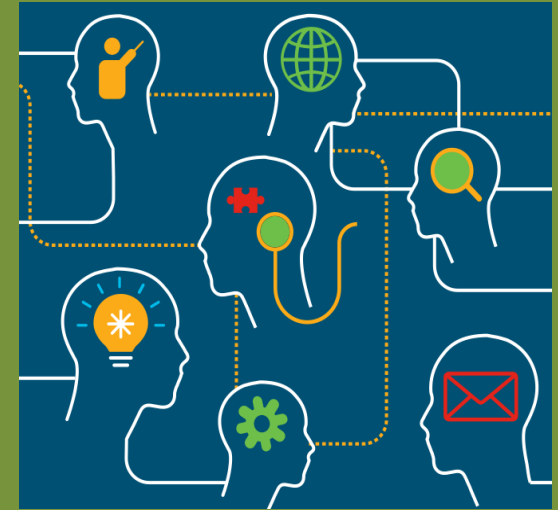




NATIONAL CENTER ON

Program Management and Fiscal Operations



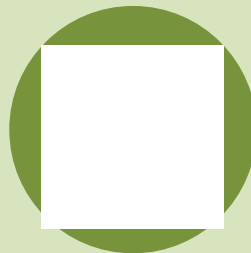
Full Enrollment Initiative: Thinking Strategically and Adapting to a Changing Landscape

Learning Objectives

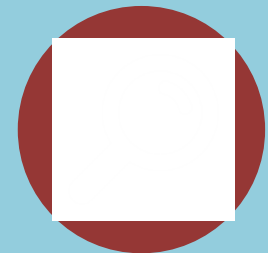
In this session participants will:



Recognize
the importance of
strategic planning
and programmatic
modifications
for designing
community
responsive
services



Identify
innovative
strategies for
supporting the
full enrollment
initiative



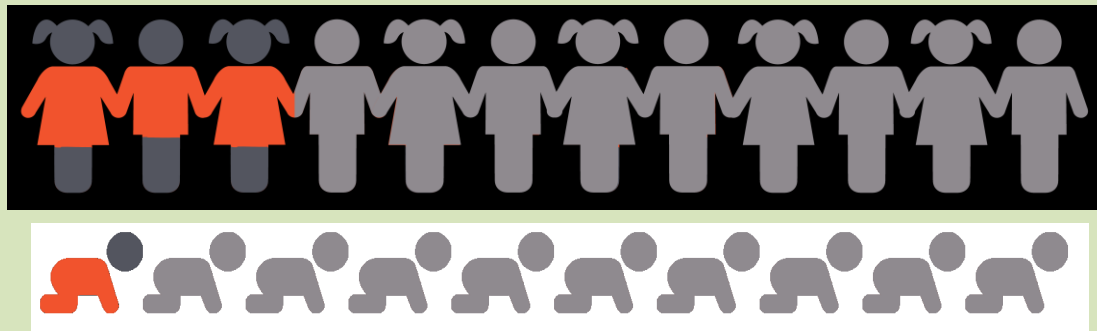
Explore
the relationship
between
attendance
and enrollment

Access to Head Start in the United States

Access to Head Start in the United States

899,374

Funded Head Start and Early Head Start Slots



31% of eligible children ages 3-5 had access to HS

7% of eligible children under 3 had access to EHS

A Management Systems Approach

Head Start Program Performance Standards

45 CFR Chapter XIII
September 2016



U.S. Department of Health and Human Services
Administration for Children and Families
Office of Head Start



Subpart J – Achieving
program goals

Thoughtful program
adaptations based on
solid data

Modern and dynamic
recruitment processes

Head Start Act Sec.641A

Monitoring of Head Start Agencies and Programs



Definitions



**Enrollment reporting
requirement**



**Secretarial
review and plan**



Implementation



**Secretarial review
and adjustment
for chronic
underenrollment**



**Redistribution
of funds**

Enrollment Challenges

*What do you see
as
factors contributing
to
underenrollment?*



Decision Areas Informed by Community Assessment Data

Recruitment, Selection
Criteria, and
Enrollment Priorities

Strategic Long-Term
Goals and
Measurable Objectives

Services and
Coordinated
Approaches

Program
Option(s) and
Calendar

Collaborative
Partnerships

Service Area,
Recruitment Areas,
and Program Locations



Assess Your Knowledge

1.

