



Champions for Leadership



# Head Start Recruitment Metrics

# Professional Development and Project Goals

PD Goal	Champions for Leadership
Project Goal 1	Track Distribution of Head Start Applications
Project Goal 2	Evaluate Recruitment Activities
Project Goal 3	Website Analytics
Project Goal 4	Online Head Start Application
Next Steps	Looking Forward



# Application Barcodes

## APPLICATION BARCODES



### Why do we need barcodes?

- Sept 2010 – July 2011 printed 9,300 application packets
- Distribution: Reception, Sites (33), Recruitment Activities (86+), Agencies, Website



### What can we accomplish with barcodes?

- Establish point of distribution
- Quantify number distributed & returned
- Help determine recruitment event success

Project Goal

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# Barcode Set-up & Report

## BARCODE\_SET\_UP

Development of Barcode Database



FileMaker Pro - [Tracker (HS-SRV1)]

File Edit View Insert Format Records Scripts Window Help

Records: 4 / 97 Total (Sorted)

Layout: Bar Codes Setup View As: [Grid] [Table] [Preview]

App Rec'd App Request App List Eligibility Incompletes Vacancies Meals Reports Setup Menu Quit

### Bar Codes Setup

New Bar Code

Active	Month	Year	Print/Event	Type Code	Site/Description	Event Date	Print Order	Bar Code	
<input checked="" type="checkbox"/>	06	12	D20	SCNHRV	Second Harvest Distribution@ 2100 Moorpark Av. SJ. CA 95128 Emily and Celeste 10:00 - 11:30 am	6/8/2012	ENG (200 BC) SP (200 )BC Viet (300 BC)		Delete

Barcode Report



FileMaker Pro - [Tracker (HS-SRV1)]

File Edit View Insert Format Records Scripts Window Help

Records: 1 / 763 Found (Sorted)

Layout: Bar Codes Report - Su... View As: [Grid] [Table] [Preview]

App Rec'd App Request App List Eligibility Incompletes Vacancies Meals Reports Setup Menu Quit

### Bar Codes Report

Detail

Count	Site/Description	Bar Code	Event Date
148	SCCOE Site Distribution	HS 1011 P01 SITE	N/A
	Not Received	3	
	Complete	128	
	Incomplete	17	
143	SCCOE Reception Desk	HS 1011 P01 RCPTN	N/A
	Complete	101	
	Incomplete	41	
		1	

Project Goal

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# Recruitment Activity Evaluation

## Summary Evaluation Form



**RECRUITMENT SUMMARY EVALUATION FORM**

*Instructions: Complete as a group at the end of the day. Please return in the Applications Envelope inside recruitment box*

Recruiters	Name	Sign-in	Sign-out
Recruiter 1	Sabrina Mitome	<i>Sabrina Mitome</i>	<i>Sabrina Mitome</i>
Recruiter 2	Gloria Vega	<i>Glora Vega</i>	<i>Glora Vega</i>
Recruiter 3			

60303 042012 E20

**RECRUITMENT EVENT #1**

Event Name: **Recruitment Table**      Event Location: **McKee Oriental Market**  
 Recruitment Date: **Saturday April 28, 2012**      Start Time: **9:00 AM**      End Time: **12:00 PM**

**EVENT SUMMARY**

1) Total Number of Applications Distributed to Families:	<b>7</b>	2) Total Number of Applications Received from Families:	<b>0</b>	3) Total Number of Applications Leftover & Returned to COE:	<b>38</b>
Recruiter 1 Number follow-up calls/ contacts:	<b>N/A</b>	Recruiter 2 Number follow-up calls/ contacts:	<b>N/A</b>	Recruiter 3 Number follow-up calls/ contacts:	<b>N/A</b>
4) Approximately how families did you speak with regarding enrollment? <i>(circle one)</i>	0 - 5	5 - 10	10 - 15	<b>15 +</b>	
5) Considering the number of applications distributed and the number of families you spoke with, how effective was this activity for recruitment? <i>(circle one)</i>	Not Effective	<b>Somewhat Effective</b>	Very Effective	Don't Know	
6) Would you recommend this recruitment activity again? <i>(circle one)</i>	Yes	No	Maybe		
If no, why? Or if maybe, how would you improve it? <i>Families came out shopping after 10am. Mostly elderly do their errands early.</i>					

