



City of San Antonio, Department of Human Services Head Start and Early Head Start Program 2025-2026 Recruitment Plan

Purpose:

The City of San Antonio, Department of Human Services (DHS) Head Start Program conducts 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 services.

A full Community Assessment is completed every five years and may be updated annually. Each year, the Community Assessment data is analyzed and incorporated in program plans, policies, and procedures. Program plans including the program design and 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 Program will recruit and serve as many children and families as possible who are income eligible, experiencing homelessness, receiving public assistance, children in foster care, and children with a disability.

Head Start staff, families, volunteers, and Head Start Policy Council members are all encouraged to participate in recruitment campaigns and activities. DHS staff will meet with families in person to complete and collect required documentation.

Recruitment Area Identified through the Community Assessment

- Edgewood Independent School District (EISD) boundaries
- San Antonio Independent School District (SAISD) boundaries
- EHS-CCP – Families living or working within EISD or SAISD boundaries_
- EHS Stafford – Families living within EISD boundaries.
- EHS Blessed Sacrament – Families living within SAISD boundaries.
- Haven for Hope Homeless Shelter
- Salvation Army Homeless Shelter
- EISD and SAISD 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 EISD and SAISD 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

Method of Recruitment- Head Start Program Performance Standards 1302.13

- Canvassing the Local Community
- Community and Agency Events: Community First Baby Showers, Back to School Events, Kids Day in the Park, United Way Kid's Fest, Accessibility Fest, San Antonio College, CPS Energy community events
- San Antonio Neighbors Together
- Texas Workforce Solutions
- City Council Back to School Events and Fairs
- Use of Flyers, Post Cards, Social Media, and Advertising
- Head Start Parent Leader T-Shirts
- Bright by Text
- COSA and District Websites
- COSA Digital Signage, phone hold message
- Street Banners
- Yard Signs
- School Marquees
- Safe Riders Program
- Department of Human Services
- San Antonio Public Library
- Community Centers
- Social Service Agencies: WIC, Attorney General, Opportunity Home San Antonio, Bexar County Housing Authority and other offices, San Antonio Food Bank
- Refugee services
- Parks and Recreation Centers
- Neighborhood grocery stores, restaurants, laundry facilities, dental offices, medical offices, and Churches
- 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
- Bexar-Necessities
- District PENS Parent Notifications

Recruitment Period

- We recruit year-round with increased recruitment during months of February through August to prepare for full enrollment for the upcoming school year.

Recruitment Personnel

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