Pennsylvania
Migrant Education Program
State Identification and Recruitment Plan

December 2014

Commonwealth of Pennsylvania

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Introduction

The Migrant Education Program is a federal initiative which is administered by the Office of Migrant Education (OME). The mission of the Office of Migrant Education (OME) is to provide excellent leadership, technical assistance, and financial support to improve the educational opportunities and academic success of migrant children, youth, agricultural workers, fishers, and their families. The OME administers grant programs that provide academic and supportive services to the children of families who migrate to find work in the agricultural and fishing industries. The OME also administers several contracts and special initiatives.

Pennsylvania's Migrant Education Program (PA-MEP) supplements educational support services for migratory children. The PA-MEP assists school districts and charters in coordinating the continuity of educational services for children who have had their schooling interrupted. The PA-MEP provides formula grants to state educational agencies to establish or improve education programs for migrant children.

PA-MEP Programs include:
- Strong student support
- Family-centered educational approach
- Interagency/interstate coordination
- Coordination with growers and agricultural industries
- State administered, locally operated

In accordance with the Office of Migrant Education (OME) priorities, PA-MEP has identified the need for special initiatives in three programmatic areas of the Migrant Education Program (MEP) to help attain the goal of assisting migrant children to achieve challenging academic standards and graduate from high school. One of these areas is the program function of targeting, which includes the following:
1. Proper and timely identification and recruitment of eligible students- especially those who are the most mobile,
2. Selection of students for services based on priority for service and need, and
3. Provision of services at a sufficient level of quality and intensity to give a reasonable promise of meeting the needs of the children being served.

Identifying and recruiting eligible migrant children is a cornerstone of the PA-MEP. Identification means determining the presence and location of migratory children within the state. Recruitment means describing the benefits of the MEP to the child and his or her family and obtaining the necessary information to document the child's eligibility and enroll the child in the program. Identification and recruitment of migrant children are critical because:
- The children who are most in need of program services are often those who are the most difficult to find.
- Many migrant children would not fully benefit from school, and in some cases, would not attend school at all, if the State educational agencies (SEAs) failed to identify and recruit them into the MEP.
- Children cannot receive MEP services without a record of eligibility.

PA-MEP is responsible for the identification and recruitment of all eligible migrant children in the State, and as such, it is important to develop and implement policies and procedures that efficiently and effectively meet their responsibility to correctly identify and recruit all eligible migrant children residing in Pennsylvania.

Nationwide, Identification and Recruitment (ID&R) Coordinators, migrant recruiters, and other ID&R experts have identified the following needs as being important to ensuring the proper and timely identification and recruitment of eligible migrant children:

- a communication and dissemination network
- information on best practices
- a standard ID&R manual
- clarification on various types of qualifying moves
- updated guidance
- more timely responses from OME to ID&R questions
- regular and consistent training for recruiters
- a website focused on ID&R
- the expanded use of technology to support ID&R efforts.

Pennsylvania's Migrant Education Program Identification and Recruitment (ID & R) Plan

The Office of Migrant Education acknowledges the fundamental role that identification and recruitment (ID & R) of eligible migrant children and their families has on the program and its importance cannot be overemphasized. To ensure that states are utilizing best practices, OME has required each state to create an Identification and Recruitment plan that outlines the guidelines, protocols and processes it utilizes and practices to accomplish this critical component of the program. To meet the requirements of this federal mandate, Pennsylvania has created this Identification and Recruitment Plan. The components of this plan include: a description of Pennsylvania's identification and recruitment structure that is outlined in two documents that detail the processes and procedures that support the effective identification and recruitment of eligible migrant students, as well as the quality control procedures that act as a check and balance for enrollment.

Pennsylvania Recruitment Structure

The PA-MEP recruitment strategy relies heavily on the State Educational Agency (SEA) for guidance, policy creation and resolution of all eligibility determination issues. The SEA also provides technical support to regional programs that improves and strengthens recruitment practices. The SEA is committed to maintaining a recruitment strategy that is relevant, collaborative and innovative while remaining in full compliance with the Title 1, Part C statute and federal regulations. A statewide Identification and Recruitment Coordinator provides the daily operational assistance to local recruiters to support programs in identifying and recruiting eligible students and families. The PA-MEP identification and recruitment model is comprehensive in its design, utilizing key resources, such as the SEA, the Statewide Identification and Recruitment Coordinator, and local project area managers and recruiters, to create a strong infrastructure that supports migrant students and their families.