60303 042012 E21

**RECRUITMENT EVENT #2**

Event Name: **Open House**      Event Location: **Franklin**  
 Recruitment Date: **Saturday April 28, 2012**      Start Time: **1:00 PM**      End Time: **5:00 PM**

**EVENT SUMMARY**

1) Total Number of Applications Distributed to Families:	<b>2</b>	2) Total Number of Applications Received from Families:	<b>1</b>	3) Total Number of Applications Leftover & Returned to COE:	<b>36</b>
Recruiter 1 Number follow-up calls/ contacts:	<b>1.5</b>	Recruiter 2 Number follow-up calls/ contacts:	<b>1.2</b>	Recruiter 3 Number follow-up calls/ contacts:	<b>N/A</b>
4) Approximately how families did you speak with regarding enrollment? <i>(circle one)</i>	<b>0 - 5</b>	5 - 10	10 - 15	15 +	
5) Considering the number of applications distributed and the number of families you spoke with, how effective was this activity for recruitment? <i>(circle one)</i>	Not Effective	<b>Somewhat Effective</b>	Very Effective	Don't Know	
6) Would you recommend this recruitment activity again? <i>(circle one)</i>	<b>Yes</b>	No	Maybe		
If no, why? Or if maybe, how would you improve it? <i>We were able to make follow-up calls for incompletes on down time</i>					

**OFFICE USE ONLY**

	FY11	FY12	FY13	FY14
Cost				
Expenses				
Capital				
FYES				
ROI				

(Rev. 6/2012)

