

# FULL ENROLLMENT INITIATIVE

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# ERSEA LEADERSHIP SKILLS



# THE GRAVELY GROUP

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The Gravelly Group is an experienced national consulting firm that provides innovative training and technical assistance for boards, staff, and parents of Head Start agencies across the country



# AGENDA

- Head Start History
- Do you know ERSEA
- Community Assessment
- Planning
- Eligibility
  - Scenarios
- Recruitment
- Selection
- Enrollment
- Attendance

# LEARNING OBJECTIVE

- **In this session participants will:**
  - 1) **Recognize** the importance of strategic planning and programmatic modifications for designing community responsive services
  - 2) **Identify** innovative strategies for supporting the full enrollment initiative
  - 3) **Explore** the relationship between attendance and enrollment

# A MANAGEMENT SYSTEMS APPROACH

- Subpart J –Achieving program goals
- Thoughtful program adaptations based on solid data
- Modern and dynamic recruitment processes

# HEAD START ACT SEC.641A



# ENROLLMENT CHALLENGES



What are some of  
the reasons  
contributing to  
underenrollment?

# DECISION AREA INFORMED BY COMMUNITY ASSESSMENT DATA

Recruitment,  
Selection Criteria  
and Enrollment  
Priorities

Strategic Long-  
Term Goals and  
Measurable  
Objectives

Services and  
Coordinated  
Approaches

Program Option(s)  
and Calendar

Collaborative  
Partnerships

Service Area,  
Recruitment Areas,  
and Program  
Locations

# DATA-INFORMED DECISIONS



# MEETING THE NEEDS OF CHILDREN AND FAMILIES

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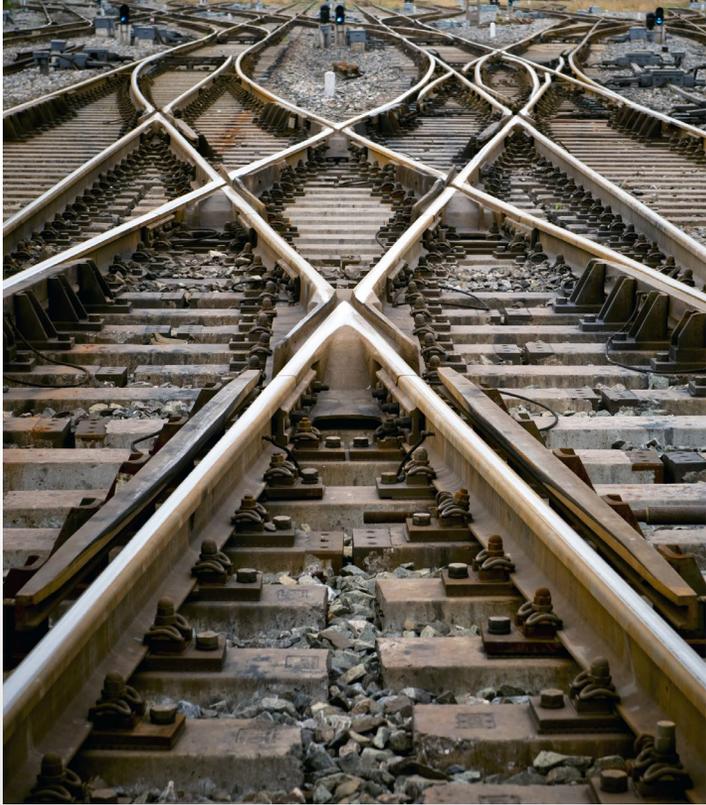
- How do we know if our options are meeting the needs of children and families?
- What are the modifications programs can make to better meet the needs of children and families?

