

**Approval of  
2021-2020 Head Start Program  
Eligibility, Recruitment, Selection,  
Enrollment, and Attendance  
(ERSEA) Recruitment Plan**





## **City of San Antonio, Department of Human Services Head Start and Early Head Start-Child Care Partnership Programs 2021-2022 COVID-19 Pandemic Recruitment Plan**

### **Purpose:**

The City of San Antonio, Department of Human Services (DHS) Head Start and Early Head Start (EHS) Programs conduct outreach and recruitment activities year-round to ensure 100% funded enrollment throughout the program year. An active waitlist is maintained to fill enrollment opportunities anticipated throughout the year with families experiencing the greatest need for Head Start and EHS services.

A full Community Assessment is completed every five years and updated and reviewed annually. The Community Assessment data is analyzed and incorporated in program plans, policies, and procedures. Due to the COVID-19 Pandemic, data may not be comparable with traditional recruitment efforts and the Community Assessment may not reflect current community needs. Program plans and the selection criteria are presented to the Head Start Policy Council and City of San Antonio City Council appointed committee for approval.

The DHS, Head Start and EHS Programs will recruit and serve as many children and families as possible who are income eligible, homeless, families who receive public assistance, children in foster care, and children with a disability.

DHS staff, families, volunteers, and Head Start Policy Council members are all encouraged to participate in recruitment campaigns and activities. During the Pandemic year, DHS staff members will encourage families to provide requested application documents electronically. DHS Staff will remain available to respond to families via telephone, email, and in person when Pandemic protocols are not in effect.

The 2021-2022 Recruitment Plan has been modified to incorporate recruitment methods and strategies that are in compliance with COVID-19 Pandemic guidelines. Face-to-Face large recruitment events will not occur and will not be considered until it is permissible by the Center for Disease Control and the San Antonio Metro Health Department.

### **Recruitment Areas Identified through the Community Assessment**

- Edgewood Independent School District boundaries
- San Antonio Independent School District boundaries
- EHS – Families living or working within the Edgewood Independent School District and San Antonio Independent School District boundaries
- Haven for Hope Homeless Shelter
- Edgewood Independent School District and San Antonio Independent School District Transitions Office Liaison for Homeless Children
- Davidson Respite House Foster Care

- Children's Shelter
- Early Child Intervention Services: Easter Seals, Brighton Center, Center for Health Services
- Child Find through Edgewood Independent School District and San Antonio Independent School District Liaison
- Texas Department of Family Protective Services - Child Protective Services
- Eastside Promise Neighborhood
- United Way Dual Generation Partnership
- Targeted areas in San Antonio to include the following zip codes 78202, 78203, 78207, 78208, 78210, 78219, 78223, 78228, 78237

### **Other Recruitment Areas Identified**

- Department of Human Services Divisions
- United Way 211 Community Resource Directory
- Head Start Food Distribution Days
- EHS Essential Need Day
- ERSEA Consortium

### **Method of Recruitment- Head Start Program Performance Standards 1302.13**

- Canvassing the Local Community- Contingent on Pandemic Social Gathering Ordinance
- Community and Agency Events: Community First Baby Showers, St. Patrick Back to School Bonanza, Pride of the East Side Block Party - Contingent on Pandemic Social Gathering Ordinance
- National Night Out – Contingent on Pandemic Social Gathering Ordinance
- City Council Back to School Events and Fairs - Contingent on Pandemic Social Gathering Ordinance
- Use of Flyers, Social Media, and Advertising, TV and Radio Public Service Announcements
- COSA and District Websites
- Bus Magnets
- Street Banners
- School Marquees
- Community Centers - Contingent on Pandemic Social Gathering Ordinance
- Social Service Agencies: WIC, Attorney General, SAHA and other offices
- Parks and Recreation Centers - Contingent on Pandemic Social Gathering Ordinance
- Neighborhood grocery stores, restaurants, laundry facilities, dental offices, medical offices and Churches - Contingent on Pandemic Social Gathering Ordinance
- Work with Schools and other Community Agencies to identify eligible families
- Use of Family Referrals from other Public and Private Agencies
- Bibliotech

- Child Plus email/text communications to current and waitlisted families, siblings
- Bexar-Necessities
- District PENS Parent Notifications
- Early Head Start Transitions

### **Recruitment Period**

- We recruit year round with increased recruitment during months of February through June to recruit for upcoming school year.

### **Recruitment Personnel**

- Program Staff
- Current Parents
- Former Parents
- Policy Council Members
- Advisory Committee Members
- Community Partners
- Local School Districts
- Community Agencies