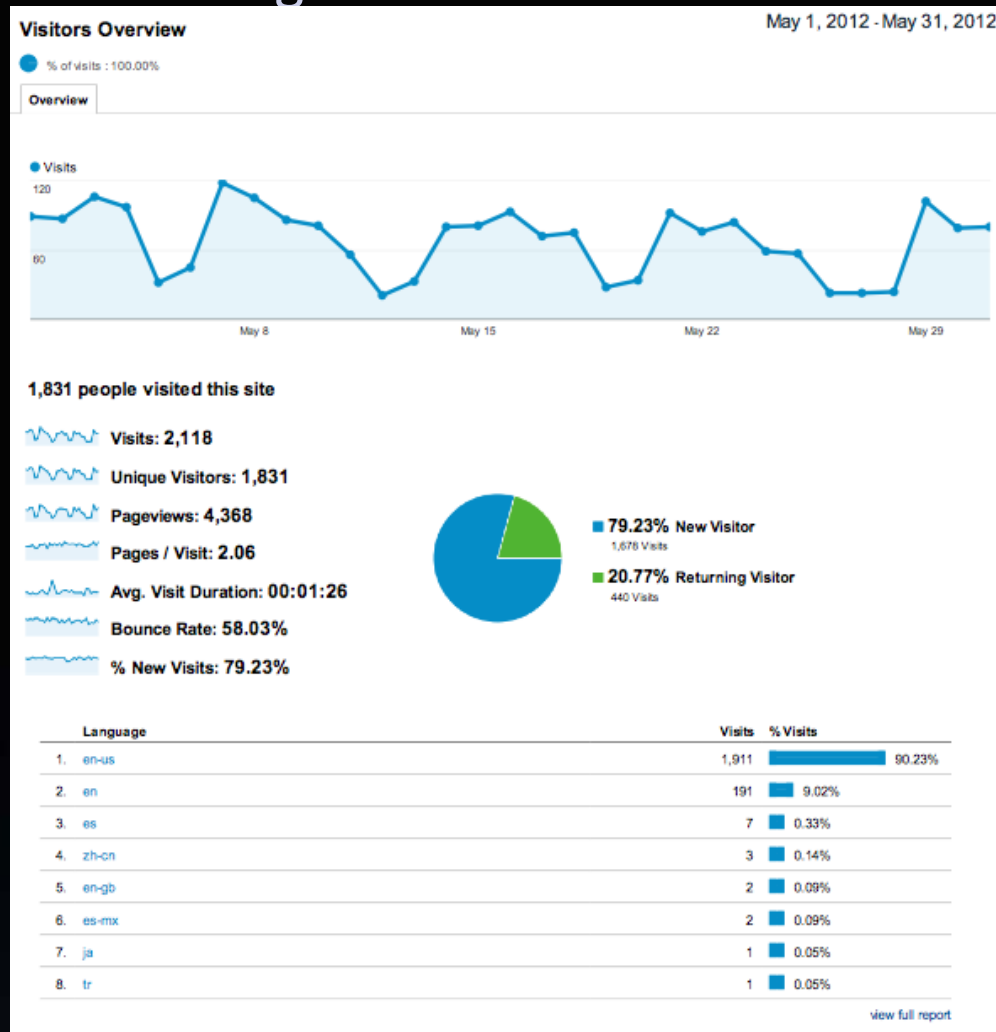


Project Goal  
2



# Google Analytics (overview)

www.myheadstart.org

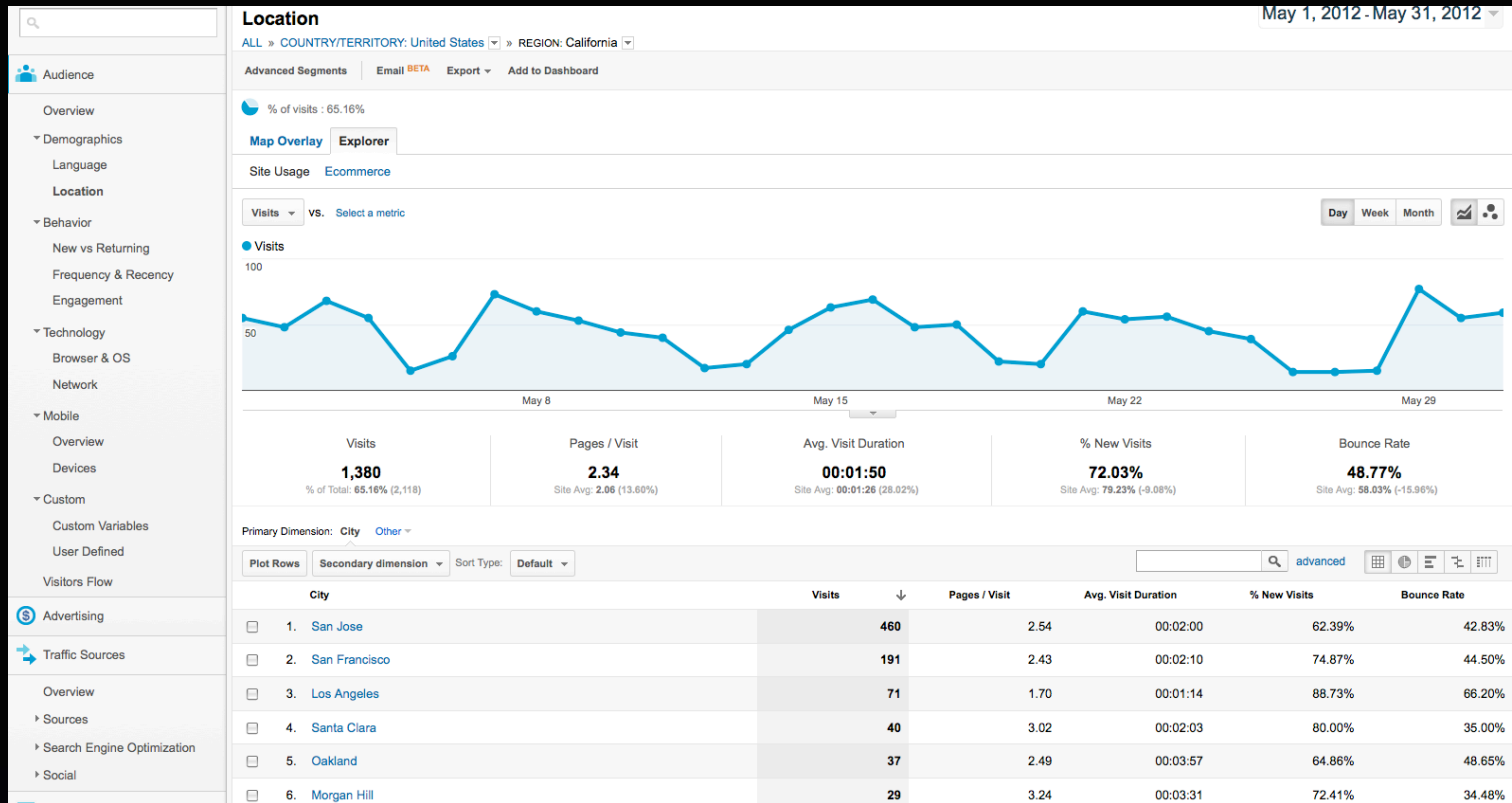


Project Goal

3

# Google Analytics (location)

www.myheadstart.org

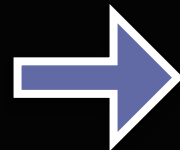


Project Goal

3

# Google Analytics

## Phone Call Tracking Integration



### Dynamic Numbers

- Ad specific numbers
- Track phone conversions
- Click to Call

### Call Tracking

- Advertising Source
- Call Volume
- Location of callers
- Duration of calls
- Routing of calls

### Report Integration

- Phone calls next clicks

Project Goal

