

**SNOHOMISH COUNTY ECEAP  
SITE RECRUITMENT PLAN 2018-2019**

Due by March 30, 2018

SITE: **EVERETT PUBLIC SCHOOLS ECEAP**

STAFF SIGNATURE: *Monica Kachmarik*

DATE: March 30, 2018

**1. List 3-4 of your most successful recruitment activities for the 2017 – 2018 program year:**

- We may say it every year, but it is so true that teamwork and ongoing perseverance from the family support staff, accompanied by a positive attitude, is one of the most effective and impactful strategies in ensuring we enrolled all 280 students within the required timelines at the beginning of the year (and were able to fill an additional 71 slots throughout the school year!)
- FSS and Program Supervisor maintain regular contact with the McKinney-Vento homeless coordinator for referrals. As the MCV coordinator reviews new student intake forms, she flags all 3 and 4 year olds and provides ECEAP with the family information in order to reach out and invite the family to enroll in ECEAP.
- We reviewed our “How did you hear about ECEAP?” data and found that word of mouth and information from the school (flyer, referral from school office or other school personnel) were the most frequently noted ways parents heard about ECEAP.
- A half-page recruitment flyer was sent to elementary school children in the Everett Public Schools; site specific flyers sent weekly at some schools
- Currently enrolled ECEAP families distributed applications to friends or families and made word-of-mouth referrals.
- Connected with Special Services and school psychs for appropriate referrals to ECEAP
- FSS worked with other FSS from our area to determine locations of recruitment and divide up the recruitment locations. This also built relationships between FSS which allowed for collaboration and referrals to best meet family needs
- FSS connect and build relationships with community agency partners assigned to them through recruitment location allocation. Connections with housing case managers, shelter case managers and in-patient treatment facility case workers have provided many referrals.

**2. Identify the recruitment challenges you anticipate for the 2018-2019 program year and describe the strategies you will implement to address them:**

<b>Challenge</b>	<b>Strategies to Address</b>
Silver Lake – large service area (all of south end of the district)	Wide-spread recruitment with elementary schools Hopeful for additional expansion to better serve the south end of our district
Transportation routing and decisions are not made until September – many families are “maybes” for attendance depending on transportation	Add Transportation form to enrollment, which will allow FSS to send transportation request to Transportation department in the spring. Inform families of process of transportation application

	Maintain complete applications on waitlist in order to fill spots that withdraw due to transportation.
Time for recruitment & enrollment (in addition to staffing costs are prohibitive to add time to FSS calendars)	Provide additional time to FS for enrollments in June and summer if needed. Program Manager will assess enrollment levels in June in order to determine amount of time needed for August recruitment and enrollment. Consider accrual of flex time for summer work rather than additional paid time
Transient populations	Follow new enrollment guidelines for ELMS entry and withdrawal with Oct. 15 <sup>th</sup> date for withdrawal of students never attending. Maintain contact with McKinney-Vento facilitator and other service providers for homeless populations to provide connection and support.
Families are slow to bring in 12 months of income verification needed to determine eligibility	FSS will keep an application log with progress of all applications in order to call and follow-up with families when quite a bit of time has gone by since request for income
Change of circumstance families slow to provide additional documentation in August	Have a clear script of language to use with families when enrolling to ensure expectations are clear regarding re-verification. Provide a script of talking points when requesting re-verification that includes noting the child cannot be fully enrolled or begin services until documentation is obtained.
Income for families is rising (minimum wage) but the 110% income limit is not.	Keep an up-to-date prioritized list of OI applicants in order to put in OI requests when needed. Program Supervisor will track OI applicants to ensure equitable distribution among sites as needed and ensure requests do not exceed % allowed Provide additional recruitment at locations that serve limited-income populations
Some recruitment locations do not allow flyers to be hung	Instead connect with employees to provide information, so they can provide referrals even if flyers are not allowed Letter explaining or calling before going to drop off flyers
Turn-over in social workers & DSHS makes it challenging to build and maintain relationships with those groups	Next year, locate local case staffing meetings and assign to an FSS to attend to build relationships.

