

Finding the Keys to ERSEA:

Eligibility, Recruitment, Selection, Enrollment & Attendance

Finding the Keys to ERSEA is designed to unlock the mysteries of Eligibility, Recruitment, Selection, Enrollment, and Attendance (ERSEA) in Head Start and provide new implementation ideas for Head Start and Early Head Start Managers, Coordinators, Directors, and Family Services staff. This institute supports effective programming that is grounded in specific Federal Regulations and best practices for both Head Start and Early Head Start programs. **Finding the Keys to ERSEA** is designed for staff who are new to their role in this area, as well as for the seasoned staff who wish to bolster their knowledge and skills.

It is essential that staff have access to accurate information in order to successfully and effectively select and serve the neediest families. **Finding the Keys to ERSEA** is designed to help staff learn which key rules, regulations, directives or practices are applicable in this area. This institute will also help staff as they consider practices that are consistent with the Improving Head Start for School Readiness Act of 2007 and the Head Start Program Performance Standards. Specific areas addressed are serving homeless families, enrolling families from the 101 to 130 percent of the poverty guidelines, and the importance of attendance as a predictor of school readiness.

Finding the Keys to ERSEA specifically focuses on the key areas of Eligibility, Recruitment, Selection, Enrollment and Attendance. Discussions of each key area will focus on the questions that programs must consider in order to implement a program that meets the needs of their community. This institute will also explore how selection criteria and recruitment practices impact enrollment, and special emphasis will be given to approaching recruitment from a public relations perspective.

Learning Outcomes

- ★ Participants will expand basic ERSEA knowledge, appropriate for new staff and staff seeking a refresher in the fundamentals;
- ★ Participants will expand their understanding of the practical application of the *Head Start Program Performance Standards: Subpart A – Eligibility, Recruitment, Selection, Enrollment and Attendance*;
- ★ Participants will develop an understanding of the relationship of the Community Needs Assessment and ERSEA; and
- ★ Participants will enhance their understanding of how ERSEA impacts all services with emphasis on attendance as an indicator of school readiness.



SAMPLE AGENDA

DAY ONE (6 hrs)

Morning Session:	Overview of Training The Master Key: Looking at Services as It Relates to ERSEA Keying in on the Community Assessment Exploring the Keys to Eligibility: The Final Rule
Afternoon Session:	Exploring the Keys to Eligibility (continued) Exploring the Keys to Recruitment

DAY TWO (5 hrs)

Morning Session:	Exploring the Keys to Selection Exploring the Keys to Enrollment
Afternoon Session:	Exploring the Keys to Attendance Unlocking the ERSEA Door

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