3



# Online Application

## Cost and Time Analysis of Processing Applications 2012-12 Program Term



### Average processing time and hourly salary

- Applications processed: 3,339 applications
- Average Time processing single application: 8 minutes (7.5 applications p/ hour)
- Average hourly staff salary p/ hour: \$22.21



### Processing Costs

- Total Applications: 3,339
- Hours to process: 445.2
- Salary cost: \$9,888



### Printing Costs

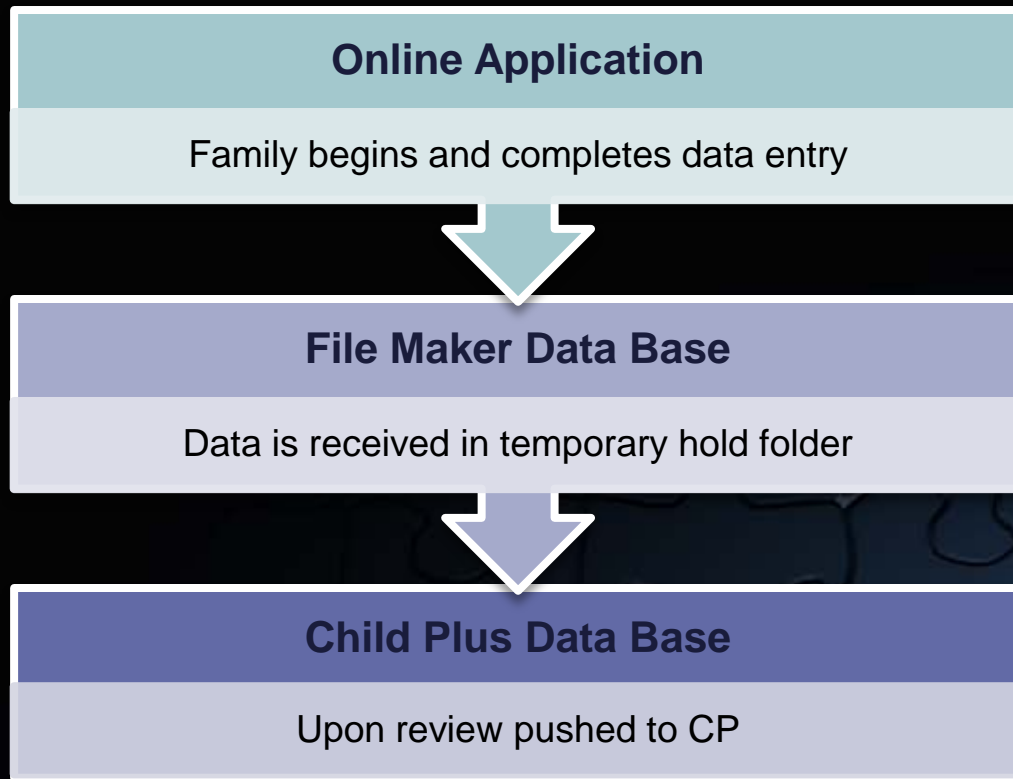
- Total Applications: 3,339 (40,068 sheets; 80,136 copies)
- Average cost / packet: \$1.20
- Salary cost: \$4,007

