



**2 Comprehensive Levels**

# 2005 ERSEA Institute

**Are you ready for the new ERSEA standards in your next review?...**

The Eligibility, Recruitment, Selection, Enrollment, and Attendance (ERSEA) Institute is designed to help Agencies ensure that their programs are implementing ERSEA requirement effectively. The institute will address potential challenges and give Head Start programs effective solutions to problems they face in implementing ERSEA. Students will leave this institute with proven implementation strategies and related support activities to help develop ERSEA procedures in their programs. Students will understand the new PRISM regulations and how it relates to ERSEA. Each participant will improve their methods in implementing ERSEA compliance, particularly how to answer core PRISM questions as it relates to income eligibility, ERSEA, and program design. When you complete the institute your program will have an action plan of how to recruit the greatest number of children, how to determine and select the most needy child or families, how to maintain full funded enrollment and monitor and manage attendance.

EFFECTIVENESS OF SYSTEMS	IMPLEMENTATION OF SERVICE AND PROGRAMS						
	Child Development and Health Services	Individualized	Disability Services	Curriculum and Assessment	Child Outcomes	Family and Community Partnerships	Program Design
Program Governance							
Planning							
Communication							
Record Keeping & Reporting							
Ongoing Monitoring							
Self-Assessment							
Human Resources							
Fiscal Management							
Eligibility, Recruitment, Selection, Enrollment, and Attendance							

**ERSEA Requirement & PRISM**

**Presented by:**



**HS University**  
*Integrating the learning process... Anticipating the Future!*

**“Head Start programs have enrolled fewer children than they are funded to serve... Regional offices should... identified grantees as unacceptably under-enrolled...”** *General Accounting Office Report 2004.*

**“Let us help your program reach the Children and Families who need Head Start Services the most “**

# The ERSEA Institute...

...Helping Agencies give all eligible children a chance to participate in Head Start.”

Most agencies understand how important a Head Start experience can be in the lives of our nation’s disadvantage children and families. Because Head Starts are not able to serve all of the low-income children who meet its eligibility criteria, one of the most important responsibilities grantees have is to decide which children are selected to be enrolled and which are not. In order to accomplish this effectively, agencies must understand and implement the requirements set forth by 45 CFR 1305.



This Institute is designed to help address challenges some Head Start programs have such as ensuring the accuracy of their enrollment data, developing selection criteria for selecting the most needy children, developing enrollment measures that take into consideration the different levels of services provided, develop a more systematic process to collect reliable enrollment data during the program year and much more.

## Workshop Agenda

Program hours: 9 a.m. to 4:00 p.m.

### What you’ll learn and how you’ll benefit...

This institute is designed so that program teams can attend and return with an action plan for their agency. It is broken into two levels (I & II). **Level I** -ERSEA

Basics is designed to provide participants on how to understand the **main step** in implementing ERSEA . Step 1 -determining their programs strengths assessments is the critical tool to effectively implementing ERSEA. Participants will learn how to determine strengths and needs, which will help programs identify service areas, identify size, scope and number of families needing service and identify if current program design option is best for community, understand how ERSEA relates to PRISM and HS management system. **Level II** - Implementing ERSEA is designed to help participants develop procedures and processes to implement ERSEA at their program. Students will be given an ERSEA toolkit and ERSEA instruction manual to help them understand the ways to implement each process at their programs. Each area of requirement will be examined in detail to help students determine strategies for implementation.

Upon completion students should be able to:

- Conduct a community assessment
- Determine program design options
- Select families with the greatest needs for services
- Maintain enrollment levels
- Manage Attendance

#### LEVEL 1 - Determining Strength & Needs

##### Day One - ERSEA Process

- Understanding the purpose
- A Systems Approach to ERSEA
  - ERSEA & Management Systems
- ERSEA & PRISM Reviews
- Reviewing Key definitions

##### Determining community strengths & needs

- Determining Strengths & Needs
- Community Assessments (CA)
  - What’s a CA?
  - Benefits of CA Report
- Developing a CA Team
- Collecting and Analyzing Data
  - PIR Reports
  - Types of Data Needed
- Identifying Issues & Concerns
- Determining Goals & Objectives
- Reviewing & Monitoring

##### Day Two - Determining Program’s design Options

- Head Start Program Options
- Reviewing Your Current Program Options
- How to Use CA data to Identify best Program Options (HS, MHS, EHS)
- Determining Your Program Option Design: Are we meeting the needs of our community?

