

2025-2026 Head Start/Early Head Start/Early Education and Support Programs Recruitment and Enrollment Plan
 Contra Costa County Employment and Human Services Department - Community Services Bureau

DESIRED OUTCOME: To inform the public about services available through the Contra Costa County Community Services Bureau (CSB), particularly those populations identified in our Community Assessment, to recruit and enroll eligible children and their families into the Head Start (HS), Early Head Start (EHS) and Early Education and Support Programs, and maintain 97% enrollment. Recruitment activities as outlined in this plan will result in maintenance of an active waitlist of eligible children and families to ensure slots are filled promptly after vacancy.

Goal #1: To recruit eligible pregnant women, infants, toddlers, and children.

Goal #2: To recruit children with disabilities.

Goal #3: To recruit special populations as per our community assessment and selection criteria: CPS/At-Risk, Domestic Violence, Dual Language Learners, Need for Full Day Care, Homeless, CalFresh/Cash Aid Recipients, Children with Health Impairments, Teen Parents, Grandparent Caregivers, and children of currently or formerly incarcerated parents.

Goal #4: To maintain 97% enrollment.

ACTIVITIES	PERSON (S) RESPONSIBLE	TIMELINE	LOCATION	INFORMATION TO INCLUDE	DISTRIBUTION
Mobilize Parents – Word of Mouth, is our best strategy. Make sure a supply of flyers is available for parents to take and give out.	The Comprehensive Services Team (CST) staff, Site Supervisors, Parent/Family, Community Engagement Officer, Centralized Enrollment Unit (CEU) staff and Eligibility, Recruitment, Selection, Enrollment, and Attendance (ERSEA) Manager	Ongoing	Policy Council, Parent Meetings, Family Newsletter, Tables in entryways.	Reproducible Flyers and Pre-App Screening Forms. Palm Cards w/HS enrollment info.	All CSB and Partner sites.
Pamphlets/flyers distributed: a) General info on CSB services b) Enrollment flyers c) Home-based services	Teachers, Site Supervisors, CST and CEU Staff, Home Educators	Ongoing	Laundromats Women, Infants and Children (WIC) offices Grocery Stores Site lobby/Classrooms Elementary Schools Clinics Community-Based Organizations County Agencies Local Churches Education Offices Libraries Hospitals Community Events/Flea Markets Check Cashing Agencies High Schools One-Stop Locations Housing site offices (<i>including 9 housing sites in San Ramon</i>) Homeless Programs Community Centers (Richmond, San Pablo, Oakley, Willow Pass) Parks & Rec centers (Ambrose) LIHEAP Office Stage 2 & Alternative Payment Plans	Pictures Short paragraph describing program options Who is eligible Explanation of services available List Health, Nutrition, Education, Family Services, Family Wellness, Parent Engagement, Disabilities Services Home base Contact numbers and/or persons	Low Income Home Energy Assistance Program (LIHEAP) mailings CalFresh Offices Parent Meetings Doctors' Offices CSB Child Care Centers Volunteer Bureaus One-Stop Centers Parents Farmers Markets (Richmond Main Street, San Pablo, Concord) *See "Location" section for additional distribution information Mailing information to current CalWORKs/CalFresh recipients under age 5

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			Family Entertainment Centers (Roller Rinks) Community Colleges First Five		
Family Newsletter	CST staff Site Supervisors	Quarterly	Distribute to all parents/partners	Who is eligible? Who to contact? Program Activities Events, Educational opportunities	Early Intervention Programs Community Partners Elementary Schools in the District
Contact Agencies Serving Children	ERSEA Manager, Comprehensive Services Managers	Spring and Fall and as needed	WIC offices Special Education Local Plan Areas (SELPAs) Child Care Centers School Districts Private Providers Community-Based Organizations Community Recreation Sites Parent Teacher Associations (PTAs) Human Service Department Partner Sites Family Child Care Networks Resource and Referral Agencies Stage 2 & Alternative Payment Plans First Five Offices & Centers Homeless Shelter OB/GYN Offices LIHEAP office Agencies serving children with special needs	Initial letter containing description of Head Start and Agency services and program options. Personal visit to discuss coordination services, share program and curriculum information, plan referrals.	Community
Coordinate Transition Activities with Elementary Schools	Mental Health/Disabilities Manager; Site Supervisors Education Managers	Spring/ Summer and throughout the year as needed	Childcare Centers Elementary Schools Other agencies for intake for special needs children High School	Any pertinent information on child - authorized by parent	Elementary School staff meetings & parent meetings; Site based staff meetings/ parent meetings; Policy Council Meetings
Speak at local organizations	Directors, Assistant Directors, Comprehensive Services Managers, Male Involvement Coordinator	Ongoing	Union Meetings Faith Based Organizations Share Food Pantry County Malls Fairs Clubs Community Events Other Government Agencies	Make Head Start staff or Policy Council rep. available Describe advantageous services Distribute pamphlets List of centers with contact information Set up information table with posters and pictures	Civic Organizations PTA meetings Church groups Community events

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			Non-Profit Agencies Businesses, Corporations and Foundations	Application packages	
“Staff Walks around the Community”	Site Supervisors, CST and CEU staff	May – August and as needed	Neighborhoods Other Agencies	Brief description of services Magnets or other marketing aids with contact info Flyers	Community
Any opportunity for free ads in local media, including social media	Assistant Directors; Analysts, Social Media Team	Spring-Fall	Local newspaper agencies, Penny Saver, Grapevine, Radio, Public Access TV, agency presence on Facebook	Short information on program, in English and Spanish Contact information (Recruitment hotline)	Newspapers and on line.
Community Events	All Staff	Ongoing	Contra Costa County Enrollment Clinics at Sites	Information on employment for teachers Informational Flyers Magnets, etc. with brief information	Community
Maintain supply of free Head Start pamphlets (order from Administration for Children & Families)	Site Supervisors, and Partners Comp. Services Asst. Managers	Ongoing	All CSB Centers All Partner centers One Stop Career Centers Human Services Department Women, Infant, Children (WIC) office SparkPoint Family Justice Center LIHEAP office	Description of Head Start program and sample activities, with contact information.	Community
Implement streamlined referral processes per MOUs	ERSEA Manager	Ongoing	Children & Family Services (CFS) Regional Center of the East Bay (RCEB) Health Services CalWORKs CalFresh	Protocol and Procures Forms Tracking of special referrals	Organizations noted in “Location” section.
Recruitment through partnerships	ERSEA Manager, Comprehensive Services Managers, Partner Unit	Ongoing	CSB’s Head Start and State child development partner agencies	Information of CSB’s HS services including different program models to meet client needs. Site location and contact list. Transfer coordination.	Childcare and development partnerships
Digital Advertising	CSB Analyst and Hired consultants	6-month trial	Facebook, Instagram	Program information, re-direct to CSB Connect	Digital platforms