In an effort to provide services throughout the Commonwealth, the PA-MEP has divided the state into nine regions. Five Local Educational Agencies (LEA)s are responsible for hiring and training staff to identify and recruit eligible migrant students within their regional boundaries. Within each LEA, a Regional Recruitment Coordinator is responsible for managing all day-to-day recruitment activities. Recruiters are responsible for identifying possible candidates and to determine whether they are qualified for inclusion in the program. Recruiters are an essential component of the program since they are the initial introduction to the program for families and children. Recruiters are trained to use a variety of techniques for contacting migrant workers where they work and live to offer them an opportunity to enroll in the program. While the setting

may vary from a processing plant in an urban environment to a living facility located on-site at an orchard in the Pennsylvania countryside, recruiters adapt their strategies for locating eligible individuals and concentrate on connecting qualifying children and families with the educational services offered by the program.

The Pennsylvania Migrant Education Program relies heavily on the recruitment process to ensure that qualified enrollees receive these critical educational resources. Once identified and recruited, the children served may participate in a variety of programs that are designed specifically with their needs in mind. This is the cornerstone for building a solid academic foundation, which will lead them into the future and in the direction of success.

Pennsylvania, recognizing the importance of creating a systemic approach to properly identify and recruit qualified migrant families, has created a multi-level approach that is comprehensive and addresses all facets of identification and recruitment, including the proper and timely identification and recruitment of all eligible migrant children and youth residing in the state and the collection of all pertinent information to document the child's eligibility. This systemic approach is outlined in three foundational documents which provide the necessary guidance for the proper identification and recruitment strategies. They include the:
- PA-MEP Work Plan Document
- PA-MEP Recruitment Manual, and
- PA-MEP Quality Control Manual

Pennsylvania Work Plan- See Attachment A

Each year the SEA consults with an independent agency to complete a self-assessment of current identification and recruitment policies and practices. The purpose of the self-assessment is to identify gaps in services, strengthen current policies and practices for identification and recruitment efforts in Pennsylvania utilizing research and best practices. Through this reflective process, which includes a team approach, the SEA creates an action plan, which guides the work for the PA-MEP identification and recruitment team.

Our goal is to identify and recruit every eligible migrant child in Pennsylvania while keeping the highest level of quality control possible. This document outlines the rigorous practices and procedures that ensure the highest level of identification and recruitment throughout the state. The State ID&R Work Plan is intended to grow and mature as the needs of the PA-MEP population change. We ask anyone reviewing this guide not to regard it as a finished product but one that is dynamic and reflective of the mutable needs of migrant families.

Pennsylvania Recruitment Manual -See Attachment B

The purpose of this manual is to assist Pennsylvania Migrant Education recruiters in completing the entire range of tasks which they may be called upon to perform. It provides detailed processes, procedures and examples, designed to ensure that the recruiter fully understands and adheres to eligibility criteria for the program. The manual ultimately outlines the way students are found eligible for the PA-MEP by addressing the four key steps in recruitment:

- Make proper eligibility determinations
- Complete necessary documentation
- Collection of supporting documentation
- Outline of quality control procedures

Pennsylvania Quality Control Manual-See Attachment C

The purpose of this document is to assist the Pennsylvania Migrant Education Program recruiters and parental involvement staff in carrying out the responsibilities they may be called upon to perform. This document also provides information about how and why MEP is focusing on eligibility and quality control issues. All direction in this manual is based on the current Non-Regulatory Guidance from the Office of Migrant Education.

2014 – 2015 PENNSYLVANIA MIGRANT EDUCATION PROGRAM WORK PLAN

IDENTIFICATION AND RECRUITMENT PLAN

On an annual basis the SEA consults with an independent agency to complete a self-assessment of current recruitment policies and practices. The purpose of the self-assessment is to research, organize and prioritize gaps in current recruitment practices and policies and strengthen current practices for identification and recruitment efforts in Pennsylvania utilizing research and best practices. The information below outlines the steps of the self-assessment process.

