

Finding the Keys to ERSEA: Eligibility, Recruitment, Selection, Enrollment, and Attendance

March 9-10, 2010

The Westin Memphis Beale Street, Memphis, Tennessee

Finding the Keys to ERSEA was designed to unlock the mysteries of Eligibility, Recruitment, Selection, Enrollment, and Attendance (or ERSEA), and to open new doors for Head Start and Early Head Start Directors, managers, coordinators, and especially Family Service area staff. This timely institute supports effective programming that is grounded in specific 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 seasoned staff who wish to bolster their knowledge and skills.



The institute is a full two-day event specifically focusing on the key areas of Eligibility, Recruitment, Selection, Enrollment and Attendance. Discussions of each key area will focus on the questions that programs must answer in order to implement a program that truly meets the needs of the community. The event will explore how selection criteria and recruitment practices impact enrollment, and special attention will be given to approaching recruitment from a public relations perspective.

It is essential that staff have access to accurate and easily readable information in order to successfully and effectively serve the neediest children. **Finding the Keys ERSEA** is designed to help staff learn which key rule, regulation, directive or practice is applicable in this area. Understanding the connection between ERSEA and management systems is the Master Key that unlocks all doors. This institute will help staff as they consider practices that are consistent with the *Improving Head Start for School Readiness Act of 2007*. Specific areas addressed are serving homeless families, enrolling families below the poverty level and below 130% of the poverty level, reducing enrollment, and converting enrollment slots from Head Start to Early Head Start.

The relaxed, interactive institute will combine small and large group activities. Institute participants will also receive the **Finding the Keys to ERSEA** workbook that supports the training and includes most relevant regulations and samples of other useful resources.

The Standard Registration Fee is \$375 per person. Members of *T/TAS@Your Service* may qualify for the Subscriber Rate of \$350 per person. (Some restrictions may apply based on level of subscription; visit www.ttas.org/ays.html for information on how to become a subscriber.) For details on registering, including how to earn 1.1 Continuing Education Credits (CEUs) for this event, please see page 3.

Learning Outcomes

- Participants will increase their knowledge of applicable regulations and their adherence to the *Improving Head Start for School Readiness Act*.
- Participants will expand their understanding of the practical application of ERSEA.
- Participants will develop an understanding of Community-Wide Strategic Planning and Needs Assessment in ERSEA.
- Participants will better understand Head Start management systems and their impact on ERSEA.

Tentative Agenda

March 9, 2010

8:00 - 9:00 a.m.	Registration & Refreshments
9:00 - 10:30 a.m.	Welcome Looking at Management Systems and the Community-Wide Strategic Planning and Needs Assessment
10:30 - 10:45 a.m.	Break
10:45 a.m. - Noon	Exploring the Keys to Eligibility
Noon - 1:15 p.m.	Lunch on Your Own
1:15 - 3:00 p.m.	Exploring the Keys to Eligibility (Cont'd) Exploring the Keys to Recruitment
3:00 - 3:15 p.m.	Break
3:15 - 4:30 p.m.	Exploring the Keys to Recruitment (Cont'd)

March 10, 2010

8:00 - 8:30 a.m.	Refreshments
8:30 - 10:30 a.m.	Exploring the Keys to Selection
10:30 - 10:45 a.m.	Break
10:45 a.m. - Noon	Exploring the Keys to Enrollment
Noon - 1:15 p.m.	Lunch on Your Own
1:15 - 3:30 p.m.	Exploring the Keys to Attendance

Your Presenters



Robin Gadsden-Dupree, Family & Community Partnerships Specialist, has an EdD in Organizational Development and Higher Education Leadership. She has served as a Head Start Director, a Child Care Director, a Home-Based Supervisor, and a preschool teacher, and also has extensive experience in ERSEA, Family Partnerships, delegate agency issues, and working with Governing Bodies and Policy Councils/Policy Committees.



Jennifer Pecot, Family & Community Partnership Specialist, provides training and technical assistance in the areas of parent/community involvement, family partnership agreements, ERSEA, program governance, and fatherhood initiatives. She has extensive experience training Boards and Policy Councils. Jennifer has a BS degree in Human Development, and is certified in all four modules of the Program for Infant-Toddler Caregivers.



Gail Elleby, Management Specialist, holds Master's degrees in Public Administration and Sports Administration. Her areas of focus include non-profit board development, collaboration, volunteer programs, and non-profit agency relations. Gail's recent work centers on family literacy, leadership development, managing change, conflict resolution, strategic planning, board governance, and program management systems.

(T/TAS reserves the right to substitute or reduce the number of presenters as circumstances warrant.)



Hotel Accommodations

The Westin Memphis Beale Street is located at 170 Lt. George W. Lee Avenue just behind world-famous Beale Street, home of the blues, in exciting Memphis, Tennessee. Hotel accommodations are available at the special conference rate of \$139 per night, single or double occupancy (plus applicable taxes). Please make your hotel reservations **no later than February 6, 2010** by calling 901-334-5900 or 866-716-8106.

To qualify for the special conference rate, please state that you will be attending **Head Start ERSEA**. The room block will be held until the stated deadline or until the block is sold out, whichever comes first. Reservations are accepted on a space and rate availability basis by the hotel, and room blocks often fill quickly. Please consult the hotel for information on their specific cancellation policies, to learn about additional charges that may apply to hotel guests (i.e., parking fees, local phone charges, internet access fee, etc.), and to learn about available amenities, such as room service, in-house dining, and additional area attractions.