# ERSEA

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- E - Eligibility
- R – Recruitment
- S – Selection
- E – Enrollment
- A - Attendance



# FAMILIES HAVE CHOICES

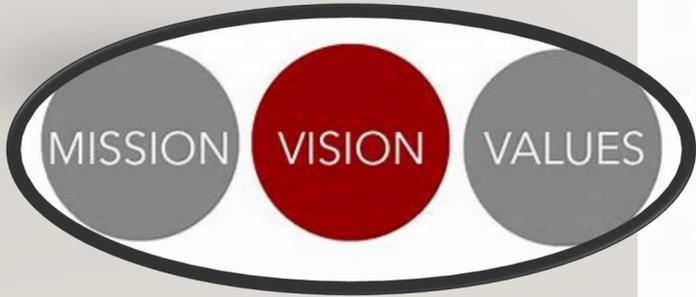
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How do we position ourselves to be the first choice for families?

# REPUTATION MATTERS

*“Reputation is the intellectual, emotional, and behavioral response as to whether or not the communications and actions of an organization resonate with their needs and interests.”* —Institute for Public Relations

# BUILDING A STRONG FOUNDATION



# MARKETING MESSAGE

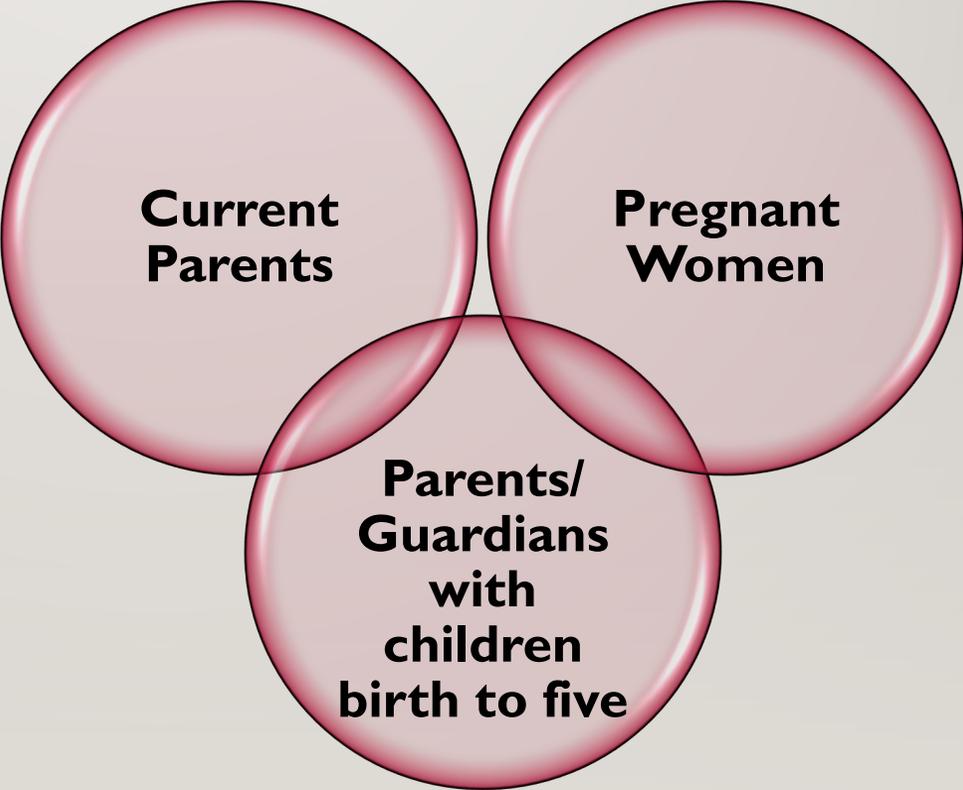


**What is  
your  
message?**

**Tribal Council,  
Board, & Policy  
Council**

**Stakeholders?**

# IDENTIFY TARGET AUDIENCES





# THE ENROLLMENT/ATTENDANCE CONNECTION

IS ATTENDANCE A FACTOR IN MAINTAINING FULL  
ENROLLMENT?

# WHAT IS CHRONIC ABSENTEEISM?

**Chronic absenteeism** is typically defined as missing 10 percent or more of a school year -- approximately 18 days a year, or just two days every month. And across the nation, 5 to 7.5 million students are chronically absent.



