

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

Facilitator: Patricia Meyertholen  
Office of Migrant Education (OME)  
2020 MEP Annual Directors Meeting  
March 3, 2020



*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.*

# PRESENTERS

*Facilitator: Patricia Meyertholen,  
OME*

**Christina Benassi**

*Kentucky MEP*

**Sarah Seamount**

*Idaho MEP*

# OBJECTIVES

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

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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

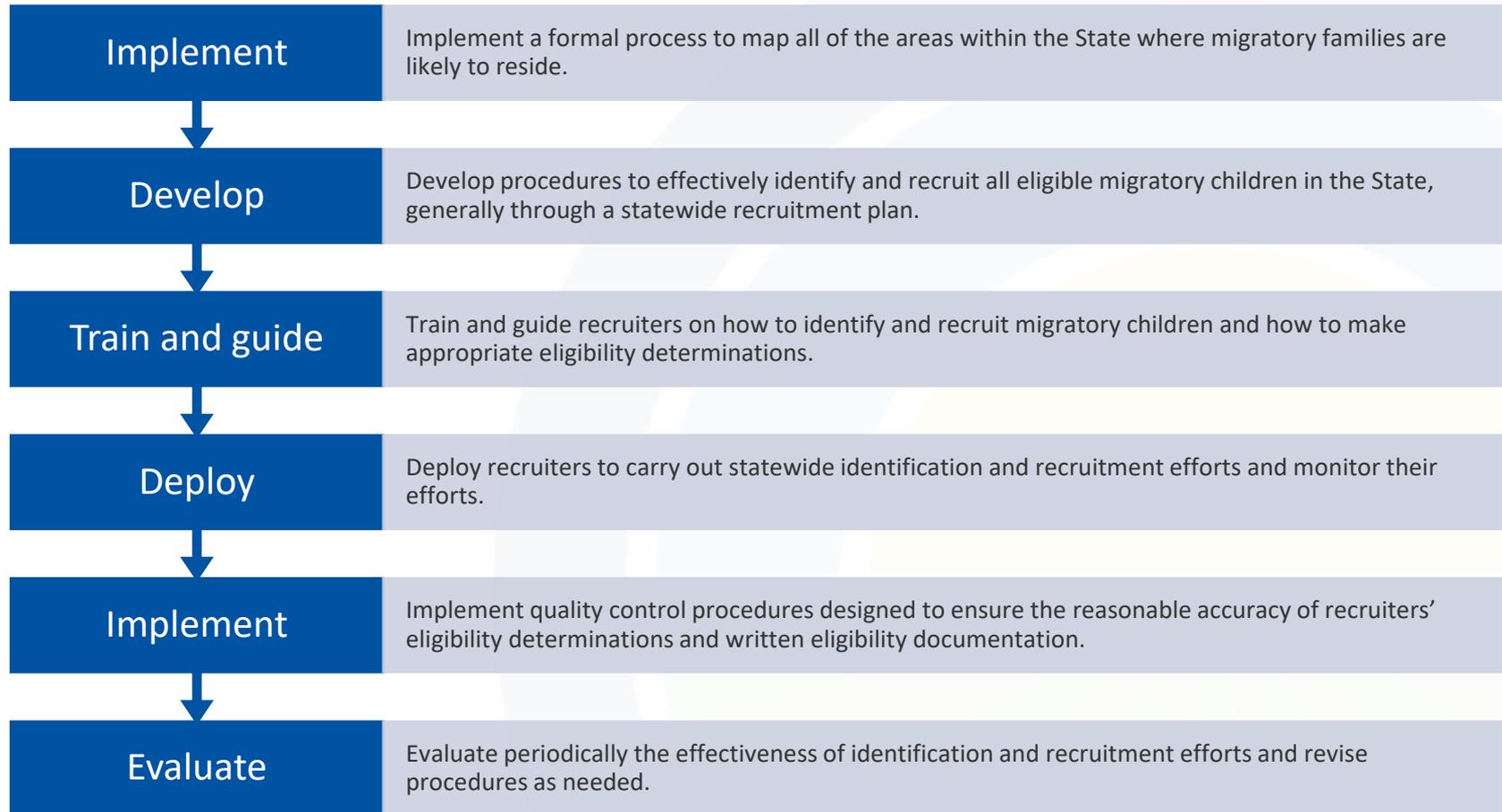
34 C.F.R. 200.81, 200.103(a), and 200.89

