

## Innovative Bright Practice Spotlight

Over the last two years, the RPC Early Childhood Education Program has struggled to recruit qualified teachers to fill vacancies. In the spring of 2019, our team faced this challenge by thinking creatively and developing strategies that were different from our normal recruiting efforts. These strategies included videotaping staff and families about their Head Start experiences and then posting those videos on our website, Facebook, and Twitter pages; contracting with the movie theaters to show the videos during the previews; developing a catch phrase to attract the attention of potential applicants through the use of billboards and radio spots; offering “On the Spot” interviews at job fairs; posting advertisements on the inside and outside of the Mass Transit Buses; contracting with ShopperLocal to add Head Start recruitment information to the register receipts for the Dollar General and Family Dollar Stores; participating in interviews on the local TV stations; offering a free day off to those staff who refer an applicant who is hired and maintains employment for at least six months; and creating a Head Start Awareness Walk to meet and share information with the community. In addition, we are hiring applicants who want to begin a career in early childhood, providing them with on the job training, and paying for their Child Development Associate (CDA) Certification.

As a team, we analyze the recruitment strategies regularly to determine what is working to attract applicants and identify ways to improve. Innovation is crucial to the continuing success of the program.

**This is BIG!**  
**Build. Ignite. Grow.**

Start your career today with the RPC  
Early Childhood Education program!

**rpc** CHAMPAIGN COUNTY  
REGIONAL PLANNING  
COMMISSION

 **A Head Start Program**  
serving Champaign County

Upfront tuition payments for certifications and college degrees! Learn more at [CCRPC.org/Jobs](https://www.ccrpc.org/Jobs)

\*This picture is one of the Billboards we posted on a major street in Champaign, IL.

**rpc** CHAMPAIGN COUNTY  
REGIONAL PLANNING  
COMMISSION

*RPC Early Childhood Education Program is Expanding!  
Accepting New Applications for 2019-2020 School Year!*

- Early Childhood Education for children 6 weeks to 5 years old. Including children with disabilities.
- Strong emphasis on preparing children for kindergarten.
- School-year and full-year services available.
- Transportation available at some sites.
- Support Services for Pregnant Woman
- Linking families to resources and services in the community.
- Offers developmental screenings and health, nutrition, dental, and social/emotional support services.

For more information, Contact the Family Advocates at:  
Champaign Head Start: 217-384-1200 • Rantoul Head Start: 217-893-0886  
Savoy Head Start: 217-384-1252 • Urbana Head Start: 217-278-4461

**Please Call: 217-328-3313 to Request Special Accommodations at Least 2 Business Days in Advance.**

**rpc** CHAMPAIGN COUNTY  
REGIONAL PLANNING  
COMMISSION

*RPC Early Childhood Education Program is Expanding!*

**IMMEDIATE STAFF OPENINGS  
NOW AVAILABLE!**

AT OUR NEW CENTER IN THE C-U AREA, MEANING NUMEROUS WORK AND CAREER OPPORTUNITIES FOR ENERGETIC, CREATIVE, AND POSITIVE PEOPLE:

**IF YOU ENJOY WORKING WITH CHILDREN,  
WE'D LOVE FOR YOU TO JOIN OUR TEAM!**

LEARN MORE ABOUT OUR IMMEDIATE OPEN POSITIONS AND APPLY TODAY AT:  
[HTTPS://CCRPC.ORG/JOBS/](https://ccrpc.org/jobs/)

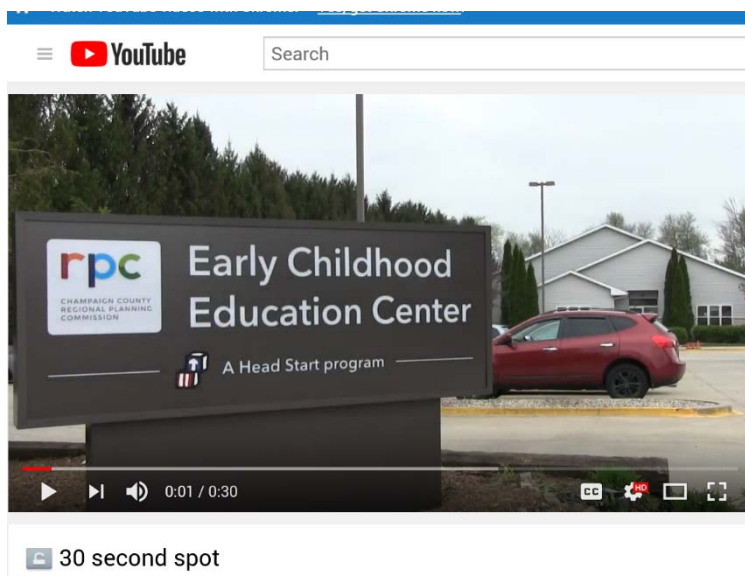
\*Our program information was added to Family Dollar/Dollar General register receipts. We reached thousands of people.



\*Below is the link to the recruitment videos on our website.  
<https://ccrpc.org/programs/headstart/early-childhood-education-program-videos/>



\*Head Start Awareness Walk



\*Movie Theater Advertisement

<https://youtu.be/UirDd5-uoYc>