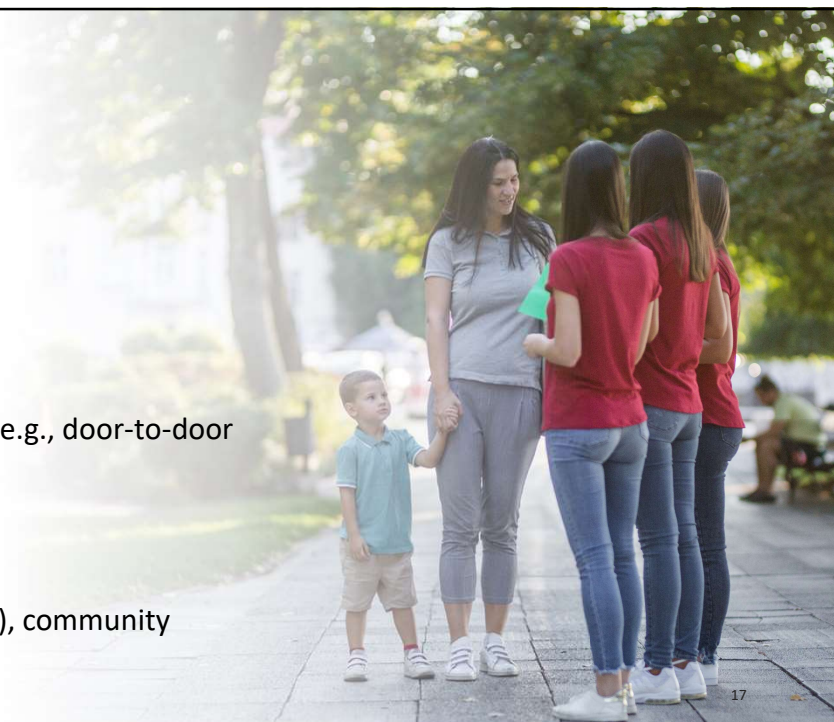
In-Person

- Resource fairs
- Presentations
- Canvassing neighborhoods (e.g., door-to-door)

Print

- Flyers and brochures
- Stories in local paper
- Direct mail (e.g., Value-Pack), community bulletins or newsletters

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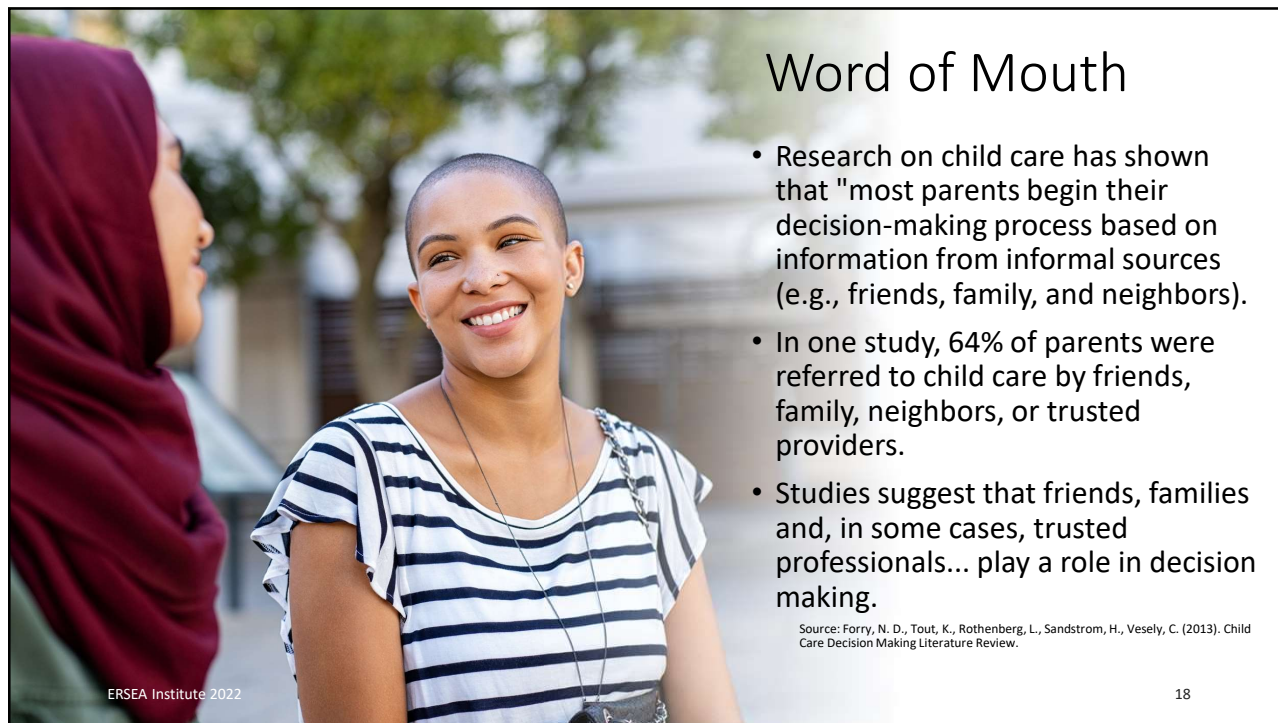
Word of Mouth