Planning Process

In late 2013, Pennsylvania initiated the process to begin the self-assessment. A diverse team, which included representatives from the SEA and ID & R state and regional program staff, were tasked to assist in the development of a comprehensive plan which could be easily utilized in the field. Team members included:

- Carmen M. Medina, State Director - Pennsylvania Department of Education
- Lysandra Lopez-Medina, State Program Coordinator - Pennsylvania Department of Education
- Tom Hanley, Assistant Director, Business Development and Principal Educator - ESCORT
- Jose Reyes-Lua, Statewide Recruitment Coordinator - Center for Schools and Communities
- Tim Hass, Recruitment Coordinator - Project Area 1&3
- Judy Lopez, Recruitment Coordinator - Project Area 2, 4 & 5
- Tony DeRemer, Recruitment Coordinator - Project Area 6
- Deke Showman, Recruitment Coordinator - Project Area 7
- Michael Hannum, Recruitment Coordinator - Project Area 8 & 9
- Gena Bernal, Program Specialist - Project Area 1
- Azucena Snyder, Recruiter - Project Area 2
- Dorys Pardo, Recruiter - Project Area 5
- Wendy Bowman, Recruiter - Project Area 6
- Brad Whitman, Project Manager - Project Area 7
- Adriana Vazquez, Recruiter - Project Area 8
- Elvira Rios, Recruiter - Project Area 9

The tasks assigned to the committee were to review existing recruitment practices and policies, identify gaps in services based on shifting populations, and strengthen currents practices for recruitment efforts in Pennsylvania, utilizing research and best practices.

The ID & R planning committee was convened by the SEA on two separate occasions (01/23/2014 and 02/25/2014) at the Pennsylvania Department of Education Office. During the initial meeting, a robust discussion was facilitated by ESCORT, and committee members were asked to identify:

1. Existing best practices utilized throughout the state
2. The impact of shifting populations on recruitment strategies

3. Areas where improvement to current recruitment strategies and infrastructure was needed.

Four priority areas were identified and became the foundation of the ID & R Plan. Those areas were:

1. Review and revise current ID & R reporting procedures and documents
2. Develop SWEEPS protocol
3. Research innovative uses of data and technology
4. Utilize social media to promote needs for the PA MEP

The goal of the second meeting was to produce a working document with measurable goals for each priority area. The plan evolved from a process in which committee members identified priorities and assessed program needs.

As a result of the 2014 self-assessment the PA-MEP established clear outcomes to be accomplished during the 2014-15 year in an effort to strengthen and improve recruitment strategies across the state. A work plan has been developed to address the implementation of the strategies necessary to meet the identified outcomes, the timeline to complete the strategy, and the individual responsible for the strategy.

2014-2015 PA MEP IDENTIFICATION AND RECRUITMENT WORKPLAN

Goal 1 - Review and revise current ID & R reporting procedures and documents
Objective: Ensure that the current ID&R Manual, Quality Control Manual and policy memos are housed in one place, frequently updated and made accessible online.

Strategy	Action Steps	Person Responsible	Timeline	Outcome Measures
Develop action planner outline for all recruitment staff	• Develop Forms • Make available electronically	State Recruitment Coordinator	January 2015	Publish outline of Action Planner
Create electronic form for MEP documentation	• Develop electronic Recruitment Manual • Develop Electronic Quality control Procedures • Develop Electronic Policy Memos	State Recruitment Coordinator	January 2015	Make Recruitment Manual available online
Update Recruitment Manual	• Develop specific revisions and on-going updates	State Recruitment Coordinator	On-going	Publish on CSC's Migrant Education homepage
Update Quality Control Procedures	• Develop specific revisions and on-going updates	State Recruitment Coordinator	On-going	Publish on CSC's Migrant Education homepage
Create Standardized MEP Forms	• Develop electronic Interview form • Develop online training	State Recruitment Coordinator	On-Going	Publish on CSC's Migrant Education homepage

Goal 2 - Develop SWEEPS Protocol

Objective – Inform local project area staff on the process and procedure to prepare, implement and evaluate SWEEPS process.

