

Head Start Recruitment Metrics

Professional Development and Project Goals

PD Goal

Champions for Leadership

Project Goal

Track Distribution of Head Start Applications

Project Goal

Evaluate Recruitment Activities

Project Goal 3

Website Analytics

Project Goal 4

Online Head Start Application

Next Steps

Looking Forward



Application Barcodes

APPLI CATI ONBARCODES



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



Office of Education

Barcode Set-up & Report

BARCODE_SET_UP

Development of Barcode Database





Barcode Report







Recruitment Activity Evaluation

Summary Evaluation Form



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|--|--|--|--|--|--|---|--------------|------------|---|--|--|---|-------------|
| Recruiters | | Name Sabrina Mitome | | | Sign-in | | | | 6 | Sign-out | | | |
| Recruiter 1 | | | | | 11 | 700000 | 1. 170 | 4 | - | 1 | gry | two | |
| Recruiter 2 | Gloria V | ega | | | | mai V | lizo | | , | Hepr. | · Van | gi- | |
| Recruiter 3 | | | | | | | 0 | | | | | | |
| | | | | | | | | | | | KM 04281 | 100 MAI 1 12 E30 | |
| RECRUITI | | ENT #1 | | | A VALLE | | | | | | | | |
| Event Name | | Recruitn | | | - | | | Locati | | McKee Orio | | | |
| Recruitment | Date: | Saturday | y April | 1 28, 2012 | _ | art Time: | | AM. | | Find Time: | 12:00 |) PM | unit Clark |
| 1) Total Numb | ucr of Annlic | ations | | _ | | f Application | | | 3) Total | Number of a | å pplicat | ione | |
| Distributed to | Families: | | 7 | Received | | | | 0 | Leftove | 8 Returned | to COE: | assida , | 38 |
| Recruiter II Number follow | oun calls/ o | ontacts: | N/A | Recruiter Number f | | calls/ contac | ta- | N/A | Recruit | e b r follow-up cal | lle / com | acres 1 | N/A |
| 4) Approximat | ely how fam | | a speak | | | 0-5 | | | - 10 | | - | | 1 |
| enrollment? (a) 5) Considering | redu otre) | | | | | - | - | | | 10 - 15 | | (15+ | - |
| number of fam | ilies you spe | ke with, ho | w effect | live was this | activity | Not Effecti | | | cwhat | Very Effective | | Don's | |
| for recruitment | | | | | | | - | 200 | | - American | - | | |
| 6) Would you r | ecommend | this recruite | nent act | livity | | | | | | | / | - 31 | |
| annin'i Cointe as | | | | , | | Yes | | | No | | M | taybe | |
| 6) Would you r again? force or If <u>no.</u> why? Or eld! | | rw would yn | nı impre | , | amilie | | cut: | shapp | No Car | ter 10 am | - | taybe ostly | |
| again? <i>(circle or</i> If <u>no,</u> why? Or | oj if <u>maybe,</u> he | rw would yn | nı impre | ove it? | amilie | | cut: | shapp | | IL II TUU TII IL II | | ostly Illiani | IIII |
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Google Analytics (overview)

www.myheadstart.org



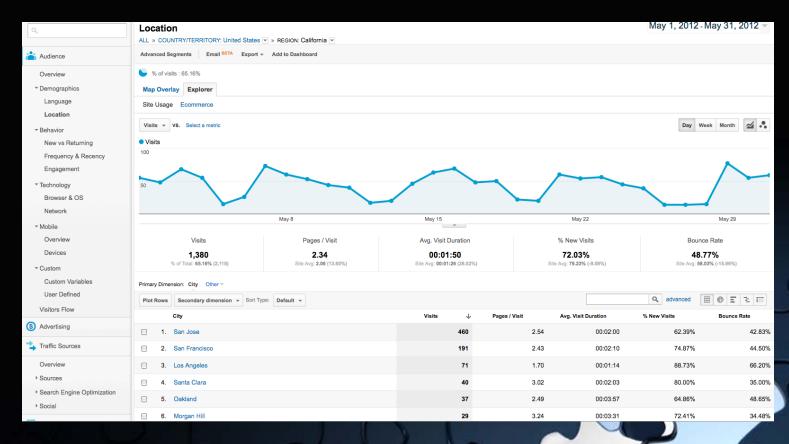




Google Analytics (location)

www.myheadstart.org







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





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



Online Application

Data Flow



Online Application

Family begins and completes data entry

File Maker Data Base

Data is received in temporary hold folder

Child Plus Data Base

Upon review pushed to CP



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