- Research on child care has shown that "most parents begin their decision-making process based on information from informal sources (e.g., friends, family, and neighbors).
- In one study, 64% of parents were referred to child care by friends, family, neighbors, or trusted providers.
- Studies suggest that friends, families and, in some cases, trusted professionals... play a role in decision making.

Source: Forry, N. D., Tout, K., Rothenberg, L., Sandstrom, H., Vesely, C. (2013). Child Care Decision Making Literature Review.

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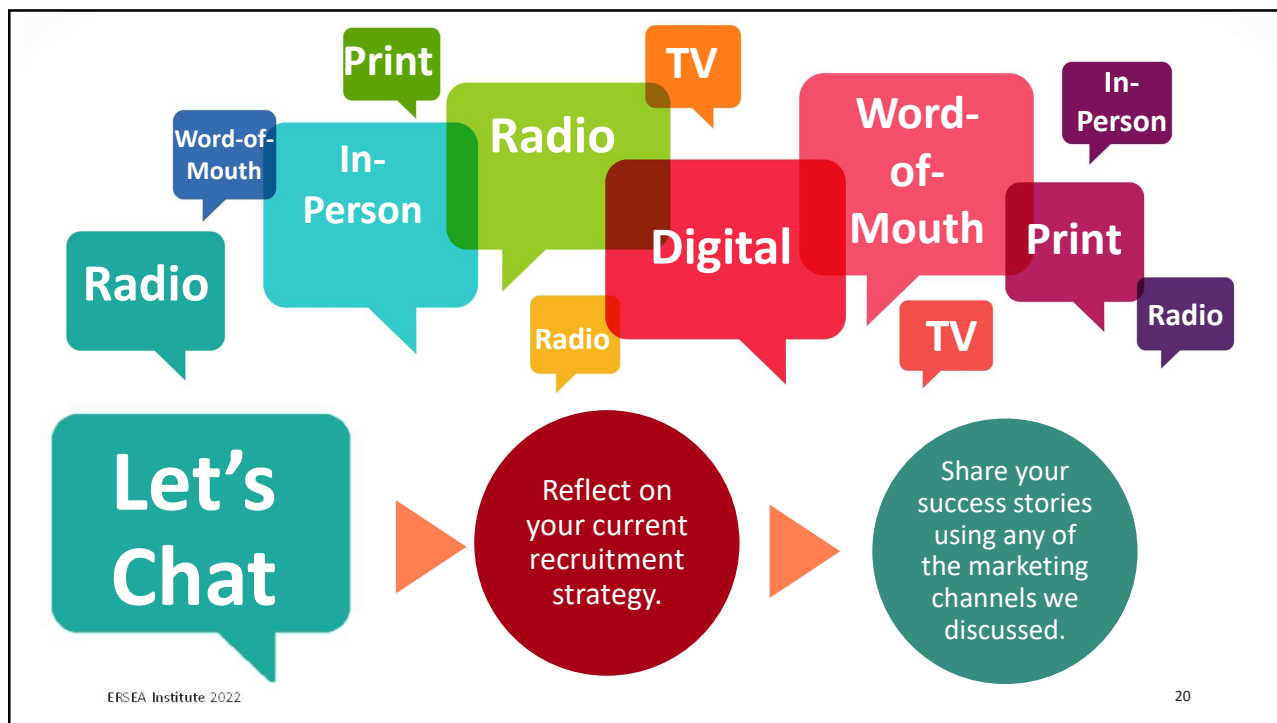
Local Media: Radio and Television

