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5a. Recruitment Policy and Procedure

- Created 03/2000
- Reviewed 02/26

Policy

In order to reach those most in need of Lower Columbia College Head Start (HS) / Early Head Start (EHS) / Early Childhood Education Assistance Program (ECEAP) availability of services the recruitment process will be followed to actively inform and encourage all income eligible families, pregnant women and children with disabilities regardless of sex, race, creed, color or national origin to apply for admission to the program.

Policy complies with Performance Standard 1305.5

Procedure

A Recruitment/Selection committee will be established in October of each year. It will consist of parents, staff and leadership. The committee's primary goal is to identify families with age-eligible children for Head Start/EHS/ECEAP who meet the income guidelines, and to develop and implement comprehensive recruitment efforts throughout the county. To serve the families with the greatest need the following recruitment process takes place.

1. Obtain current information for returning Head Start / EHS/ ECEAP students by the end of the program year.
2. Update the existing waitlist showing only age eligible children.
3. Use a database system to run reports of potential eligible children who have had family members either enrolled or who had applied in the past.
4. Parents and staff will talk with local agencies, service organizations, and elementary schools to promote Head Start/ EHS / ECEAP in the community.
5. Identify local radio stations to run public service announcements or advertisements throughout the recruitment period.
6. Use LCC Head Start/EHS/ECEAP social media sites to continually recruit potential families for enrollment.
7. If a local newspaper becomes accessible, they will be contacted for possible feature stories about Head Start / EHS / ECEAP, focusing on recruitment.
8. The Lower Columbia College reader board will be utilized to promote enrollment.
9. On the campus of Lower Columbia College, the admissions office, student center, ESL and ABE classes, and campus bulletin boards are provided with flyers and asked to refer students/families.
10. The **Community Partnership/Public Relations Specialist** heads up public relations events throughout the year. For example: Earth Day, Safe Kids Day, Parades, Prevention Fairs, National Night Out, and the International Festival are possible recruitment events during the year.
11. The Direct Service Teams will provide current parents with applications for any age eligible siblings.

12. Each parent will be provided with recruitment flyers to give to a friend or neighbor that has an eligible child.
13. Address lists of potential income eligible families in the Cowlitz County service area are provided by DSHS to be utilized for recruitment mailings.
14. Recruitment Events (Rally Day/Week) include:
 - Delivery of recruitment materials to agencies, churches, dental offices, medical offices, child care providers and schools. All of these agencies will be asked to refer eligible families to our program.
 - Door to door campaigns will occur in previously high enrollment areas when needed.

5e. Logo Use Procedure & Guide

Procedure

In January 2018, the LCC Head Start/EHS/ECEAP program received Cabinet approval to implement a dedicated brand identity created by On The Mark Associates. This logo was subsequently reviewed and officially approved by the Policy Council on January 22, 2018.

Our logo — featuring a brown branch with green leaves nestled within a red and blue heart — is a visual representation of our core mission. It represents the diverse families, relationships and growth that occur among families, staff, and the positive impact our program has in our community.

To maintain a professional and unified image, all applications of the logo must strictly adhere to:

- [Policy 825: College Branding \(lowercolumbia.edu/publications/administrative-policies/800/825\)](https://lowercolumbia.edu/publications/administrative-policies/800/825)
- LCC Brand & Style Guide: All visual materials must follow the standards outlined in the [Official Branding Guide \(internal.lowercolumbia.edu/departments/effectiveness-college-relations/_assets/documents/Brand-and-Style-Guide-Feb-2026.pdf\)](https://internal.lowercolumbia.edu/departments/effectiveness-college-relations/_assets/documents/Brand-and-Style-Guide-Feb-2026.pdf).

Note: Proper branding ensures our program remains easily recognizable and credible to the families and community partners we serve.