##### Bringing it all together

###### (The ERSEA Requirements)

- Community Strengths & Needs
- Eligibility
- Recruitment of children
- Selection process
- Enrollment and re-enrollment

Attendance

#### Level 2 - Implementing ERSEA

##### Day Three - Determining Eligibility

- Age of Children
  - Actual vs. Program
- EHS to HS Programs
- Family Income Eligibility
  - Definition of Income
  - Income Eligibility Process (PRISM)
  - Receipt of Public Assistance

##### Recruitment of Children

- Developing a Recruitment Process
- Setting Recruitment Task Timelines
- Determining Recruiting Strategies

##### Day Four - Developing a Selection Process

- Establishing Criteria
- Determining Disabilities Criteria
- Maintaining Wait Lists
- Monitoring the Selection Process

##### Enrollment and Re-enrollment

- Maintaining Funded Enrollment
- Transitioning EHS children to HS
- Re-enrollment

##### Attendance Process

- How is ADA calculated
- Monitoring Average Daily Attendance
- Managing Absenteeism
- Managing Chronic Absenteeism
  - Absentee slots

##### Day Five (1/2 Day)

###### Other Regulations

- Policy on Fees
- Compliance

The ERSEA Institute will help you reach the most needy children and families in your program!



## Did you know?

...using the regulatory definition for under-enrollment (less than 100 percent enrollment), as many as 50 percent of all Head Start grantees could be under-enrolled.

**GENERAL ACCOUNTING OFFICE REPORT, 2004**

Under-enrolled grantees must be identified as being in violation of the Head Start regulations and need to develop a plan indicating how they plan to achieve full enrollment within the period prescribed by ACF.

**HEAD START MANAGEMENT INITIATIVE, MAY, 2004  
U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES**



## FREE to every participant...

### HSU's ERSEA Toolkit

When you attend this workshop, you'll get a CD-ROM packed with powerful, time-saving forms and regulations to help you pinpoint and develop procedures and instructions at your program... as well as the most up-to-date regulations and more.

### A bound workbook that will be a valuable refresher and reference

You'll walk away with a comprehensive workshop manual containing information, tips and techniques that took thousands of hours of research to put together—all in one convenient workbook you can use over and over again

Your program workbook will become an immediate action plan for your program.



## ERSEA Complete Training

is coming to your area in 2005...

- **Phoenix, AZ** • June 6-10  
2575 E. Camelback Road  
*Registration Deadline: May 6*
- **Las Vegas, NV** • June 27-Jul 1  
4505 S. Maryland Parkway  
*Registration Deadline: May 20th*
- **New Orleans** • July 11-15  
1100 Podyras Street  
*Registration Deadline: June 17*
- **New York, NY** • July 25-29  
90 Broad Street  
*Registration Deadline: July 8*
- **San Francisco, CA** • August 1-5  
33 New Montgomery Street  
*Registration Deadline: May 6*
- **Minneapolis, MN** • August 15-19  
1501 Central Parkway  
*Registration Deadline: June 3*
- **Denver, CO** • Aug 22-26  
1400 South Colorado Blvd  
*Registration Deadline: August 5*
- **Chicago, IL** • Sept 19-23  
230 W. Monroe  
*Registration Deadline: September 2*
- **Boston, MA** • October 17-21  
25 Burlington Road Mall  
*Registration Deadline: September 30*
- **Seattle, WA** • November 7-11  
10604 NE 38th Place  
*Registration Deadline: October 28*
- **Miami, FL** • December 12-16  
6303 Blue Lagoon Drive  
*Registration Deadline: November 25*

**NOTE:** This special workshop is offered only a few times each year and class size is limited, so please enroll early to ensure your space. Training may be relocated due to space and availability. Please check with HSU for specifics about

# Level I & II Session



**Get answers to your most pressing questions and gain valuable hands-on experience in HSU's trainings...**

## Level 1: The ERSEA Basics

Over the years, we have developed teaching techniques and materials that provide all participants with the benefit of the most progressive training available. We cover the vast amount of information you need in a fast paced environment to maximize your time and learning experience. Actual regulations, information memorandum, and standards will be utilized throughout the training. Your workbook is designed explicitly for this workshop. Topics will be covered in a sequence designed to clarify and simplify. Questions and comments will be addressed as you proceed through the material courseware.

