EFFECTIVE IDENTIFICATION AND RECRUITMENT (ID&R) STRATEGIES FROM STATES WITH INCREASES IN MIGRATORY CHILDREN

Facilitator: Patricia Meyertholen
Office of Migrant Education (OME)
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The mission of the Office of Migrant Education is to provide excellent leadership, technical assistance, and financial support to improve the educational opportunities and academic success of migratory children, youth, agricultural workers, fishers, and their families.
Facilitator: Patricia Meyertholen, OME

Christina Benassi
Kentucky MEP

Sarah Seamount
Idaho MEP
OBJECTIVES

Discuss specific practices, strategies, and/or circumstances that have contributed to increases in migratory children in each State.

Share realistic, actionable ideas that can be adopted by participants.
REFERENCES

• Statute
  Sections 1115(b) and (c), 1304(c)(2), and 1309 of the Elementary and Secondary Education Act (ESEA) of 1965, as amended

• Code of Federal Regulations
  34 C.F.R. 200.81, 200.103(a), and 200.89
  National Certificate of Eligibility (COE) Instructions (OMB Control Number 1810-0662)

• Guidance
  Chapters II and III of the Non-Regulatory Guidance for the Title I, Part C Education of Migratory Children
Evaluate periodically the effectiveness of identification and recruitment efforts and revise procedures as needed.

Implement quality control procedures designed to ensure the reasonable accuracy of recruiters’ eligibility determinations and written eligibility documentation.

Deploy recruiters to carry out statewide identification and recruitment efforts and monitor their efforts.

Train and guide recruiters on how to identify and recruit migratory children and how to make appropriate eligibility determinations.

Develop procedures to effectively identify and recruit all eligible migratory children in the State, generally through a statewide recruitment plan.

Implement a formal process to map all of the areas within the State where migratory families are likely to reside.

**MEP GUIDANCE: STATE ID&R RESPONSIBILITIES**
THE WHO, WHAT, WHERE, WHEN AND HOW OF SUCCESSFUL ID&R
ID&R Strategies That Work
CHRISTINA BENASSI
KENTUCKY MEP
THE KENTUCKY MEP: EFFECTIVE ID&R STRATEGIES
THE KENTUCKY MEP: EFFECTIVE ID&R STRATEGIES

Our recruiters:
• Make recruitment a priority (provide intentional recruitment)
• Use agricultural surveys in the schools
• Build relationships (They are the KEY to everything you do!)
  o All stakeholders (teachers, counselors, farmers, community members, families, students)
• Build collaborative partnerships
• Offer quality programing (word of mouth)
• Build trust (Do what you say you will do, don’t make promises you can’t keep)
• Know when to use the term “Migrant”
• Always be polite
• Utilize Infinite Campus (KY student record system)
• Use I-Cert, or its successor, to find H2A workers, contractors, arrivals, etc.
• Are aware of new crop trends in our area (Hemp)
• Don’t give up!
• Don’t take things personally!
• Know and RESPECT cultural differences
• Believe that it’s more than a program, it’s a family!
SARAH SEAMOUNT
IDAHO MEP
IDAHO MEP: EFFECTIVE ID&R STRATEGIES

Idaho’s Recruiting Journey (2015 – present and ongoing)

• First Step: Look at the numbers and acknowledge that recruiting efforts are inadequate.

• Step Two: Identify areas of weakness in recruiting efforts.

• Step Three: Brainstorm solutions with regional MEP coordinators.

• Step Four: Select, implement, and support LEAs in using strategies. Allow time for practice and encourage continuing efforts. Solicit feedback from LEAs on effectiveness.

• Repeat Steps 2-4 annually.
PROBLEM #1 – LARGE AREAS WITH NO RECRUITERS

SOLUTION:
Statewide Parent Employment Survey for all newly enrolling students required in every LEA.

• Provide lots of support:
  o Lead-time & justification
  o Forms, procedures, electronic enrollment options (sde.idaho.gov)
  o Phone support
  o Secure electronic transfer
  o Regional recruiting
  o Monitoring compliance
PROBLEM #2 – FAMILY LIAISONS DIDN’T WORK SUMMERS

SOLUTION

_Summer Recruiting Grants_

- $2,500 per LEA
- 8-10 hours per week per LEA with time spent in June/July/August
- Weekly logs
- Evaluation forms
- Summer recruiting kits (posters, flyers, labels, etc.)
- Regional support

With permission from the farmer: Dad signing a COE in a cherry orchard.
PROBLEM #3 – FAMILY LIAISONS FEARED COMMUNITY RECRUITING & LEA’S DIDN’T WANT THEM OUT OF SCHOOLS

SOLUTIONS:

Training & Support

• Mapping: Google layered maps and ONX

• Training in elevator speeches and “cold calls”

• Recruiting challenges (number of contacts, NOT number of COEs)

• Annual recruiting training with real scenarios

• Regional coordination of booths at community events and regional student events

• Encourage LEA partnerships with reciprocal recruiting for safety
PROBLEM #3 – FAMILY LIAISONS FEARED COMMUNITY RECRUITING & LEA’S DIDN’T WANT THEM OUT OF SCHOOLS

SOLUTIONS (CONT.):

Recruiting Tools

• Planning documents: annual ID&R plan, monthly plans, logs, qualifying activities document
• Employer Letter of Introduction
• Art for LEAs to create shirts to wear while recruiting
• Flyers and posters
• Door hangers (created by a regional coordinator)
• Google layered maps
RECRUITING SOLUTIONS REFLECTION

• Allow time for new solutions to be fully implemented and practiced and tweaked. Step 4 takes time.
• Encourage liaisons to send pictures and personal accounts of effective community recruiting visits.
• Give recognition when family liaisons “get out from behind the desk” and do good work with community recruiting. (Monthly newsletter with “Stories from the Field”)
• Include LEA migrant directors in training or in communications regarding ID&R needs.
• Recognize that family liaisons have service hearts and recruiting is more like sales. Be gentle, but relentless with the message, “We must find students to serve them!”
QUESTIONS

WHAT QUESTIONS DO YOU HAVE FOR OUR PANELISTS?
An actionable ID&R statewide recruitment plan forces the State MEP Director and key MEP Staff to

• think about what should be accomplished;
• establish recruitment objectives;
• decide the best way to attain these objectives; and
• develop specific action steps and timelines for the completion of the recruitment objectives.
Please discuss at your tables several of the effective ID&R strategies that you have heard discussed today.

How can you implement one or two of these strategies in your State?

How can you update your Statewide ID&R Recruitment Plan to include one or more of the strategies discussed today?
THANK YOU FOR YOUR PARTICIPATION

Patricia Meyertholen
Patricia.Meyertholen@ed.gov
202-260-1394