### 3. How will you involve the following in your recruitment efforts?

- Family support specialists – see listed strategies
- Teachers – see listed strategies, will provide prescreening forms and flyers to families at last conference to encourage word-of-mouth referrals; additional ideas include

providing buttons to wear in the community to gain interest and having business cards to hand out to prospective families they encounter in the community

- Parents – site PAC meetings include time for parents to provide input and ideas on recruitment, as well as volunteer for recruitment support
- Neighboring ECEAP sites (those whose recruitment efforts are likely to overlap with yours) - joint recruitment efforts and plan, shared responsibility for distribution of ECEAP info to community partners and recruitment locations – connect with program managers regarding joint recruitment plan; shared online document with recruitment locations and assignments will allow everyone to keep up-to-date records of recruitment efforts; for large community events, set up tabling, but invite area ECEAP partners to also table and participate so it is a shared effort

**3. Please identify key community partners (school districts, agencies, service providers, etc.) that serve low-income families with young children. Describe how you plan to establish and maintain positive relationships with them and ensure they have the necessary information and support to connect families to your program.**

- School district – FSS connect with office managers regularly, also connect with school offices of neighboring elementary schools that do not have ECEAP; Program Supervisor maintains relationships at district admin level with Special Services, MCV, foster student services, etc.
- Housing Hope – establish area “boundaries” so most HH students attend Lowell; Lowell FSS then has opportunity to build and regularly maintain relationship with housing case manager
- Domestic violence shelter near Hawthorne, Interfaith Family Shelter & Evergreen Manor near Garfield – FSS at both locations maintain regular contact with case managers to ensure they have information needed to connect families with ECEAP and also ensure currently enrolled students are supported in a collaborative manner
- Local churches & community groups – parents are a great support in this avenue, providing congregation and community members information on ECEAP, “vouching” for the quality of services and making connections with FSS for potential families.

**5. How do you ensure that you are recruiting and enrolling the children with highest priority for ECEAP services within your service area?**

We gather completed applications and income documentation from families upon inquiry in order to ensure we are able to accurately prioritize families. FSS carefully complete the prioritization form in order to determine families with highest priority (lowest income & greatest need). Recruitment efforts focus on agencies that serve high needs populations. In areas that historically have long waiting lists, families are not enrolled by first come, first serve; instead applications are gathered and prioritized before families are confirmed for enrollment.

**A. What outreach activities will you implement to recruit families who are homeless?**

<b>Task</b>	<b>Date</b>	<b>Who</b>	<b>Comment</b>
Solicit family input on locations and strategies for recruitment (include locations to reach homeless families, CPS involved families)	April	FSS	<ul style="list-style-type: none"> <li>• Information at parent meeting</li> <li>• Sign-up sheets for flyer posting</li> <li>• Develop strategies for site PAC involvement in recruiting</li> </ul>
Distribute flyers and prescreen/applications to Everett Public Schools programs to reach homeless families & children with special needs	April	Program Supervisor	<input type="checkbox"/> Kids in Transition (McKinney-Vento) Homeless Facilitator <input type="checkbox"/> Special Services Department
Make personal contact with agencies who serve homeless families, children in foster care, & families receiving CPS/FAR services including: <ul style="list-style-type: none"> <li><input type="checkbox"/> Kinship Care Program</li> <li><input type="checkbox"/> Familias Unidas/ LCSNW</li> <li><input type="checkbox"/> Housing Hope</li> <li><input type="checkbox"/> Interfaith Family Shelter</li> <li><input type="checkbox"/> Everett Gospel Mission</li> <li><input type="checkbox"/> Domestic Violence shelter near Hawthorne</li> <li><input type="checkbox"/> YWCA</li> <li><input type="checkbox"/> DSHS</li> <li><input type="checkbox"/> DCFS for foster care children</li> <li><input type="checkbox"/> Everett United Church of Christ (Dinner bell)</li> <li><input type="checkbox"/> Youthville</li> </ul>	April	FSS & Program Supervisor	<input type="checkbox"/> Connect with KIT facilitator for list of agencies serving homeless families <input type="checkbox"/> Request list of EPS students with younger siblings from KIT facilitator <input type="checkbox"/> FSS who also work with CPS caseworkers will make personal contacts and provide prescreening forms <input type="checkbox"/> Staff will divide responsibilities for connecting with agencies and case managers <input type="checkbox"/> FSS will inquire about family housing situation upon application in order to provide early identification of homeless families
Post flyers at nearby apartments, grocery stores, laundromats, recruitment sites, homeless shelters	April/ May	FSS & Site Parents	<ul style="list-style-type: none"> <li>• Post county flyer with Everett area locations</li> </ul>
Attend other meetings, community events, etc. to share information about ECEAP	May/June	FSS	
FSS inquire about sharing ECEAP info at foster parent training and foster parent support networks/groups	April/May	FSS	

