

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

April 19-20, 2011, Hyatt Regency Baltimore on the Inner Harbor, Baltimore, Maryland

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.

This 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 of the 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 the level of your subscription; please visit www.ttas.org/ays.html for information on how to become a subscriber.) For details on registering, including how to earn 1.05 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 the impact of the Communitywide Strategic Planning and Needs Assessment on ERSEA.
- ★ Participants will better understand Head Start management systems and their impact on ERSEA.



Your Presenters



Robin Gadsden-Dupree, Family and Community Partnerships Specialist and adjunct college professor, has an Ed.D. in Organizational Development and Higher Education Leadership. Her previous experiences include serving as a Head Start Director, a Child Care Director, a Home-Based Supervisor, and a preschool teacher. She has extensive experience in ERSEA, Family Partnerships, delegate agency issues, and working with Governing Bodies and Policy Councils/Policy Committees.

Gail Elleby, Management Specialist, holds Master's degrees in Public Administration and Sports Administration. Her areas of focus include non-profit board development, collaboration, strategic planning, volunteer programs, program evaluation/monitoring, 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.



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

Hotel Accommodations

The Hyatt Regency Baltimore on the Inner Harbor, is located at 300 Light Street in downtown Baltimore, Maryland. Hotel accommodations are available at the special conference rate of \$149 per night for single or double occupancy (plus applicable taxes). To qualify for the special conference rate, please state that you will be attending **Head Start ERSEA Training**. Please make your hotel reservations **no later than March 18, 2011** by calling 410-528-1234.

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 Hyatt Regency Baltimore on the Inner Harbor is nestled squarely in the heart of downtown, offering a luxury gateway to this enchanting waterfront town. Guests can take in an Orioles' game at Camden Yards, crack crabs in the Inner Harbor, or explore the wonders of the sea at the National Aquarium. Savor unique menu items from across the U.S. at Bistro 300 or visit Perks in the atrium for a variety of breakfast items to go.

Area attractions include the Inner Harbor (featuring an aquarium, science center, various shops, and a multitude of restaurants), historic Fort McHenry, the National Aquarium, the Maryland Science Center, the Comedy Factory, and the USS Constellation, the last Civil War vessel still afloat.



Tentative Agenda

Day One

8:00 - 9:00 a.m.	Registration
9:00 - 10:30 a.m.	Introduction Looking at Management Systems and the Communitywide 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 Eligibility (Cont'd) Exploring the Keys to Recruitment
3:00 - 3:15 p.m.	Break
3:15 - 4:00 p.m.	Exploring the Keys to Recruitment (Cont'd)

Day Two

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

Registering for T/TAS Events

- ★ **To Register On-Line:** Go to www.ttas.org/calendar.html, locate the event for which you wish to register, and then click on the **Register** button. OR you can visit our home page at www.ttas.org, click on the **On-Line Registration** link, and select the event for which you wish to register.
- ★ **To Register By Mail:** Print the Registration Form on the following page; OR go to www.ttas.org/calendar.html, click on title of the event for which you wish to register, and print the Registration Form from the on-line post; OR call 800-882-7482 and we will send the form you need by mail, fax, or e-mail. Complete the form, and return 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:** Print the Registration Form on the following page; OR go to www.ttas.org/calendar.html, click on title of the event for which you wish to register, and print the Registration Form from the on-line post; OR call 800-882-7482 and we will send the form you need by mail, fax, or e-mail. Complete the form, and fax your Registration Form with Purchase Order or Credit Card info (Visa, MasterCard, or Discover) 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. ***Due to the requirements of the Information Technology administrators, registrations for all on-line events must be received 10 days prior to the start of the event.***

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 your registration form and include an additional fee of \$25 per person. Consult the event description to learn how many CEUs are offered for each event.

T/TAS Also Brings the Training to You

Did you know that T/TAS is also a leading provider of **on-site** professional development opportunities? 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 training catalogs can be adapted for presentation to your local program or to a cluster of programs in your geographic area. T/TAS also specializes in adapting our training style and content to meet the specific needs of your program, staff, and colleagues. To learn more, to discuss your local training needs, or to schedule training, call **800-882-7482!**





Event Registration Form

PLEASE COMPLETE ALL FIELDS AND PRINT NAME & POSITION of person attending exactly as it should appear on the name tag. Copy form as necessary for registering additional persons.

Name: _____ Position: _____

E-Mail Address: _____

Agency/Program: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

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)
<p>FINDING THE KEYS TO ERSEA</p> <p><input type="checkbox"/> APRIL 19-20, 2011, HYATT REGENCY BALTIMORE ON THE INNER HARBOR, BALTIMORE, MD</p>	<p><input type="checkbox"/> Standard Registration: \$375</p> <p><input type="checkbox"/> TTAS@Your Service Subscribers: \$350 *</p> <p><input type="checkbox"/> Check if requesting 1.05 CEUs (10.5 contact hours) from Western Kentucky University and include an additional \$25 in payment.</p>

* 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>
--

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.