

WELCOME



Building Strong Foundations ERSEA & Intake



Head Start Regional TTA Network

INTRODUCTION



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WALK THE WELCOME TALK ACTIVITY

- 1 *Families feel comfortable asking questions during enrollment.*
- 2 *Our application process feels welcoming to families.*
- 3 *We spend more time on paperwork than relationships.*
- 4 *Families understand how selection decisions are made.*
- 5 *Our attendance conversations feel supportive, not corrective.*



REFLECTION

What influenced where you stood?

What experiences shaped your answer?

What does this say about our practices?



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WHAT IS ERSEA?

Eligibility

Recruitment

Selection

Enrollment

Attendance



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E - ELIGIBILITY

Scenario A

“We need your child’s tribal enrollment paperwork before we can move forward.”

Scenario B

“You must provide proof of residency.”

Scenario C

“Fill this out so we can determine if your child qualifies.”

Scenario D

“Without these documents, we can’t process your application.”



REFLECTION

How can we gather information while honoring family dignity, privacy, and trust?



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R - RECRUITMENT

Scenario A

“My child isn’t talking as much as other kids. I’m not sure a program would know how to help.”

Scenario B

“My child has a lot of energy and has been asked to leave other childcare programs.”

Scenario C

“I didn’t know programs started working with families before the baby is born.”

Scenario D

I didn’t think this program was for someone like me since I’m not the parent.”



REFLECTION

“What messages might families receive about whom our program is designed to serve and the support we provide?”



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S - SELECTION

Scenario A

“My child isn’t talking as much as other kids. I’m not sure a program would know how to help.”

Scenario B

“My child has a lot of energy and has been asked to leave other childcare programs.”

Scenario C

“I didn’t know programs started working with families before the baby is born.”

Scenario D

I didn’t think this program was for someone like me since I’m not the parent.”



REFLECTION

“Do families understand how selection decisions are made?”



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E - ENROLLMENT

Scenario A

A parent struggles with online enrollment forms due to limited internet access.

Scenario B

Two caregivers disagree on enrollment paperwork details.

Scenario C

A parent cannot attend enrollment meetings during normal hours.

Scenario D

A parent is upset about having to complete all the enrollment paperwork.



REFLECTION

“Is enrollment a conversation or a checklist?”



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A – ATTENDANCE

Scenario A

A child has missed several days. The parent says, “We’ve had a lot going on.”

Scenario B

A parent arrives late and appears stressed.

Scenario C

Attendance decreases during certain times of the year due to family or cultural events.

Scenario D

A family is dealing with a crisis.



REFLECTION

How do families experience attendance conversations?

Do we lead with curiosity or correction?”

What might families be navigating behind the scenes?



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FROM FIRST CONTACT TO LASTING IMPACT

From First Contact to Lasting Impact

Every interaction with a family, from recruitment to attendance, helps shape their experience with your program.

When families feel:

- ✓ Welcomed
- ✓ Respected
- ✓ Heard
- ✓ Supported

They are more likely to engage in meaningful goal-setting and partnership.



OUR WHY

At the heart of ERSEA and family engagement is a simple purpose: **To make a positive difference in the lives of children and families we serve.**



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RESOURCES

#GetaHeadStart Recruitment Resources

<https://headstart.gov/ersea/article/getaheadstart-recruitment-resources>

ERSEA Insights: Recruitment: Developing Effective Outreach Systems

<https://headstart.gov/ersea/ersea-insights/recruitment-developing-effective-outreach-systems>

ERSEA Insights: Family-centered Considerations for ERSEA

<https://headstart.gov/ersea/ersea-insights/family-centered-considerations-ersea>

Family Recruitment Video and Implementation Guide

<https://headstart.gov/ersea/article/family-recruitment-video-implementation-guide>

Making Enrollment and Engagement Accessible to Families

<https://headstart.gov/ersea/article/making-enrollment-engagement-accessible-families>



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