Strategy	Action Steps	Person Responsible	Timeline	Outcome Measures
Create Formal SWEEP Process	• Meet with PDE • Develop Forms	State Recruitment Coordinator	January 2015	Formal Sweep request form and instruction published
Research other States	• Contact other states(giving priority to neighboring states) to discuss recruitment trends/practices in their states	State Recruitment Coordinator	Three months before sweeps	Report of findings will be shared with recruitment coordinators
Groundwork	• Collect Data on current migrant families • Collect employer's information • Collect qualifying activity list • Plot qualifying arrival date • Outline residential area • Research City/Country of origin • Organize language needs	Regional Recruitment Coordinator	Two Months Before Sweep	Create a useable demographic chart of current recruitment in area
	• Collect list crops	Regional Recruitment Coordinator	Two Months Before Sweep	Create layout of crops in the area
	• Compile labor housing	Regional Recruitment Coordinator	Two Months Before Sweep	Create layout of labor housing in area
	• Compile list of Business serving our target population	Regional Recruitment Coordinator	Two Months Before Sweep	Create layout of business for contact
	• Compile list Community organizations serving target population	Regional Recruitment Coordinator	Two Months Before Sweep	Create layout for Community organization visits.

Preparation	• Develop Sweep objectives	State Recruitment Coordinator	No later than two weeks before sweep initiation	Publish Sweep objectives to SEA and LEA for review
	• Develop Sweep Maps	State Recruitment Coordinator	No later than two weeks before sweep initiation	Publish Sweep Maps to SEA and LEA for review
	• Develop Sweep Agenda	State Recruitment Coordinator	No later than two weeks before sweep initiation	Publish Sweep agenda to SEA and LEA for review
	• Request additional staff as needed	State Recruitment Coordinator	No later than two weeks before sweep initiation	Receive approval for support staff when needed
	• Submit for final PDE approval	State Recruitment Coordinator	No later than two weeks before sweep initiation	Receive final approval of State MEP director to complete Sweep
	• Secure meeting rooms	State Recruitment Coordinator	No later than two weeks before sweep initiation	Receive approval to use meeting room
	• Secure travel and lodging needs	All staff involved	Individual Agencies' policy	Hotel and travel reservations approved
Implementation	• On-site training • Objectives • Agenda • Roles and responsibilities	State Recruitment Coordinator/ LEA Recruitment Coordinator	Day one of Sweep	Host training
	• Provide LEA program paperwork	State Recruitment Coordinator/ LEA Recruitment Coordinator	Day one of Sweep	Distribution of LEA material

	• Daily note collection	State Recruitment Coordinator	Daily Basis during Sweep	
Evaluation	• Review notes	State Recruitment Coordinator	Daily Basis during Sweep	
	• Develop final result report	State Recruitment Coordinator	No later than two weeks after completion of Sweep	Publish report for LEA and SEA to review

Goal 3 - Research innovative uses of data and technology

Objective – To utilize data informed practices at the LEA and SEA level to drive recruitment efforts

Strategy	Action Steps	Person Responsible	Timeline	Outcome Measures
Organize data pile of student information for recruitment purposes	• Get Data from referral sources • School district referrals • District list of new student arrivals • Referrals from human resource offices	LEA Recruitment Coordinator and staff	On-going and as needed basis	Complete overview of LEA recruitment area can be produced
Develop recruitment plans using date	• Prioritize and categorize data from recruitment leads	LEA Recruitment Coordinator and staff	On-going and as needed basis	Categorized data is available to recruitment staff
Utilize Electronic mapping systems	• Create software usage guidelines	State Recruitment Coordinator	On-going and as needed basis	Publish guidelines
Develop recruitment plan using mapping system	• Generate maps as needed locally, by region, county	LEA recruitment staff	On-going and as needed basis	Complete understanding of mapping system by local staff
Develop specific maps to guide recruitment efforts	• Maps by Employers • Maps by migrant students • Maps by qualifying arrival date • Map by crop • Map by activity	LEA Recruitment Coordinator and staff	On-going and as needed basis	Complete understanding of mapping system by local staff
Utilize agricultural sites	Create comprehensive procedure for LEA Recruitment Coordinator and staff • visit and analyze sites	All recruitment staff	On-going and as needed basis	On-going evaluation of website knowledge during recruitment trainings
Compile data from other	• Visit PIMS • COMPASS	State Recruitment Coordinator	On-going and as needed	

Government organizations			basis	

Goal 4 - Utilize social media to promote needs for the PA MEP

Objective – To create awareness about the PA MEP and develop new and maintain existing partnerships.