2.

3.

4.



Data-Informed Decisions

Are we offering
the right model?

Are we
partnering
adequately?

Are services
in the right
location?

Are we finding
and serving the neediest?

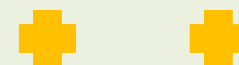
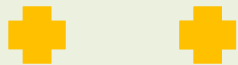
Are our
services high
quality?

Core Question



What is our **strategy** to address current and future **community, family, and child needs** in order to achieve and maintain full **enrollment**?

Meeting the needs of children and families



How do we know if our options are meeting the needs of children and families?

What are the modifications can programs make to better meet the needs of children and families?

ERSEA



Eligibility

R Recruitment

S Selection

E Enrollment

Attendance

Enrollment/Recruitment Connection



*Acknowledging
challenges*



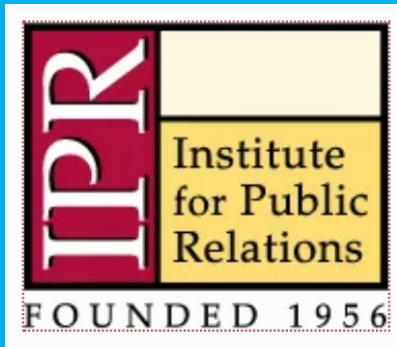
*Supporting
innovations*

Families Have Choices



How do we position ourselves to be the first choice for families?

Reputation Matters



“Reputation is the intellectual, emotional, and behavioral response as to whether or not the communications and actions of an organization resonate with their needs and interests.”

—Institute for Public Relations

Drivers of Reputation



Leadership



Value



Staff

Building a Strong Foundation

Mission,
vision,
values

Leadership

Strong
systems

Accountability

Atmosphere
of trust



Marketing Message

Stakeholders?

What is your message?

Tribal Council/
Policy Council?

How are staff involved?



Who will help share/
disseminate
the message?

Marketing Stages

Identify target audiences

Develop a marketing/communications strategy

Constantly
refine the
process

Measure and assess results

Identify Target Audiences

Parents/
guardians with
children birth
to five



Potential
referral
sources

Pregnant
women

Current
parents

The Enrollment/Attendance Connection



What Is Chronic Absenteeism?

**Chronic
absenteeism:**

Missing **10%** of a
school year for any reason



Q: ■ Can a school have an
■ average daily attendance
of **85%** and *still* have **40%** of
its students *chronically* absent?

A:
Yes



Assess Your Knowledge

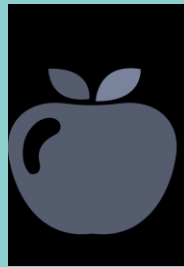


Attend Today – Achieve Tomorrow

Regular attendance



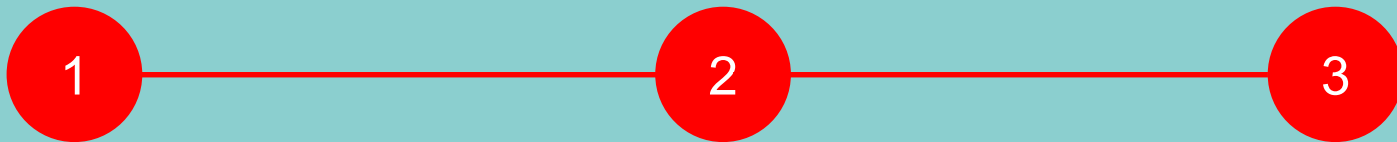
Ensures children
receive the full
benefits of a
quality early
education



