



21st CCLC PROGRAM QUALITY GUIDELINES - RECRUITMENT

Recruitment messages highlight what the 21st CCLC Program can do for the Participant and emphasize that program curricula and activities are based on students' interests and needs as well as the topic areas specified in the grant and by NYSED. Student recruitment should be for the program as a whole NOT as an activity-enrolled program. Once enrolled in the 21st CCLC Program, students are placed in 2-3 activities per day based on their needs and interest.

QUALITY CONSIDERATIONS

1. **RECRUITMENT IS EVERYONE'S JOB AND IS ONGOING.** *All program and school staff work to enroll students in the services available. Information is shared to all stakeholder populations regarding program intent (participant outcomes sought) and targeted populations. All program and school staff receive guidance/support in how to recruit effectively. The program recognizes that **different levels of intensity for recruitment** are required at different stages in program development.*

Current 21st Program Practice

Next Steps – Targeted Improvements

Progress/Status/Comments

2. **MULTIPLE METHODS AND SOURCES.** *The program uses **multiple methods and sources** for recruitment including written materials, public announcements, and personal contacts made through a variety of strategies (speaking at faculty/coaches' meetings, distributing information and introducing the program and staff at school events, information in in district newsletters and on district websites, bring-a-friend type events and recommendations by teachers, counselors, and other school staff.)*

Current 21st Century Program Practice

Next Steps – Targeted Improvements

Progress/Status/Comments

3. **DIVERSE SERVICES TO MEET DIVERSE NEEDS.** *The program articulates **diverse services to meet diverse needs** and uses the community's demographics and vital statistics to identify needs – which may include summer, weekend and school vacation events/supports.*

Current 21st Century Program Practice

Next Steps – Targeted Improvements

Progress/Status/Comments

QUALITY CONSIDERATIONS

4. **TARGETED 'OUT REACH'.** Targeted "out reach" occurs. Materials are distributed and posted in **high visibility and high traffic** locations frequented by the target populations (physical locations as well as electronic/social media).

Current 21st Century Program Practice

Next Steps – Targeted Improvements

Progress/Status/Comments

5. **RECRUITMENT IS PROACTIVE.** In other words, **likely participants are sought out and encouraged to enroll.** Repeated and varied types of contact are made to encourage participation. For example, personal letters and calls to parents of recommended 'at-risk' students explaining how their child can benefit from participating in the 21st CCLC program.

Current 21st Century Program Practice

Next Steps – Targeted Improvements

Progress/Status/Comments

6. **CLEAR EXPECTATIONS.** The program provides **clear messages about expectations** for participation and behavior, so parents and students have ample knowledge and understanding to help them make the commitment to enroll and be successful (attendance/transportation, for example). Anticipated barriers to full participation in the program are addressed and solutions sought.

Current 21st Century Program Practice

Next Steps – Targeted Improvements

Progress/Status/Comments

7. **WRITTEN POLICIES.** The program has written policies for its **selection criteria and process**, including how criteria are weighted and ranked (in the event of waiting lists), which are available to all program and school staff as appropriate.

Current 21st Century Program Practice

Next Steps – Targeted Improvements

Progress/Status/Comments

8. **USE OF DATA.** The program conducts an **evaluation** that includes data related to recruitment and related variables (interest-level of activities, for example, or perceived impact of participation on student academic and other outcomes). Data should include feedback from students, parents and staff.

Current 21st Century Program Practice

Next Steps – Targeted Improvements

Progress/Status/Comments