# DEVELOP ATTENDANCE STRATEGIES



Encourage regular attendance



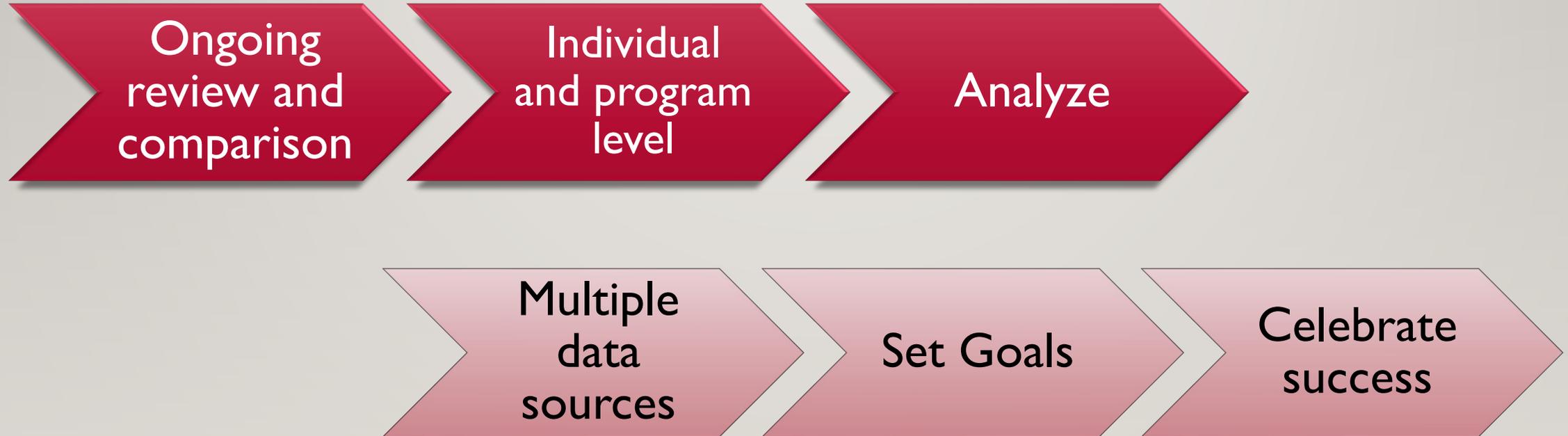
Support families with chronically absent children



Design means for supporting improved attendance

**Improved attendance**

# USING DATA



# CONSIDERING VULNERABLE POPULATIONS

- Children with disabilities
- Homeless families
- Children in foster care
- Populations identified in the community needs assessment

# ENGAGE FAMILIES

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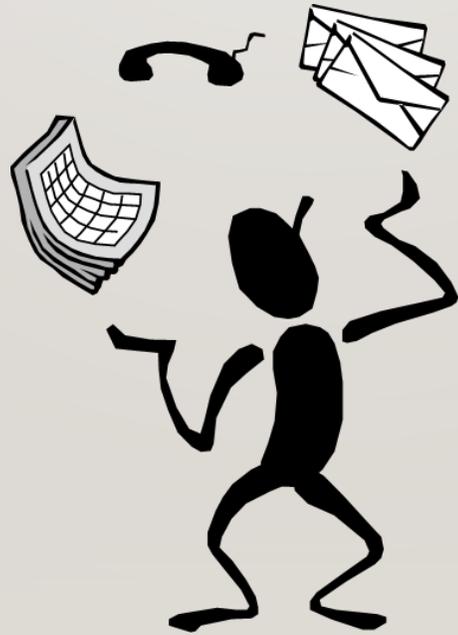


- Support parents as the child's primary teacher
- Partner with parents to promote consistent attendance
- Recognize diverse cultures and languages

# STAYING ON TRACK



# QUESTIONS



# REMEDIAL ACTIONS

- Take more aggressive and proactive recruiting approach
- Collaborated with other preschool and childcare programs
- Increased capacity of physical facilities
- Increased slots in selected program options
- Update community assessment
- Increased marketing of Head Start to the community
- Relocated and developed new program centers
- Identified a new unserved low-income population
- Train staff in recruitment and program promotion
- Increased home-based program enrollments



**THANK YOU!**