*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*

# 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

KENTUCKY DEPARTMENT OF EDUCATION

## MIGRANT REGIONS

### 2019-2020

Effective July 1, 2019

Independent School Districts Indicated With Italicized Type

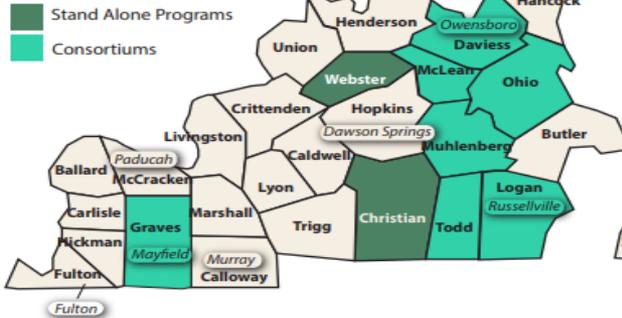
NATIONAL MIGRANT HOTLINE

Número Nacional para la Educación de los Migrantes

**800-234-8848**

### Western Region

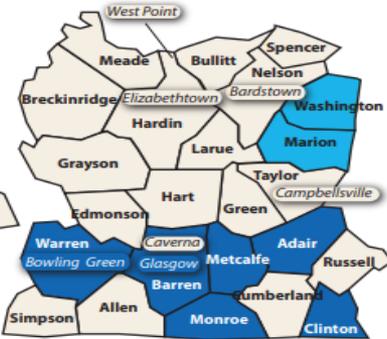
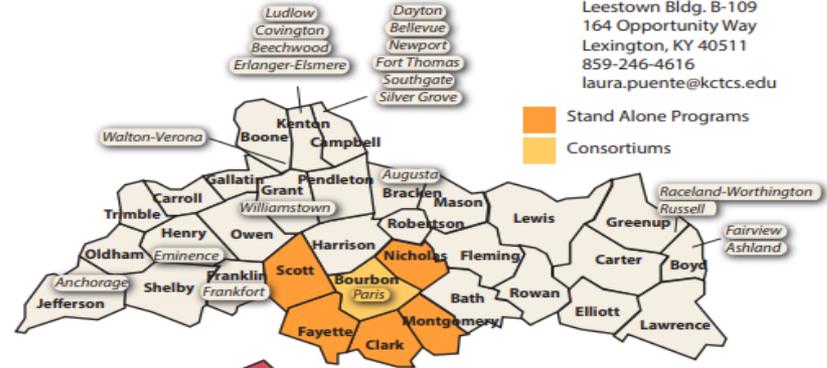
Coordinator: Cindy Sasser  
150 School Ave.  
Madisonville, KY 42431  
270-824-1898  
Cindy.Sasser@kctcs.edu



October 2019

### Northern Region

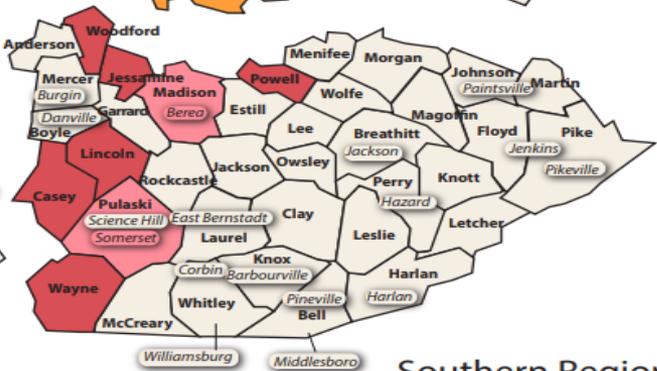
Coordinator: Laura Puente  
Bluegrass Community & Technical College  
Leestown Bldg. B-109  
164 Opportunity Way  
Lexington, KY 40511  
859-246-4616  
laura.puente@kctcs.edu



### Central Region

Coordinator: April Harper  
1309 Roseville Rd.  
Glasgow, KY 42141  
270-678-1926  
April.Harper@barren.kyschools.us