<b>LESSON 1</b>	ERSEA Introductions
<b>LESSON 2</b>	Understanding ERSEA
<b>LESSON 3</b>	HS Management Systems
<b>LESSON 4</b>	Developing Strengths & Needs
<b>LESSON 5</b>	Community Assessment
<b>LESSON 6</b>	Determining Program Design Option



### REFERRALS:

*"The trainer was incredibly helpful. I can honestly say this is the best ERSEA class I've ever been to."*  
Kansas Head Start

*"The trainer did a wonderful job. We all learned a great deal and would highly recommend your ERSEA training to anyone needing ERSEA guidance."*  
Oklahoma Head Start

*"The trainer did an excellent job and a very exceptional individual. Keep up the good work"*  
Ohio Head Start

*"This course anticipated and answered our questions. We left confident & ready to implement the ERSEA effectively in our program."*  
California Head Start

*"The trainer is very professional, creative and adds great ERSEA tips which are very helpful. The ERSEA training's are very exciting and informative!"*  
Texas Head Start

## Level 2: Implementing ERSEA

<b>LESSON 7</b>	Determining Eligibility
<b>LESSON 8</b>	Age of Children
<b>LESSON 9</b>	Selection Process
<b>LESSON 10</b>	Enrollment & Re-enrollment
<b>LESSON 11</b>	Attendance
<b>LESSON 12</b>	Policies on Fees

### Who should attend?...

- Head Start staff who want to save time by learning the latest requirements and keep their ERSEA skills and knowledge up to date
- Anyone who is responsible for recruitment, applications, enrollment and selection of families to your program.
- Component managers who could use ERSEA regulations to monitor and maintain program areas
- The office person who everyone goes to with ERSEA problems but who's never had the benefit of professional training
- Anyone who wants to better understand how ERSEA works, how to get more out of it and what to do when vacancies or chronic absenteeism happens
- Anyone who can't afford to wait for review teams or federal monitors to identify problem areas

To enroll, call toll free 1-888-282-7817, online at [www.hsuniversity.org](http://www.hsuniversity.org) or fax at 1-901-380-8616.



### Understanding ERSEA— A systematic process

Here you'll learn the basics of ERSEA... and the steps you must take to get great results and keep your program in compliance. We'll cover why it's important to implement processes to monitor ERSEA requirements. Plus...

- How ERSEA will be used in PRISM reviews
- How ERSEA relates to the PRISM Framework
- How to answer Core Question 16 of PRISM as it relates to ERSEA.

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Program Governance							
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Record-Keeping & Reporting							
Ongoing Monitoring							
Self-Assessment							
Human Resources							
Fiscal Management							
Eligibility, Recruitment, Services, Enrollment, and Attendance							
Facilities, Materials, Equipment, and Transportation							

### Head Start Management Systems and how it relates to ERSEA

One reason HS personnel can't identify a problem quickly is because of their lack of ERSEA knowledge... and giving you the sort of insight and knowledge is what this session is all about. You'll learn how to relate ERSEA with the eight management systems... the first thing to look for is what role program governance will play in this process. You'll also find out how to implement other systems such as:

- Planning
- Communication
- Record-Keeping & Monitoring
- Self-Assessment
- Human Resources
- Fiscal Management
- and many more...

Program Governance
Planning
Communication
Record-Keeping & Reporting
Ongoing Monitoring
Self-Assessment
Human Resources
Fiscal Management

### Community Assessment - Determining your strengths and needs

This session includes a close look at your community or service area and covers how to use the community assessment to make sure your program's recruitment and enrolment processes can achieve maximum efficiency. You'll learn the steps to take to conduct a detailed annual assessment of your program including collecting and analyzing data. (Students should bring current program PIR reports and CA to be utilized in training). You'll also find out what signals indicate a ERSEA problem... how to correct the problems.. and how to use internal reports and data to identify issues and concerns found and how to setup long range and short-term goals and objectives.



### Program Design Options - Are we meeting our Community Needs

This session will show you how to identify the exact program options for your community. From Center-based, Home-based to variation program options, you'll learn exactly what you can do to ensure that your program is working for the children and families you serve. You'll also learn...

- Tips for determining if your Centers are located strategically to meet community needs
- Understanding transportation issues and problems and how they effect ERSEA
- How to use Full-day and Part-day options to decrease certain ERSEA issues



# Workshop Agenda

Day 3-5 - 9 a.m. to 3:30 p.m.