Is a school
readiness skill



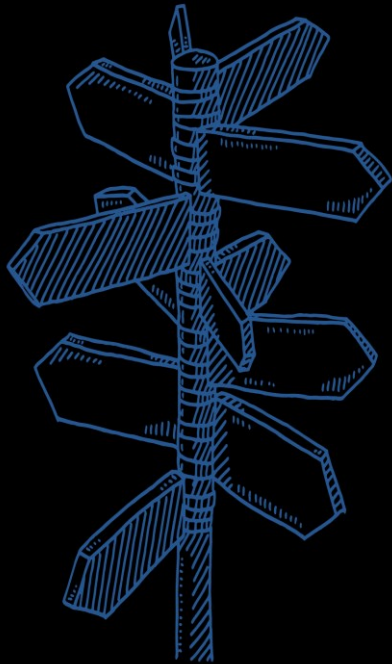
Is a measure
of family
engagement



Elements of Effective Attendance Strategies

1

**MULTI-
FACETED**



2



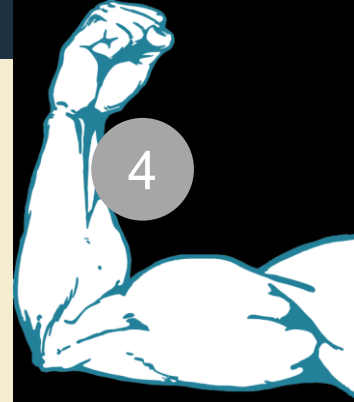
**DESIGNED
TO
IDENTIFY
&
ADDRESS
CONTRIBUTING
FACTORS**

3

**BEGINS WITH
A STRONG
DATA SYSTEM
REPORTING
KEY
PATTERNS
& TRENDS**



4



**STRONG
&
LEADERSHIP
COMMITMENT**

Contributing Factors



CHILD AND FAMILY LEVEL



SCHOOL LEVEL



COMMUNITY LEVEL

Develop Attendance Strategies

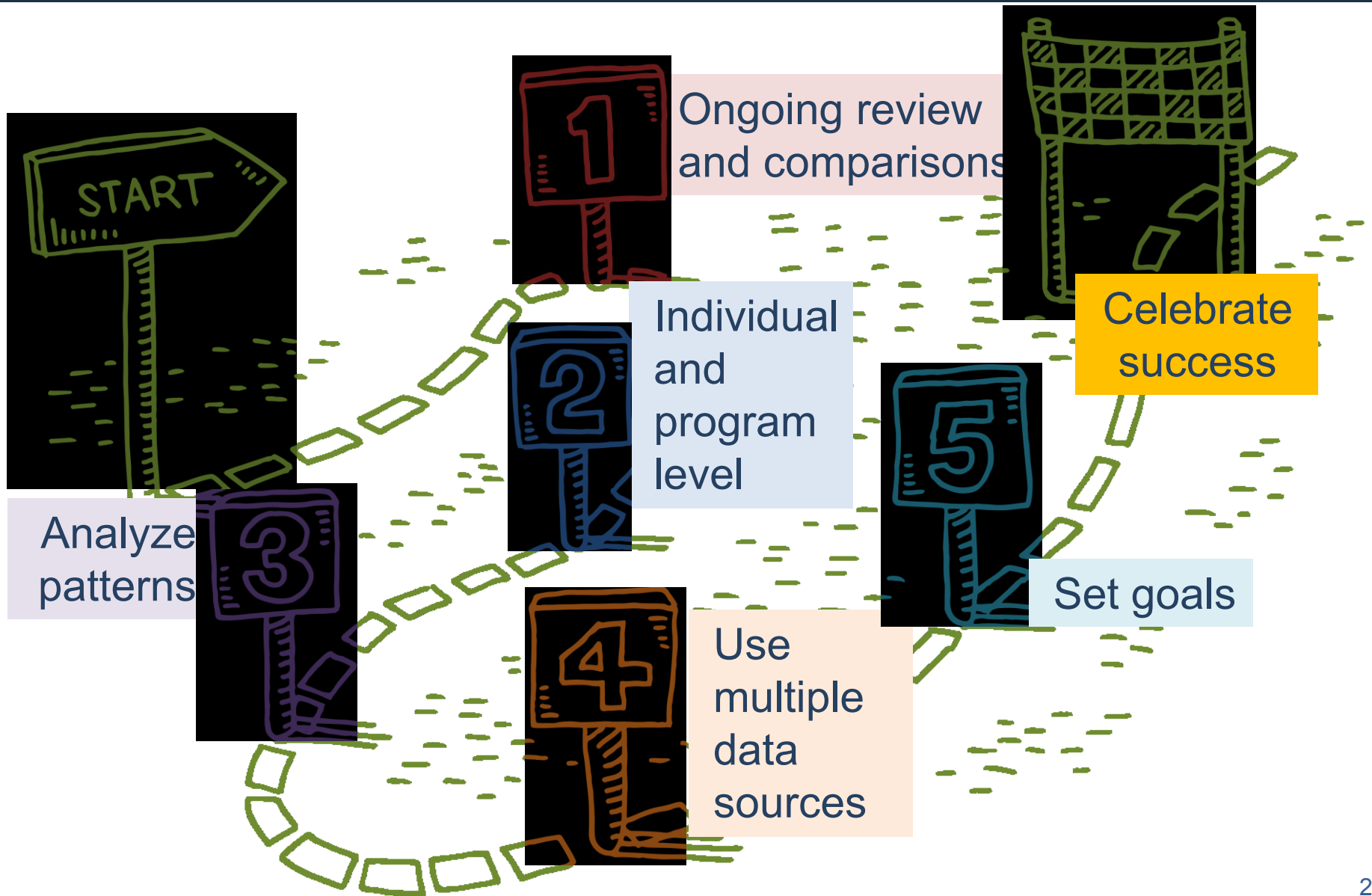
Motivate regular attendance

Develop systems for supporting improved attendance

Offer extra support to families with chronically absent children

= Improved attendance

Using Data



