

2026-2027 Head Start/Early Head Start/State-Funded Child Care Programs Recruitment and Enrollment Plan
 Contra Costa County Employment and Human Services Department - Community Services Bureau

DESIRED OUTCOME: To develop and implement a plan to actively 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 State-funded child care programs, and attain/maintain 100% enrollment. Recruitment activities as outlined in this plan will actively inform all families with eligible children within Contra Costa County of the availability of program services and will result in maintenance of an active waitlist of eligible children and families to ensure all slots are filled promptly after vacancy. The plan includes specific efforts to actively locate and recruit children with disabilities and other children in need, including children experiencing homelessness and children in foster care. The plan utilizes modern technologies to reduce the family’s administrative and paperwork burden in the application and enrollment process.

Goal #1: To recruit at least 1,500 eligible pregnant women, infants, toddlers, and children.

Goal #2: To recruit at least 215 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 attain and maintain full enrollment as defined by Head Start Act Section 641A(h)(5).

Goal #5: To reduce administrative burden on families who apply by utilizing the immunization registry, CalSAWS, and other county systems to obtain already provided documentation, and the IVR hotline and electronic submission of paperwork, while maintaining confidentiality.

Goal #6: To track all recruitment efforts to fully evaluate effectiveness and make course corrections as necessary.

ACTIVITIES	PERSON (S) RESPONSIBLE	TIMELINE	LOCATION	INFORMATION TO INCLUDE	DISTRIBUTION
Mobilize Parents by providing them with flyers and other recruitment supplies to use in the community. Track the number of flyers given out by parents at intake and the number that result in enrollment.	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, Parent Orientation/Intake.	Reproducible Flyers and Pre-App Screening Forms. Palm Cards w/HS enrollment info.	All CSB and Partner sites.
Provide parents with numbered referral forms so we can track successful enrollment by parent recruitment and incentive recruitment by offering a monthly prize for the parent with the best result.	CST	Monthly	Wherever the parents go in the community.	Numbered referral forms.	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	For community distribution: 10 contacts per month for Comprehensive Services Team and 15 per month for CEU as tracked on the Recruitment spreadsheet. For mailings:	Laundromats Women, Infants and Children (WIC) offices Grocery Stores Site lobby/Classrooms Elementary Schools Clinics	Pictures Short paragraph describing program options Who is eligible Explanation of services available List Health, Nutrition, Education, Family Services,	Low Income Home Energy Assistance Program (LIHEAP) mailings CalFresh Offices Parent Meetings Doctors’ Offices CSB Child Care Centers Volunteer Bureaus

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Track outcomes of efforts on data system to determine effectiveness of locations where distributed.		April and November	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 Family Entertainment Centers (Roller Rinks) Community Colleges First Five	Family Wellness, Parent Engagement, Disabilities Services Home base Contact numbers and/or persons	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
Family Newsletter	CST staff Site Supervisors	Winter – Jan. Summer – May Fall - September	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
Coordinate Transition Activities with Preschools and Elementary Schools	Mental Health/Disabilities Manager. Site Supervisors Education Managers	January/February for Early Head Start Transition and Spring/ Summer for Head Start; and throughout the year as needed	Childcare Centers Elementary Schools Other agencies for intake for special needs children High School	Any pertinent information on children - 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 – target: at least one per month.	Faith Based Organizations Share Food Pantry County Malls Fairs	Make Head Start staff or Policy Council rep. available Describe advantageous services	Civic Organizations PTA meetings Church groups Community events

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			Clubs Community Events Other Government Agencies Non-Profit Agencies Businesses, Corporations and Foundations	Distribute pamphlets List of centers with contact information Set up information table with posters and pictures 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
Free and paid Advertising	Assistant Directors; Analysts, Social Media Team	Spring: Ads on buses Monthly at the beginning of each month: Social media posts with available openings. 6-month trial of paid ads on Facebook beginning 7-1-26.	Local newspaper agencies, Penny Saver, Grapevine, Radio, Public Access TV, agency presence on Facebook and Instagram	Short information on program, in English and Spanish Contact information (Recruitment hotline) Direct to EHSD.org landing page.	Newspapers, online, on screens (movie theaters/DMV), and on billboard/buses when funding is available. Facebook.
Community Events and Events at Sites.	All Staff	Monthly for onsite activities	Contra Costa County events in the community – Typically run March through October with several events per month. Enrollment Clinics at Sites – April through August – one per site per month or more if a site has numerous vacancies.	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 to reduce barriers to applying for services and to ensure special populations	ERSEA Manager	At development of every MOU and upon renewal.	Children & Family Services (CFS) Regional Center of the East Bay (RCEB) Health Services CalWORKs	Protocol and Procures Forms Tracking of special referrals	Organizations noted in “Location” section.

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are prioritized as per the selection criteria.			CalFresh		
Recruitment through existing childcare partnerships	ERSEA Manager, Comprehensive Services Managers, Partner Unit	Ongoing	CSB's Head Start and State child development partner agencies	Information about CSB's HS services, including different program models to meet client needs. Site location and contact list. Transfer coordination.	Childcare and development partnerships
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