



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

**October 24-25, 2012**

**Sheraton Philadelphia University City Hotel  
Philadelphia, Pennsylvania**

Finding the Keys to ERSEA is designed to unlock the mysteries of Eligibility, Recruitment, Selection, Enrollment, and Attendance (ERSEA), and to open new doors for Head Start and Early Head Start managers, coordinators, Directors, and especially Family Service area staff. This 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 the seasoned staff who wish to bolster their knowledge and skills.

The institute is a 2 day event specifically focusing on the keys 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 meet the needs of the community. The event will also explore how selection criteria and recruitment practices impact enrollment, special emphasis 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 to ERSEA is designed to help staff learn which key rule, regulation, directive or practice is applicable in this area.

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 from the 100- 130 percent of the poverty guidelines, reducing enrollment, converting slots from HS to EHS, review of the GAO report on fraud and the proposed rulemaking in this area. The Institute will be delivered in a relaxed interactive setting combining small and large group activities. Institute participants will receive the newly updated Finding the Keys to ERSEA workbook that supports the training and includes relevant regulations and 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](http://www.ttas.org/ays.html) for information on how to become a subscriber.) For details on registering, including information on earning 1.1 Continuing Education Units (CEUs) for this event, please see page 3.

## Learning Outcomes

- ★ Participants will increase their knowledge of applicable regulations and their adherence to the Head Start Act as well as proposed rules, etc.
- ★ Participants will expand their understanding of the practical application of ERSEA.
- ★ Participants will develop an understanding of the relationship of the Communitywide Strategic Planning and Needs Assessment and ERSEA.
- ★ Participants will enhance their understanding of how ERSEA impacts all services.

## 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.

*(T/TAS reserves the right to substitute presenters.)*

## Hotel Accommodations

The Sheraton Philadelphia University City Hotel is located at 3549 Chestnut Street, Philadelphia, Pennsylvania 19104. Accommodations are available at the rate of \$149 per night single or double occupancy. This rate will be revised to the existing federal per diem rate for October 2012 upon publication. Please make your hotel reservations no later than October 1, 2012 by calling 1-888-627-7071 and referencing Head Start: Keys to ERSEA.

The Sheraton is conveniently located in the heart of Philadelphia's famed medical and education centers. Fine shopping and dining surround the hotel, and Philadelphia's famed Historic District and other attractions are a short taxi or subway ride away.

The room blocks will be held until the stated deadlines or until the block is full, whichever comes first. Please note that room blocks often fill very quickly. Reservations made after the stated deadline will only be accepted by the hotel on a space and prevailing rate available basis. 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 fees, etc.), and to learn about available amenities, such as room service, in-house dining, and area attractions.

## Tentative Agenda

### Day One

8:00 – 9:00 a.m.	Registration
9:00 – Noon	Overview of Training and Learning Objectives The Master Key: Looking at Services as it relates to ERSEA Keying in on the Community Assessment Exploring the Keys to Eligibility
Noon – 1:15 p.m.	Lunch on your own
1:15 – 4:30 p.m.	Exploring the Keys to Eligibility (continued) Exploring the Keys to Recruitment Exploring the Keys to Recruitment (continued)

### Day Two

9:00 – Noon	Exploring the Keys to Selection Exploring the Keys to Enrollment
Noon – 1:15 p.m.	Lunch on your own
1:15 – 4:00 p.m.	Exploring the Keys to Attendance Locking the ERSEA door



# Registering for T/TAS Events

It is easy to register for events sponsored by T/TAS. There are three methods for registering:

- ★ **To Register On-Line:** To register for any T/TAS event, visit our web site at [www.ttas.org/calendar.html](http://www.ttas.org/calendar.html), locate the event you wish to register for, and then click on the Register button.
- ★ **To Register By Mail:** Complete and return the attached Registration Form 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:** Complete and fax the attached Registration Form with Purchase Order or Credit Card (Visa, MasterCard, or Discover) information 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.

**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 on our training schedule 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><b>Finding the Keysto ERSEA: Eligibility, Recruitment, Selection, Enrollment &amp; Attendance</b>            October 24-25, 2012            Sheraton Philadelphia University City Hotel            Philadelphia, Pennsylvania</p>	<p><input type="checkbox"/> Standard Registration: \$375</p> <p><input type="checkbox"/> <b>TTAS@Your Service</b> Subscribers: \$350*</p> <p><input type="checkbox"/> Check if requesting 1.1 CEUs (11 contact hours) from Western Kentucky University and include an additional \$25 in payment.</p>

\* Subscribers, please include **T/TAS@Your Service** Enrollment No. \_\_\_\_\_. Some restrictions may apply; visit [www.ttas.org/ays.html](http://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 CV 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

**ACCESSIBILITY NEEDS:**  
Do you have any disability that requires special materials or services?  
Do you have a special dietary need?

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.  
EIN61-1358086