Strategy	Action Steps	Person Responsible	Timeline	Outcome Measures
On-site visits	• Visit all local farms	LEA	Minimum yearly basis	Develop complete list of farm contacts
	• Contact local growers	LEA	Minimum yearly basis	Develop complete list of grower contacts
	• Visit schools	LEA	Minimum yearly basis	Develop complete list of school contacts
Provide referral tools	• Family Survey	LEA	Most up to date and as needed	Provide update MEP Material
	• Referral forms	LEA	Most up to date and as needed	Provide update MEP Material
Mass contact	• Contact community organizations	State Recruitment Coordinator/ LEA Recruitment Coordinator	On continuous basis	Develop complete list of organization contacts
	• Attend large agricultural events	State Recruitment Coordinator/ LEA Recruitment Coordinator	Yearly basis	Completed registration Attend events
	• Contact State Agricultural Agencies	State Recruitment Coordinator	On continuous basis	Completed registration Attend events
	• Attend National and state Events	State Recruitment Coordinator/ LEA Recruitment Coordinator	Yearly basis	
Promotional Material	• MEP brochure in multiple languages	State Recruitment Coordinator	Updated as needed	Provide update MEP Material

		State Recruitment Coordinator	Updated as needed	Provide update MEP Material
	• Informational Key Chains	State Recruitment Coordinator	Updated as needed	Provide update MEP Material
	• Informational Magnets	State Recruitment Coordinator	Updated as needed	Provide update MEP Material
Utilize Social Media	• Identity accessible social media to use • Develop Statewide standards for MEP program	State Recruitment Coordinator	As need basis	

Note - The use of social media as a recruitment tool is an area of concern with the PA-MEP and will only be used after extreme precaution has been taken to ensure the security of all vital PA-MEP information.

Goal 5 – Promote recruitment numbers throughout MEP regions exponentially.

Objective – Promote effective and complete recruitment coverage of all agricultural and fishing industries within each Region with an emphasis on increasing recruitment numbers on a yearly basis.

Strategy	Action Steps	Person Responsible	Timeline	Outcome Measures
• Contact all School districts serving Migrant Students	• Visit School Administrators to introduce the MEP program and help identify migrant children.	LEA	September 30	Develop directory of school contact information
• Develop most updated analysis of qualifying works in all regions	• Conduct analysis of agricultural activity trends and agricultural industry development.	LEA	Quarterly	Provide training to recruitment staff on any change in trends
• Contact all employers of qualifying activities	• Contact growers regarding hiring practices and growing seasons to assist with recruitment.	LEA	On-going and as needed basis	Develop directory of growers by growing and hiring practices
• Develop complete list of Pennsylvania's Crop Cycles	• Update Pennsylvania's crop cycles	State Recruitment Coordinator	On-going and as needed basis	Publish new Crop and Activity list
• Develop proactive search for new migrant families	• Research for new qualifying industries, • migrant lifestyles and • Employment trends for farms in their assigned region.	LEA	Quarterly	Make updates to directories as needed
• Develop contact list of all potential employers of	• Contact and keep a log of potential employers of migrant laborers (growers - farmers, nurserymen,	LEA	Quarterly	Develop directory of potential employers of migrant families

migrant workers	contractors, personnel managers of food processing plants, etc.) in order to provide leads regarding locations of migrant children.			
• Provide training to non-migrant staff to assist with recruitment efforts	• Provide assistance and/or training to LEA staff and school district staff providing services to migrant children on topics such as migrant child eligibility and MSIX. • Establish a Recruitment Network plan with community resources and make appropriate referrals to address family and student needs. • Coordinate and network with local and regional organizations that provide services to migrant workers and their families by meeting staff and introduce the MEP	LEA	Quarterly	Develop directory of community resources