- Stand Alone Programs
- Consortiums



### Southern Region

Coordinator: Michael Hay  
Eastern Kentucky University  
110 Miller Building  
521 Lancaster Ave.  
Richmond, KY 40475  
859-622-8447  
Michael.Hay@eku.edu

- Stand Alone Programs
- Consortiums

# THE KENTUCKY MEP: EFFECTIVE ID&R STRATEGIES

Our recruiters:

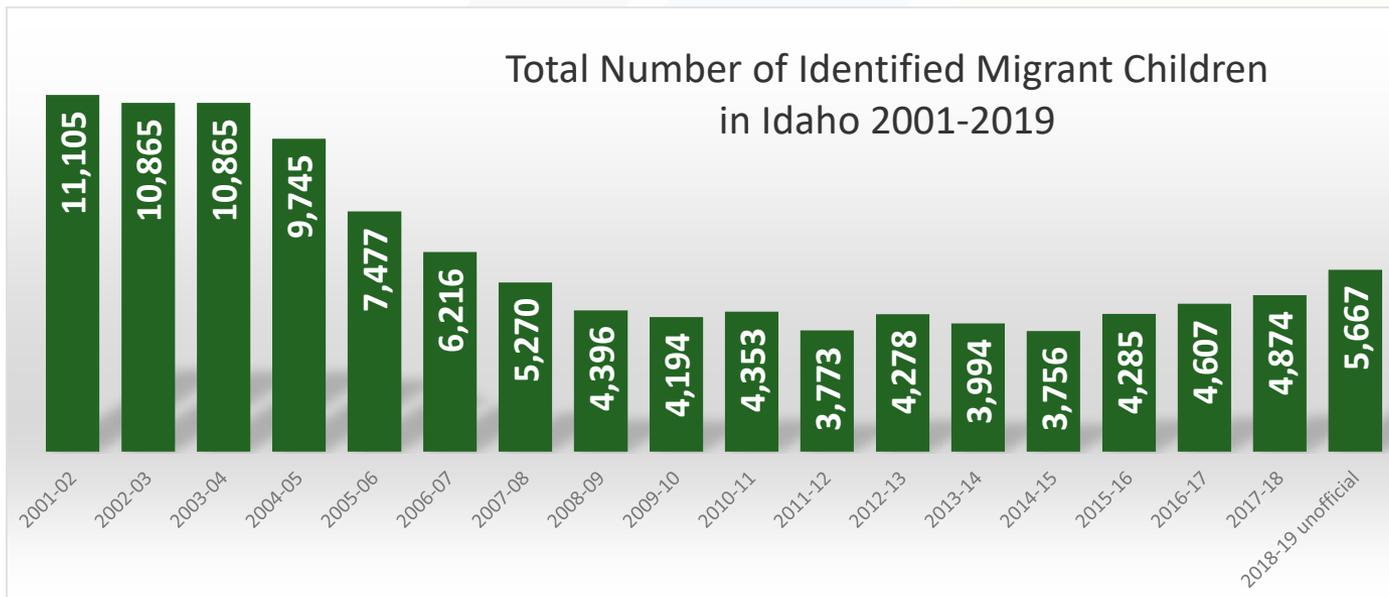
- Make recruitment a priority (provide intentional recruitment)
- Use agricultural surveys in the schools
- Build relationships (They are the KEY to everything you do!)
  - All stakeholders (teachers, counselors, farmers, community members, families, students)
- Build collaborative partnerships
- Offer quality programming (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*