**B. What strategies will you use to recruit foster children?**

See above – all listed together.

**C. How will you identify and enroll families receiving Child Protective Services (CPS) or Family Assessment Response (FAR) services?**

See above – all listed together.

6. **Please complete and attach your Annual Recruitment Activities Plan to this form. The plan must include specific details including who, what, where, when, and needs to include all months of the year. This is a “living document” that you will update regularly throughout the upcoming program year and that will be used for monitoring purposes. A template is provided should you wish to use it – add rows as needed.**

Please include:

- Total number of slots you anticipate

- Total number of slots targeted for the required viable waiting list (typically 10% of slots).
- Activities to reach and recruit children from priority categories
- Activities to initiate and maintain community partnerships

7. **Describe how you will respond to information and enrollment requests during the summer months if staff are not working (Be specific).**

During the summer months the Program Supervisor and clerical staff will return telephone calls and emails, and mail prescreening forms to interested families. A script is provided to the Categorical Services department so all admin assistants answering phone calls can respond to ECEAP inquiries. All paperwork will be sent to the Community Resource Center for Everett Public Schools where all prescreening forms, messages and ECEAP inquiries will be processed to ensure good customer service including prompt return calls from ECEAP staff. Program Supervisor will process prescreening forms and applications and contact families to confirm eligibility/placement, request income documentation or additional information. Program Supervisor will schedule enrollment appointments for August when Family Support staff return to work. Additional time may be scheduled for family support staff in August. Program Supervisor's calendar will provide work time during July and August to respond to ECEAP inquiries.

8. **Identify the recruitment strategies you will implement upon returning from summer break to ensure full enrollment and to start your viable waitlist.**

- Family Support Staff and Program Supervisor will again contact community agencies for recruitment and tabling, FS will re-visit recruitment locations in the community
- Contact will again be made with McKinney Vento facilitator and contacts at homeless shelters
- FSS will recruit on the first day of school and at open houses by tabling an information booth about ECEAP near the entry of the school
- Flyers will be sent home the first week of school to selected elementary school K-2 students. Elementary schools that are ECEAP sites will send flyers to all students.
- Announcement will be posted on school reader boards regarding ECEAP enrollment
- Sandwich announcement boards will be displayed on main roads/intersection near the school
- FSS will attend open house events & first day of school activities at neighboring elementary schools
- FSS will be present during school breakfast to locate younger siblings
- Teachers will discuss recruitment at home visits of already enrolled children and ask if the family has any other family members or friends with a 3 or 4 year old who may be interested in ECEAP.

9. **Identify the recruitment strategies you will implement prior to and upon returning from winter/December break to ensure that slots of children not returning are filled within the required 30 calendar days from last day attended.**

In December staff will send flyers home to elementary students at ECEAP locations. ECEAP information is included in all school newsletters in the spring and fall. In late fall, FSS will renew connections with community agencies to inquire about potential families. Program Supervisor will contact Special Services to inquire about any possible enrollees or newly identified students. FSS will encourage families to connect via word-

of-mouth to friends and neighbors. An idea was also presented to have a “bring a friend” event for ECEAP, where current families are encouraged to bring a friend who might be interested in ECEAP – winter may be a good time to provide this type of event.

