

Recruitment, Enrollment, and Engagement in FACE

FACE Enrollment Priorities

Home-Based:

Expectation is 24 families (biweekly visits) for experienced parent educators and 12 families (weekly visits) for new parent educators.

1. Teenage parents with children prenatal to 36 months of age.
2. Families with children from prenatal to 36 months of age.
3. Families who are referred by collaborating agencies.
4. Families with children who are ages 3 years through kindergarten who are in need of services.

Center-Based:

1. Families with children who are ages three to kindergarten and whose parents are willing and able to participate full-time and part-time in all center-based component and have an educational goal to achieve; full-time and part-time adult family member from the community with a preschool-aged child and an educational goal.
2. Flex-time adult family members with a preschool aged child from home-based programming with educational goals (recommended to enroll no more than 25% flex-time adults).
3. Full-time and part-time adult family members with children transitioning from center based program to kindergarten through third grade.
4. Families with children transitioning from home-based to center-based.
5. Teenage parents whose children are ages three years to kindergarten entry.
6. Families, with children aged three years to kindergarten entry, who are referred by collaborating agencies.
7. Children who are in elementary grades and whose parents have academic needs.
8. Parents and adult family members with children ages three to kindergarten entry who can participate part-time, one to three days per week.
9. Parents and adult family member with children ages three to kindergarten entry who can participate in parent engagement activities on a flexible basis.
10. Center-based children may not be retained in the FACE program. Children are transitioned to kindergarten when they are eligible.

Recruitment

What is Recruitment?

The purpose of recruitment is to share information about your FACE program to not only promote services offered, but to enroll interested families. Recruitment is critical to establishing the relationship with families and planting the seed for their initial growth. It is pertinent for FACE programs to maintain full enrollment to ensure the continuation of funding. Recruitment should continue throughout the program year. All FACE staff is responsible for recruiting and engaging families in YOUR community that can benefit greatly from the services offered.

Recruitment Guidelines

- Organize before recruiting – recognize and address barriers
- Maintain high-quality services
- Give participants ownership

- Utilize relationship-based recruitment (mutual referrals) Word of mouth!
- Be clear with families what is expected of them
- Materials should reflect the native language and culture

Recruitment Methods

- Personal contact by FACE Staff
- Informal meetings
- Family recruitment events
- Newspaper, Radio or TV stations
- Print materials (flyers) and signage (lawn signs, etc.)
- Websites and Social Media
- Reward families for referring a new family

Enrollment Process

Home-Based:

- Parent educator contacts interested family before services begin.
- FACE Enrollment Forms are completed- 1 per participating adult and 1 per participating child.
- Home-based Participation Agreement is completed with family- 1 per family.
- All necessary documentation is collected and inserted into Family File Folder.
- Once all information has been gathered, parent educator can begin services with families (personal visits, screening, resource network, and FACE Family Circles).

Center-Based:

- Interested family meets with the adult education teacher to discuss the adult's education needs and learn about the center-based model
- The adult education teacher coordinates with the preschool teachers
- Family completes both the adult and child FACE Enrollment Forms
- The adult family member meets with the adult education teacher to completes the Adult Participation Plan
- The adult education teacher and preschool teacher coordinates the start date of the preschool child and family

Engagement and Retention

Engagement and Retention

Engagement is keeping the family. For many cases when think of "recruitment" the word "retention" quickly follows in their mind. While the words "retention" and "engagement" can be thought of as interchangeable. It's key to understand the difference. While the definition for "retention" is: "To keep possession of, to continue to hold or have", the definition for engagement is much more positive. It is "to occupy the attention or efforts of a person or persons, to attract or hold fast". A program with effective strategies to engage families will have an easier time retaining them.

Engagement

- Enrolling families in the program is only the beginning!
- What is Engagement?

- Facilitating families' continued participation in services
- Building trusting, respectful relationships with families
- Becoming partners with families
- Helping families transition to the next step
- What are the goals of the family?
- What is the commitment to FACE?
- Effective engagement strategies increase the likelihood of retaining enrolled FACE families.

Retention

- Maintaining the required number of families in the program
- It is more effective to retain a family than it continually recruit replacements
- What does the family represent?
 - A future student for the school!
 - An involved parent
- Families are likely to stay in a program when there is an overall satisfaction with the experience
- Family satisfaction is the key to retaining families in your program

Engaging and Retaining Families

- FACE staff facilitate families' continued participation in services.
 - Consider how families are assigned to parent educators.
 - Consider adult education needs when creating a participation plan
- Encourage all caregivers to participate in services provided by FACE.
- Provide services that are convenient for the families.
- Do not forget about families on the waiting list.
- Develop the transition plan that includes both components of the FACE Model.
- Maintain a healthy and productive relationship with the family.

Engagement Methods Home-Based:

- Scheduling the next visit
- Checking-in by phone, text, email
- Sending written visit reminders
- Leave a calendar or sticker note
- Imagination Library books
- Contact families within 24 hours when a visit is missed or canceled
- Share your incentive plan with families
- Partnering, Facilitating, and Reflecting with families
- Involving families in the planning process of each personal visit

Retention Methods Center-Based:

- Provide an orientation for families when they start the program
- On-going contact with parents at all participation levels: full-time, part-time, and flex-time.
- Create Parent Engagement activities to send home to support parents
- Follow-up on absences with families, develop a system of back and forth communication with families