- Interview
- Program event coverage
- Program Public Service Announcements

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Office of Head Start's New Campaign



#GetaHeadStart

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Families are the first and most important teachers of their children.

Families are the first and most important teachers of their children.

Families are the first and most important teachers of their children.

HeadStart

Start helps with recovery in challenging times.

DEPARTMENT OF HEALTH & HUMAN SERVICES
OFFICE OF HEAD START
NATIONAL CENTER ON CHILDREN & FAMILIES

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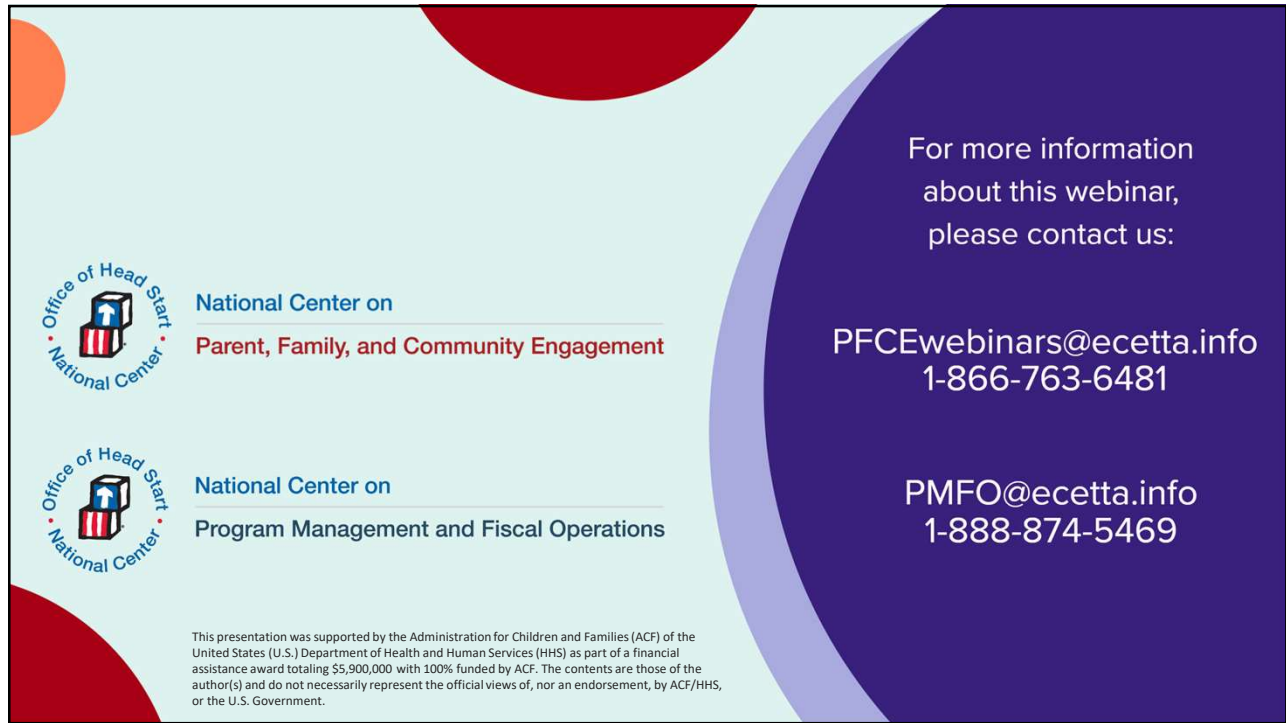
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Office of Head Start
National Center

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

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**National Center on
Program Management and Fiscal Operations**

For more information about this webinar, please contact us:

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1-888-874-5469**

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