Considering Vulnerable Populations



Children with disabilities

Homeless families

Children in foster care

Populations identified in the
community needs assessment

Engage Families



Support parents as the child's primary teacher

Partner with parents to promote consistent attendance

Recognize diverse cultures and languages

Staying on Track

Programs should

Have a
contingency
plan

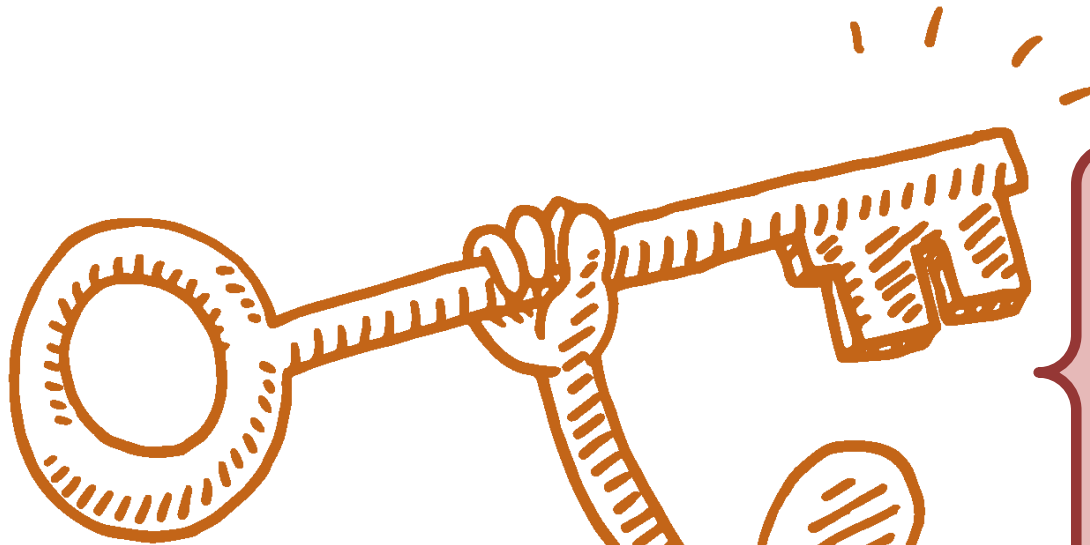
Use data to
plan for the
future

Join My
Peers
ERSEA
community

Understand
their
community

Work
together





**Think
strategically**

**Use data to
support
innovation**

**Plan for
success**

Thank You!

- American Indian/Alaska Native T/TA Network
- Patty Eningowuk, Grantee Specialist
- Racquel Martinez, Grantee Specialist