## Eligibility—Are we determining Age and Family Income by Head Start Standards?...

This session is designed to give you the knowledge and skills needed to correctly implement the eligibility requirements. You'll also find out how to setup a systematic process that will meet your Agency requirements and those required by Federal regulations. We'll also cover...

- How to understand the new PRISM Income Eligibility Guidelines
- What is required in Income Verifications
- What is considered Income per regulations and Bureau standards



## Recruitment—Are we recruiting greatest amount of children/families?...

One of the most valuable and useful processes of ERSEA is recruitment... Getting families to apply to your program. Because the families entered through community network, it is so important, anyone recruiting families today needs to be able to understand the community network and determine the desired service areas as well. This session will give you the knowledge and strategies needed to tackle a variety of recruitment issues, from finding the most needy families and children, to identifying the areas which have the need for your program services. You'll find out how to use community assessment and internal and external data to find out about...

- How to select the best recruitment areas and identify recruitment strategies
- How to recruit the greatest number of children and families

## Selection - Selecting the most needy children and Families?...

Application processing is the most common problem programs face now more than ever before, due in part to the ever-increasing amount and complexity of information needed. One of the first steps you'll learn is how to differentiate between eligibility and selection. Then, this session will show you the special techniques for handling the selection process... including determining criterion, setting scores to criterion and much more. You'll also learn...

- How to choose Criterion and setup a selection process at your program



## Enrollment/Re-enrollment - Are we maintaining full enrollment?...

Is your program maintaining full enrollment? Due to the increase in the number, size and scope of other federal and state early childhood programs, most programs will experience this problem during a program year. We'll show you plenty of techniques that will help you monitor and maintain enrollment to better fit your Agency needs. You'll discover what your program can change and how to identify enrollment flags. By using certain tools, you will learn how to correct enrollment procedures. Also in this session...

- What is meant by the terms "enrollment" verses "funded enrollment"
- What is considered "re-enrollment"

## Attendance - Are we meeting the Bureau's requirement of ADA?...

Are you meeting the 85% attendance policy as per the calculation of Head Start Bureau? We will show you how the ADA is calculated and how to monitor your attendance correctly. You will also learn how to use attendance forms and software to ensure your program maintains the 85%. Also in this session...

- Learn how to setup attendance procedures
- Understand what is absent or present for Head Start
- Utilize attendance software to calculate ADA
- Utilize monitoring tools for reviews and non-compliance issues
- How to work with families on absenteeism



To enroll, call toll free 1-888-282-7817, online at [www.hsuniversity.org](http://www.hsuniversity.org) or fax at 1-901-380-8616.

# ERSEA REGISTRATION INFORMATION

## 5 easy ways to register:

What ever your method of registration, be sure to enroll right away since space is limited. As soon as we receive your registration, we'll send you a registration confirmation. To register, mail or fax the registration form to (901) 380-8616 or call (888) 282-7817. You may email the registration information to [hsutrain@hsuniversity.org](mailto:hsutrain@hsuniversity.org). Registrants will be notified if a course is over subscribed or canceled. If not notified, to the contrary, your registration has been accepted.

**Payment:** Payment must be received two weeks prior to workshop date unless other arrangements are made in advanced. POs are accepted, but PO must be cleared prior to training.  
**Cancellation or Substitution.** Cancellations received at least fifteen business days prior to workshop are refundable, minus a \$25 registration service charge. After that, cancellations are subject to the entire workshop fee, which you may apply toward a future workshop. Please note that if you don't cancel and don't attend, you are still responsible for payments. Substitutions may be made at any time. If for any reason we are required to cancel a workshop, our liability is limited to the return of the registration fee only.

**HSU will award (1.2 CEUs)** Continuing Education Units for this training. To register for CEUs, please mark the appropriate box on the Registration Form and include an additional \$25 per person in your payment. **Take 3 Discount** is for 3 or more taking the same workshop! **Early Bird Discount** is for those students paying on or before registration deadline!

**On-Site Training.** For only \$3595, we can deliver a 3 day workshop right to your company's door. For complete details and a no-obligation quote, call 1-888-282-7817 and ask for the on-site training department. Price includes all travel cost and manuals for up to 10 staff members.

