



## **City of San Antonio, Department of Human Services Head Start and Early Head Start Program 2024-2025 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/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. 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 Early Head Start (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. 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 boundaries
- San Antonio Independent School District boundaries
- EHS – Families living or working with the Edgewood 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, 78237

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

- Canvassing the Local Community
- Community and Agency Events: Community First Baby Showers, St. Patrick Back to School Bonanza, Pride of the East Side Block Party, Kids Day in the Park, United Way Kid's Fest, Accessibility Fest, San Antonio College
- San Antonio Neighbors Together
- City Council Back to School Events and Fairs
- Use of Flyers, Social Media, and Advertising
- Bright by Text
- COSA and District Websites
- Bus Magnets
- 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 and other offices
- 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 June to prepare for full enrollment 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