The Westin Memphis Beale Street features beautifully appointed guest rooms and suites at a location in the heart of Memphis. The hotel is just a short walk from Beale Street, the Memphis Rock n' Soul Museum, and the FedEx Forum, and only a short drive from such attractions as AutoZone Park (home of the Memphis Redbirds), the Memphis Zoo, the National Civil Rights Museum, historic Sun Studios, and the Stax Museum of American Soul Music. The Westin's Sole Restaurant and Raw Bar features locally-raised beef, fresh seafood, and an array of dishes unlike any other in Memphis. Lighter fare is available in the casually sophisticated Lobby Lounge.

Registering for T/TAS Events

It is easy to register for events sponsored by T/TAS. There are three methods for registering:

- ★ **To Register On-Line:** To register for any T/TAS event, please go to our web site at www.ttas.org/calendar.html, locate the event you wish to register for, and then click on the **Register** button.
- ★ **To Register By Mail:** Complete and return the attached Registration Form with check, money order, or Purchase Order (made out to T/TAS), or with Credit Card info (Visa, MasterCard, or Discover) to: **T/TAS, 1906 College Heights Boulevard, #11031, Bowling Green, Kentucky 42101-1031.**
- ★ **To Register By Fax:** Complete and fax the attached Registration Form with Purchase Order or Credit Card (Visa, MasterCard, or Discover) information to our office at 270-745-3340 or 270-745-2142.

Registration forms will not be processed unless accompanied by payment, credit card info, or Purchase Order. Registrations will be accepted until events fill.

Enrollment is Limited: T/TAS cannot guarantee enrollment at events. In the event that available enrollment slots fill, you will have the option of being placed on a waiting list in case space reopens due to cancellations. We recommend you do not make hotel or travel arrangements until you receive your registration confirmation. T/TAS is not liable for any hotel or travel penalties or fees that may be incurred by participants or registrants.

Confirmation of Registration: Registrations can only be confirmed by e-mail. Please provide your e-mail address on the registration form if you wish to receive a confirmation. If you do not receive a confirmation within five days of registering for the event, please contact Mike Hartz at 800-882-7482.

Cancellations/Substitutions Policy: If you cancel your registration in writing 10 or more business days before the event, registration fees will be refunded, less a \$25 enrollment charge. No refunds will be made less than 10 business days prior to the event; however, you may designate a substitute to attend in your place. T/TAS reserves the right to cancel the event if enrollment criteria are not met or when conditions beyond our control prevail. In the event of cancellation, each registrant will be contacted. The liability of T/TAS is limited to the refund of registration fees only.

Continuing Education Units (CEUs): Western Kentucky University offers Continuing Education Units (CEUs) for participants successfully completing a T/TAS training seminar. To apply for CEUs, please complete the appropriate section of the attached registration form and include an additional fee of \$25 per person. Consult the event registration form to learn how many CEUs will be offered for each event.

T/TAS Also Brings the Training to You

T/TAS is a leading provider of on-site professional development training and technical assistance. Our knowledgeable experts deliver the same high-quality training and materials in your local program setting, reaching **all** of your staff at a cost competitive with the cost of sending just a few to a conference or seminar. **Most of the events in our annual and quarterly training catalogs can be adapted for presentation in your local program or cluster.**

T/TAS also specializes in designing training specifically for delivery on-site in your local program, including such titles as *Preparing for An On-Site Federal Review*; *Program Governance: Road Map to Success for Decision-Makers*; *Positive Guidance: Making A Place for Everyone*; *Self-Assessment*; *The Supervisor/Mentor Coach Institute*; *Five Parenting Behaviors That Predict Success in School*; *Supporting the Involvement of Fathers in the Lives of Young Children*; and *Ongoing Monitoring: The Key to Quality in Head Start*. To learn more or to schedule training, call 800-882-7482.



Event Registration Form

PLEASE PRINT THE NAME AND POSITION OF THE PERSON ATTENDING exactly as it should appear on the name tag. Copy this form as necessary for registering additional persons.

Name: _____ Position: _____

Agency/Program: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E-Mail Address (for Confirmation of Registration): _____

Enrollment is Limited: T/TAS cannot guarantee enrollment in any event. In the event that available enrollment slots fill, you will have the option of being placed on a waiting list in case space reopens due to cancellations. We recommend you do not make hotel or travel arrangements until you receive your registration confirmation. There will be no on-site registration.

EVENT	SELECT FEE(S)
<input type="checkbox"/> FINDING THE KEYS TO ERSEA , MARCH 9-10, 2010, THE WESTIN MEMPHIS BEALE STREET, MEMPHIS, TENNESSEE	<input type="checkbox"/> Standard Registration: \$375 <input type="checkbox"/> TTAS@Your Service Subscribers: \$350 * <input type="checkbox"/> Check if requesting 1.1 CEUs (11 contact hours) from Western Kentucky University and include an additional \$25 in payment.

* Subscribers, please include **TTAS@Your Service** Enrollment No. _____. Some restrictions may apply; visit www.ttas.org/ays.html for information on becoming a subscriber.

Room blocks often fill quickly; please make your hotel reservations by the date listed in the conference descriptions.

CHECK METHOD OF PAYMENT (Forms will not be processed unless accompanied by payment):

- Check payable to T/TAS.
- Purchase Order No. _____ payable to T/TAS.
- Credit Card (Mastercard, Visa, Discover only): _____ - _____ - _____ - _____
 Expiration Date: _____ Signature: _____
Visa Card Users, please include 3-digit V number from back of card: _____

Return to: **T/TAS**
1906 College Heights Boulevard #11031
Bowling Green, Kentucky 42101-1031
Fax: 270-745-3340 or 270-745-2142
Call 800-882-7482 for more information

<p>ACCESSIBILITY NEEDS:</p> <p>Do you have any disability that requires special materials or services?</p> <p>Do you have a special dietary need?</p>
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Cancellations: To obtain a refund of registration fees (less \$25 enrollment charge), cancellations must be received **in writing** 10 working days prior to the start of the event.