**Your satisfaction guaranteed!** Your complete satisfaction is important to us. If you are dissatisfied for any reason, you may attend this workshop again for FREE!

**By PHONE**  
**1-888-282-7817 or 1-901-385-3338**

**ON-LINE**  
**Enroll at [www.hsuniversity.org](http://www.hsuniversity.org)**

**By E-MAIL**  
**[hsutrain@hsuniversity.org](mailto:hsutrain@hsuniversity.org)**

**By FAX**  
**1-901-380-8616**

**By MAIL**  
*Complete and mail form to:*  
**HS University**  
**P.O. Box 2482**  
**Cordova, TN 38088-2482**

### Please provide the following information:

**Level I - \$450 (Price per person)**  
**Level II - \$499 (Price per person)**  
**Level I & II - \$750 per person**  
**Level I & II-\$599 each for groups of 10 or more!**

To enroll by phone call toll free 1-888-282-7817  
*Note: If you've registered by phone and paid with a credit card, it is not necessary to return this form.*

**PLEASE PRINT OR TYPE:**  
**Please list additional registrations on separate sheet and attach.**

<input type="checkbox"/>	June 6-10, 2005	Phoenix, AZ
<input type="checkbox"/>	June 27-1, 2005	Las Vegas, NV
<input type="checkbox"/>	July 11-15, 2005	New Orleans, LA
<input type="checkbox"/>	July 25-29, 2005	New York, NY
<input type="checkbox"/>	August 1-5, 2005	San Francisco, CA
<input type="checkbox"/>	August 15-19, 2005	Minneapolis, MN
<input type="checkbox"/>	August 22-26, 2005	Denver, CO
<input type="checkbox"/>	September 19-23, 2005	Chicago, IL
<input type="checkbox"/>	October 17-21, 2005	Boston, MA
<input type="checkbox"/>	November 7-11, 2005	Seattle, WA
<input type="checkbox"/>	December 12-16, 2005	Miami, FL
<input type="checkbox"/>	3-Day On-Site Training	\$3595.00

Name and Email \_\_\_\_\_

Name and Email \_\_\_\_\_

Name and Email \_\_\_\_\_

Name and Email \_\_\_\_\_

**Discounts:**  Early Bird (Deduct \$25/person)  Take 3 Discount (Deduct \$25/person)

**Level:**  Level I  Level II  Levels I & II  Groups of 10 or up

**CEU:**  Check here is requesting CEUs and add \$25 per person

Agency \_\_\_\_\_

Mailing Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

**Payment Information** (Prepayment is required. Please pay before the workshop!)

Check enclosed payable to: **HS University**, PO Box 2482, Cordova, TN 38088

Purchase order attached: # \_\_\_\_\_

Charge to:  MasterCard  Visa  Discover  American Express

Card number \_\_\_\_\_ Exp. Date \_\_\_\_\_ Security \_\_\_\_\_

Signature \_\_\_\_\_ Code: \_\_\_\_\_

**Hotel:** HSU wants your hotel stay to be pleasant and we take great pride in selecting hotels. Once we receive your registration, we will fax you a copy of our student packet that list area hotels and information about travel in our training area. Hotel information is available online at <http://www.hsuniversity.com/locations1.htm>.

2 Comprehensive Levels

# Level I & II ERSEA



**Are you ready for the new ERSEA requirement in your next review?**

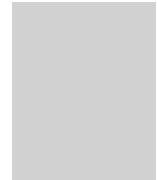
The Eligibility, Recruitment, Selection, Enrollment, and Attendance (ERSEA) Institute is designed to help address challenges Head Start programs may have in recruiting, selecting Head Start children and maintaining their funded enrollment levels. The institute delivers proven ERSEA implementation strategies and related support regulations, ERSEA tracking systems, software, forms and procedures to help participants achieve ERSEA regulations. Each participant will improve their understanding and methods of implementing the ERSEA regulation, particularly how to recruit the greatest number of families and maintain full funded enrollment. Upon completion, students will return to their program with an action plan for ERSEA!

***This institute will help your program to give all eligible children a chance to participate in Head Start!***

SKU: HSU050416



P.O. Box 2482  
Cordova, TN 38088-2482



**Group Rates are available!!!**

**Did You Know?...**

**GAO stated... "Head Start programs have enrolled fewer children than they are funded to serve... Regional offices should... identify grantees as unacceptably under-enrolled..."**

*General Accounting Office Report 2004.*