Project Goal

4

# Online Application

## Data Flow



Project Goal

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# Next Steps

## Development Plans for FY 2012-13



### Project Goal 1: Application Distribution

- Updates to database
- Second level of text here

### Project Goal 2: Recruitment Activity Evaluations

- Form revisions
- Develop & deploy File Maker database

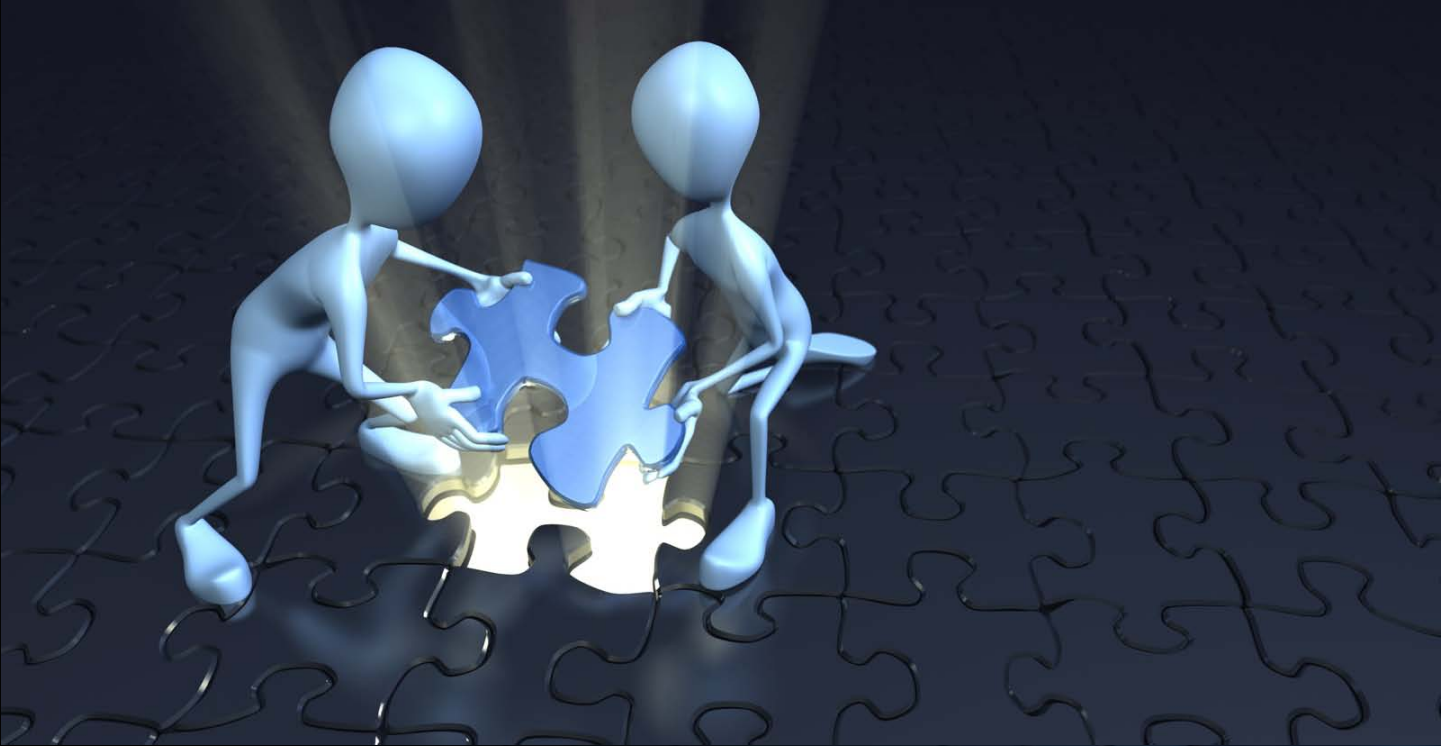
### Project Goal 3: Website Analytics

- Custom reports and dashboard
- Develop and install phone tracking integration strategy

### Project Goal 4: Online Application

- Continue development with TSB
- Deploy for 2013-14 recruitment cycle

Next Steps



# Questions

