Champions for Leadership

Head Start Recruitment Metrics

L. Fernando Enriquez

Santa Clara County Office of Education

June 12, 2012

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

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 1

Barcode Set-up & Report

BARCODE_SET_UP

Development of Barcode Database

Barcode Report

Project Goal 1

Santa Clara County Office of Education

Recruitment Activity Evaluation

Summary Evaluation Form

Project Goal 2

Google Analytics (overview)

www.myheadstart.org
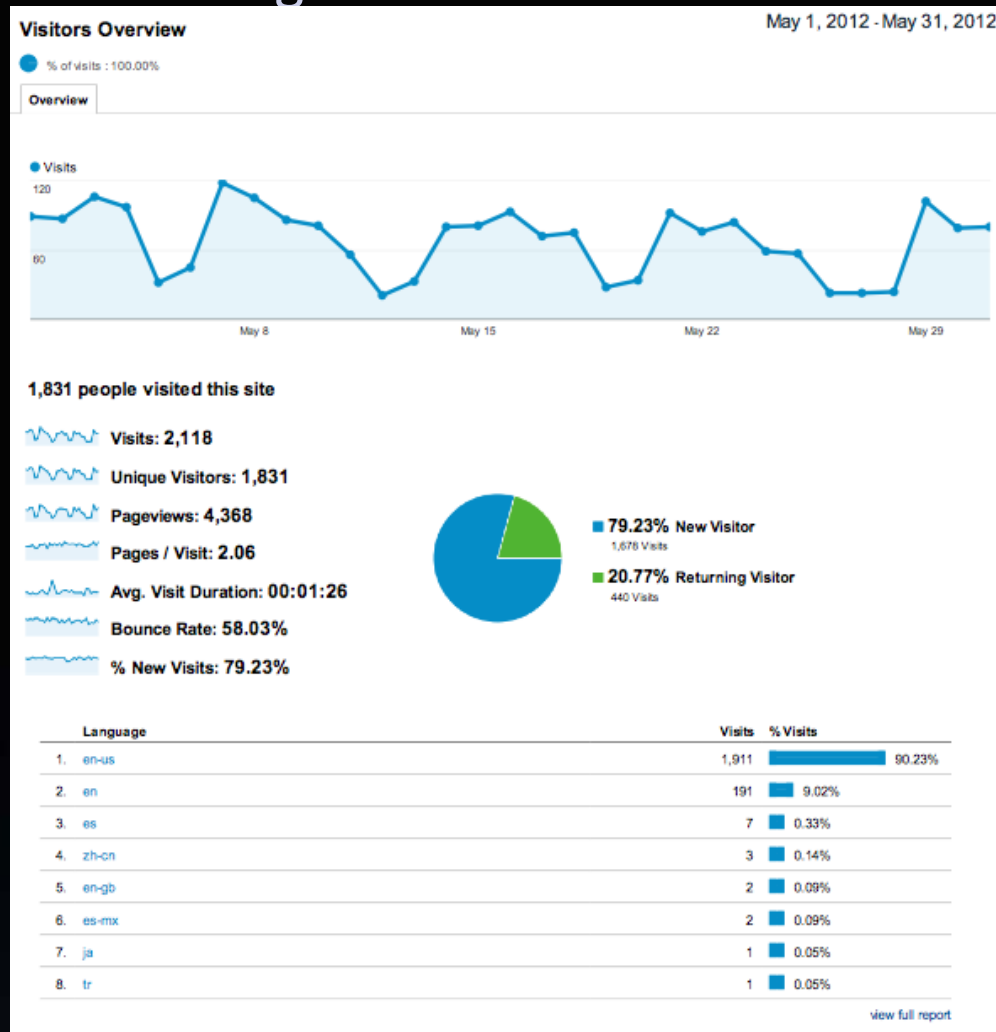
Project Goal 3

Google Analytics (location)

www.myheadstart.org

Project Goal 3

Santa Clara County Office of Education

Google Analytics

Phone Call Tracking Integration
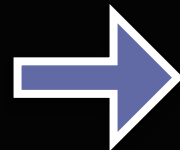
Dynamic Numbers