**Everett Public Schools ECEAP  
Annual Recruitment Activities Plan  
April 2018 – March 2019**

**# of ECEAP Slots: 280**

**Minimum # for Viable Waiting List (10% of slots): 28**

<b>Mos</b>	<b>Task/Location</b>	<b>Date</b>	<b>Who</b>	<b>Outcome</b>
<b>SPRING</b>				
March	Update recruitment letters, prescreen and application forms		Program Supervisor	
March	Update recruitment flyers and cover letters		Program Supervisor	
March	Request recruitment materials from County ECEAP in multiple languages (if available)		Program Supervisor	
March	Recruitment training with FSS at work-alike meeting		Program Supervisor & FSS	
March	Review ECEAP Standards re: income verification and enrollment procedures with FSS		Program Supervisor	
March	Confirm attendance of any returning ECEAP students		Teachers or FSS	
March	Update and print enrollment packets & distribute to family support		Program Supervisor	
March	Send re-verification of income letters to 2017-18 3 year old waitlists		FSS	
March	Provide flyers to elementary teachers for distribution at parent-teacher conferences		FSS	
April	Solicit family input on locations and strategies for recruitment (include locations to reach homeless families)		FSS	
April	Connect with families about recruitment at local church communities, especially language/cultural specific churches		FSS	
April	Request list of KIT students with younger siblings		Program Supervisor & FSS	
April	Send flyers home with K-2 elementary students at: <input type="checkbox"/> Hawthorne <input type="checkbox"/> Garfield <input type="checkbox"/> Madison <input type="checkbox"/> Silver Lake <input type="checkbox"/> Lowell <input type="checkbox"/> Whittier <input type="checkbox"/> Jackson <input type="checkbox"/> View Ridge <input type="checkbox"/> Emerson <input type="checkbox"/> Jefferson <input type="checkbox"/> James Monroe <input type="checkbox"/> Penny Creek <input type="checkbox"/> Mill Creek <input type="checkbox"/> Silver Firs <input type="checkbox"/> Woodside		Program Supervisor & Admin Asst	

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April	Make personal contact with agencies who serve homeless families and children in foster care, including: <ul style="list-style-type: none"> <li><input type="checkbox"/> Kinship Care Program</li> <li><input type="checkbox"/> Familias Unidas</li> <li><input type="checkbox"/> Housing Hope</li> <li><input type="checkbox"/> Interfaith Family Shelter</li> <li><input type="checkbox"/> Everett Gospel Mission</li> <li><input type="checkbox"/> DV shelter near HA</li> <li><input type="checkbox"/> YWCA</li> <li><input type="checkbox"/> DSHS</li> <li><input type="checkbox"/> DCFS for foster care children</li> <li><input type="checkbox"/> Everett United Church of Christ</li> <li><input type="checkbox"/> Youthville</li> <li><input type="checkbox"/> Social workers embedded in police department</li> <li><input type="checkbox"/> Hospital social workers &amp; chaplains</li> <li><input type="checkbox"/> WIC</li> <li><input type="checkbox"/> Pregnancy Aid</li> <li><input type="checkbox"/> Planned Parenthood</li> <li><input type="checkbox"/> Neighboring school district KIT facilitators</li> <li><input type="checkbox"/> Mental health services/counseling providers</li> </ul>		FSS	
April	Newsletter article in school newsletters		Program Supervisor	
April	Request ECEAP info on school websites		Program Supervisor	
April	Post ECEAP information on Facebook		Program Supervisor	
April	Post flyers at nearby apartments, grocery stores, laundromats, recruitment sites (see attached list)		FSS & Site Parents	
April	Connect with doctors who completed WCC's during 16-17 and provide info/flyers		FSS	
April	Send family/friend recruitment postcard home with each child who is currently enrolled to be distributed to a friend or relative who may be interested in ECEAP		FSS	
April & May	Request ECEAP information be put on school reader boards at HA, GA, LO, MA & SL		FSS	
April & May	Talk with elementary school teachers (&/or email) to make more aware of ECEAP and enrollment		FSS	
April - June	Enroll eligible 4 year olds		FSS	

