



Recruitment and Enrollment Plan & CSB Admissions Priorities/Selection Criteria

Head Start Performance Standard 1302.14 (a)(1)
Kelly Chun

Recruitment Goals : Reaching Families and Children Who Need Our Services the Most

1. Recruit eligible pregnant women, Infants, Toddlers and Children.
2. Recruit children with exceptional needs.
3. Recruit special populations as per community assessment and selection criteria
 - CPS/At-Risk
 - DUAL LANGUAGE LEARNERS
 - UNHOUSED CHILDREN
 - SNAP/CASH AID RECIPIENTS

Mobilizing Parents for Recruitment

Word of mouth is the best strategy

- Provide flyers and palm cards with enrollment info. for parents to take and give out.
- Parent Meetings, Newsletters, and Policy Council.
- Display materials at CSB and Partner sites.



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Flyer & Pamphlet Distribution

Contra Costa County Employment and Human Services Department Community Services Bureau



Free or Low Cost
Child Care and Pre-School
Head Start and
State Child Development Programs



- Programs for Children Ages 0-5 years.
- Part-day or full-day care is available.
- Center hours are 7:00 a.m. – 5:30 p.m.
- Home-based services are also offered.
- **New! "Excessive Housing Costs" can be deducted for Head Start Eligibility.**
- Health and nutrition services included.
- Mental health services are offered.
- Referrals to community-based transportation agencies provided upon request.
- Children and families with special needs encouraged to apply!

Enrolling Now!
Call today

925 272-4727

Got SNAP?
(Food Stamps)
Apply for Head Start!



Apply at www.csbconnect.org

Learn more at www.ehsd.org/headstart | www.facebook.com/CCCCSB

 Accredited by The National Association for the Education of Young Children.
This institution is an equal opportunity provider. LIC # 073404440

Laundromats, WIC offices, Grocery Stores

Elementary Schools, Clinics, Community Centers

Parks & Rec Centers, Public Libraries, Hospitals

Check Cashing Agencies, High Schools

Housing Sites, Farmers Markets, Faith-Based Groups

Digital Platforms: face book and Instagram

Community Outreach & Engagement

- Persons Responsible: All Staff
- Timeline: Ongoing
- Information to Include: Short information on program, enrollment hotline number
- Location: Contra Costa County Community Events, Enrollment Clinics at sites



Head Start Selection Criteria Overview

Head Start Program Performance Standards

- Head Start Performance Standard 1302.14 (a)(1) requires program to set recruitment and selection priorities based on the Community Assessment.
- Head Start required program to align with other funding partners' selection criteria

Infants & Toddlers (Age 0-3 including Pregnant Women)

Transfers for currently enrolled children are prioritized.

Siblings of enrolled families may be given priority.

Selection Criteria (In order of priority):

- 1. Child Protective Services / At Risk referrals or Foster Care.
- 2. Lowest income ranking.
 - a. Infants/toddlers with exceptional needs (IEP or IFSP) take priority.
 - b. If no exceptional needs, primary home language is other than English take priority.
 - c. If no family of the same priority, longest on the waitlist takes priority

Preschool (Age 3-5) Priorities

Transfers for currently enrolled children are prioritized.

Siblings of enrolled families may receive priority.

Selection Criteria (In order of priority):

- 1. 3 or 4-year-olds in CPS / At Risk referrals or Foster Care.
- 2. 3 or 4-year-olds with exceptional needs (after set-aside 10% has been filled) with incomes below eligibility.
- 3. 4-year-olds not enrolled in TK (Transitional Kindergarten).
 - a. Part Day: Children enrolled in CSPP as a 3-year-old.
 - b. Lowest income ranking.

Preschool Priorities (continued)

4. 3-year-olds ranked by lowest income.

- a. Dual Language Learner takes priority.
- b. If no DLL, longest on waitlist.

5. 3 or 4-year-olds from families with incomes up to 15% above eligibility.

- a. 4-year-olds with exceptional needs (after the set-aside 5% met), then 3-year-olds.
- b. 4-year-olds without needs before 3-year-olds without needs.

6. Full Day Only: 3 or 4-year-olds meeting eligibility but without need for services.

- a. Lowest income ranking.

Preschool Priorities (continued)

7. 3 or 4-year-olds living in school attendance areas qualifying for free/reduced lunch.

8. Part Day Only: Children needing expanded learning while enrolled in TK.

Additional Priorities for Head Start & Early Head Start:

- Currently unhoused or experiencing homelessness within last 18 months.
- Current TANF recipient or within 24 months
- Teen parents (EHS only).



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Questions



Thank You !!