- 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

Santa Clara County Office of Education

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
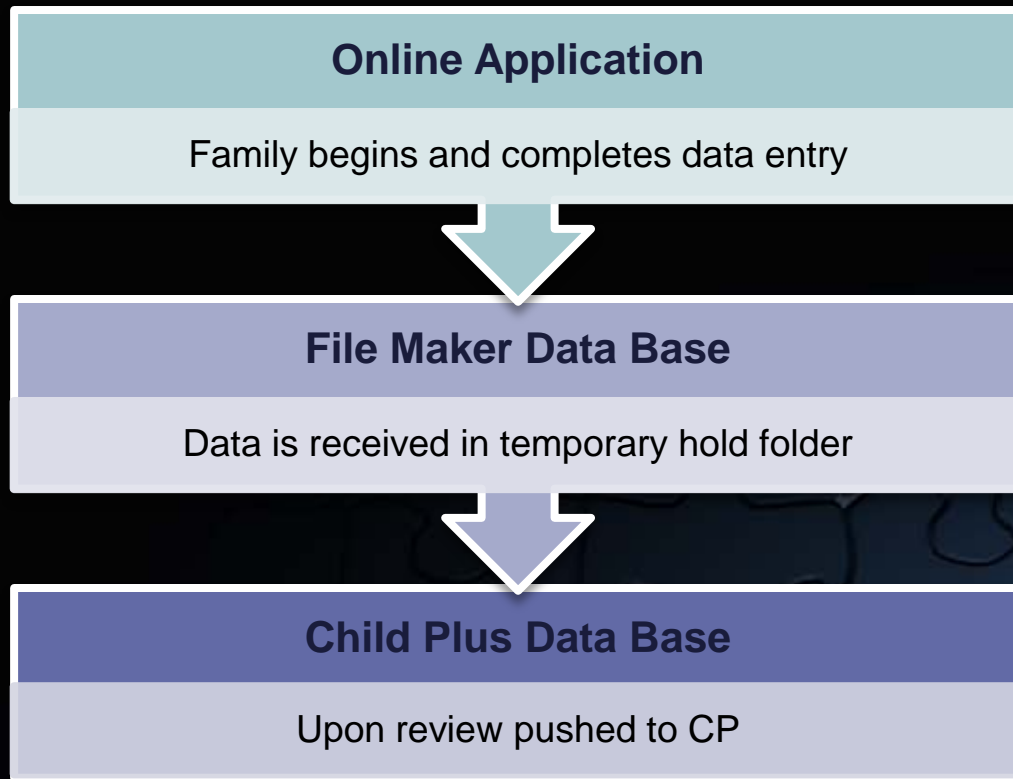
Data Flow

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

Project Goal 4

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
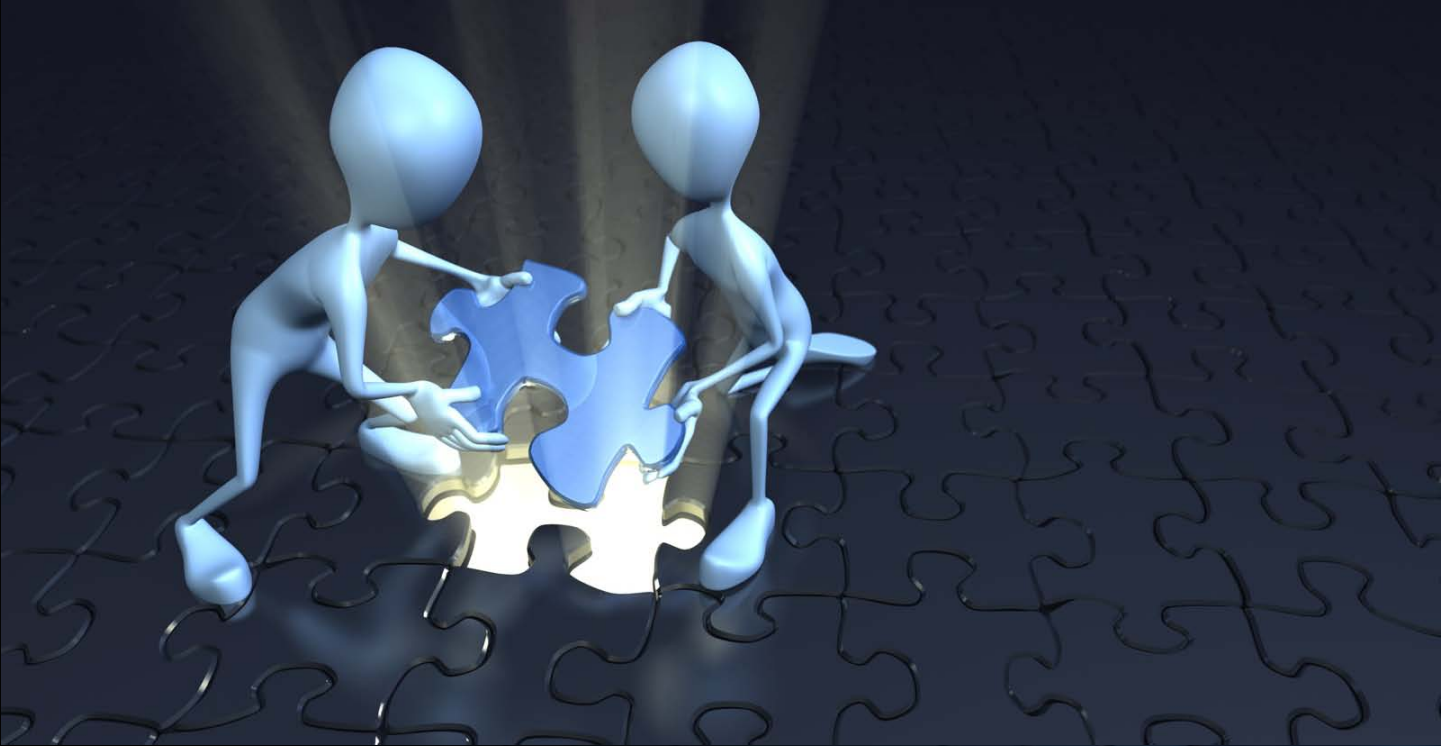- Form revisions
- Develop & deploy File Maker database

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

Santa Clara County Office of Education

Questions

Santa Clara County Office of Education