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April - June	Consult with program manager regarding enrollment of high priority income eligible 3 year olds, based on site history		FSS & Program Supervisor	
May	FSS will inquire about attendance at area case staffings with DSHS		FSS	
May	FSS inquire about sharing ECEAP info at foster parent training and foster parent support networks/groups		FSS	
May	Recruit at <i>Child &amp; Family Wellness Fair</i> (10:00am-3:00pm)		FSS & interns	
May & June	Connect with local churches' Vacation Bible School coordinator to provide info and flyers		FSS	
May & June	Attend meetings, community events, etc. to share information about ECEAP		FSS	
May & June	Recruit siblings at Getting Ready for Kindergarten events		FSS/ Program Supervisor	
June	FSS complete 2018-19 Site Roster for enrolled children		FSS	
June	Change voicemail to summer away message with Program Supervisor's phone number for enrollment inquiries		FSS & Teachers	
June	Bring enrolled list and waitlist to Program Supervisor's office at SL for reference during summer inquiries		FSS	
June	Request all ECEAP phones' voicemail systems not be reset over summer break		Program Supervisor	
June	Provide thank-you notes to community partners		Program Supervisor/FSS	
<b>SUMMER</b>				
June	Contact area churches to provide information that can be distributed at their Vacation Bible School programs		FSS	
July & Aug	Table at community events such as: <input type="checkbox"/> EHA community resource fair <input type="checkbox"/> Project Homeless Connect <input type="checkbox"/> National Night Out	TBD	FSS	
July & Aug	Provide information to Food & Nutrition Services so information is available at Free Lunch Program locations throughout the summer; FSS may visit some locations for recruitment as well		FSS & Program Supervisor	
July & Aug	Send information home with summer school students		Program Supervisor & admin assistant	
<b>EARLY FALL</b>				



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Aug	Restock elementary school offices with recruitment materials Provide info via email to office staff, district front desk and communication department		FSS/ Program Supervisor	
Aug & Sept	Fill remaining spots with eligible 4 year olds Enroll high priority, income eligible 3 year olds. Request permission from Snohomish County ECEAP for enrollment of high priority, over-income 3 & 4 year olds		FSS	
Aug & Sept	Door-to-door neighborhood recruitment and tabling at community locations, if needed		FSS	
Sept	Send flyers to ECEAP site elementary students		FSS	
Sept	Recruit at open houses & first day of school events		FSS	
<b>FALL</b>				
Sept	Send waitlist letters to families		FSS	
Sept	Enter children onto the waitlist in ELMS		FSS	
Sept	Connect with McKinney-Vento coordinator for newly identified siblings		Program Supervisor	
Sept & Oct	Connect with housing case managers to inquire about new families		FSS	
<b>PRE WINTER BREAK</b>				
Oct	Provide elementary school teachers with ECEAP information to provide to families at parent-teacher conferences		FSS	
Oct & Nov	Connect with area apartment managers to inquire about posting information on community boards or providing information in welcome packets		FSS	
Oct – Dec	At site PAC meetings and home visits, share ECEAP information and encourage recruitment and word-of-mouth referrals		FSS	
Nov	Locate community meetings and divide up attendance responsibilities among FSS		FSS & Program Supervisor	
<b>WINTER</b>				
Jan – Mar	Reconnect with community partners, flyer distribution locations, etc. to provide additional supplies/info as needed and renew relationship		FSS	
Jan - Mar	Attend neighborhood meetings to provide ECEAP info		FSS	

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Jan - Mar	Attend local group meetings (ie: Hand in Hand, school coffee hours, foster care support, DSHS LPA, etc.) meeting to learn about services and build relationship		FSS	
Jan - Mar	Connect with Special Services about newly identified student who may be a good fit for ECEAP		Program Supervisor	
Jan - Mar	Connect with McKinney Vento coordinator for newly identified families that may be interested in ECEAP		Program Supervisor	
March	Attend Play & Learn groups and provide ECEAP info		FSS	
March	Continue to advocate for enrollment materials to be ready earlier in the spring so ECEAP applications for the next year can be distributed and completed at the same time as kindergarten registration opens		Program Supervisor	