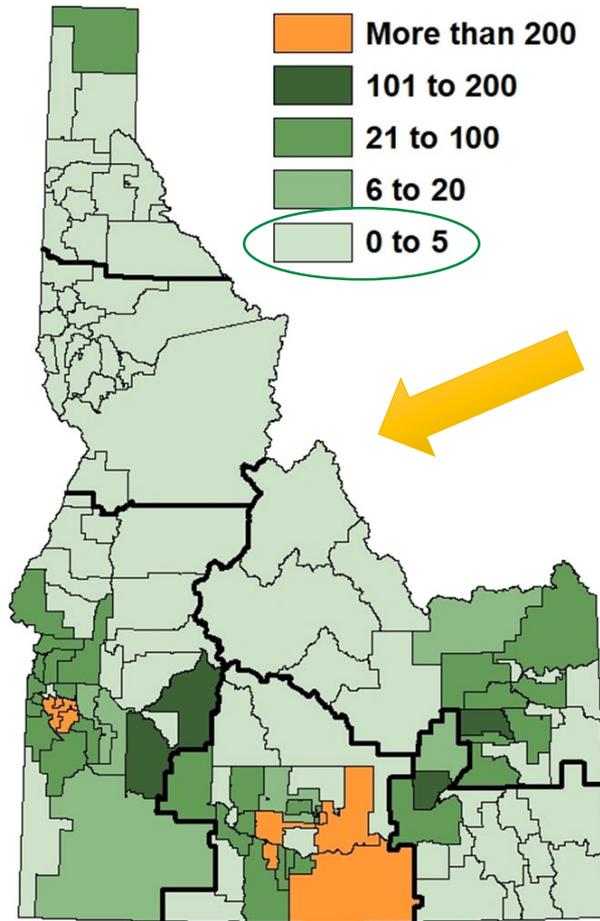
# IDAHO MEP: EFFECTIVE ID&R STRATEGIES

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.*

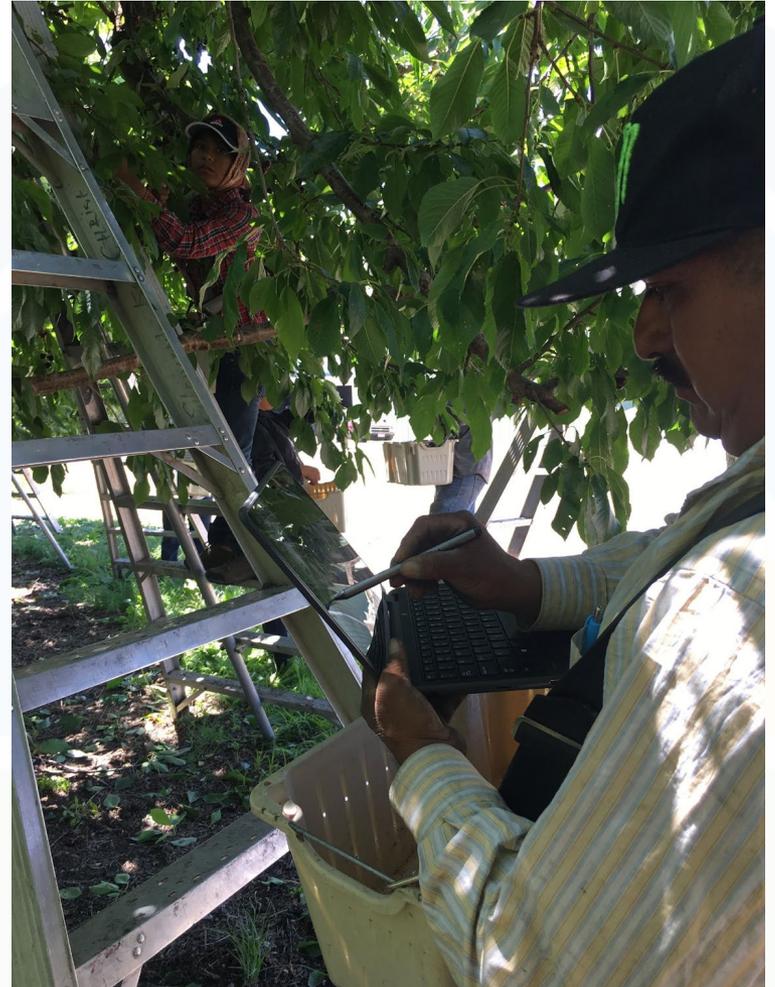
- Provide lots of support:
  - Lead-time & justification
  - Forms, procedures, electronic enrollment options ([sde.idaho.gov](http://sde.idaho.gov))
  - Phone support
  - Secure electronic transfer
  - Regional recruiting
  - Monitoring compliance

## 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?**

**ID&R  
IMPLEMENTATION  
STRATEGIES – AN  
ACTIONABLE PLAN  
OF ATTACK**

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.

## TABLE DISCUSSION

- 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

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