



New Ways of Thinking about Recruitment

What is Design thinking?



Mindset activities



Party planning

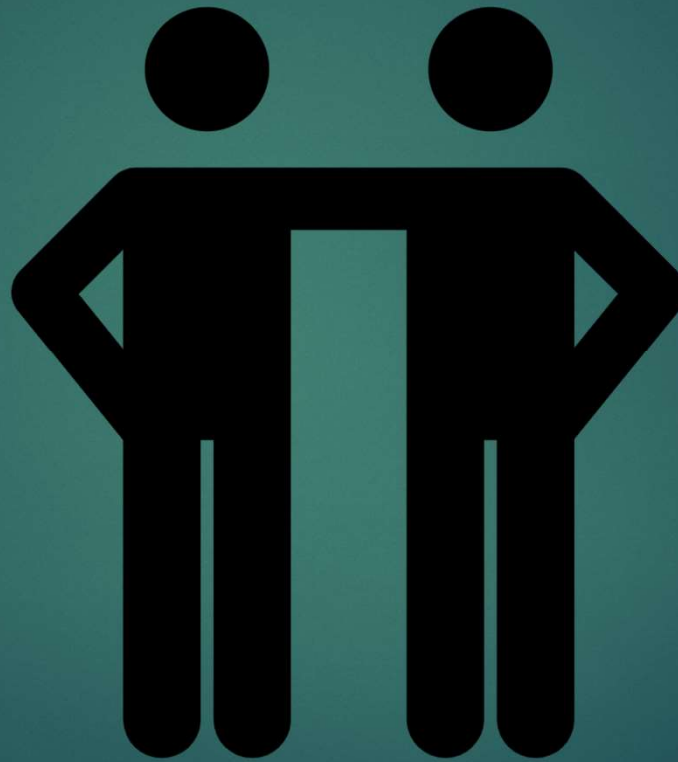


10-second skill



Grab a partner and share a skill

10-second skill swap



Mindsets

- ▶ *Take Action*
- ▶ *Embrace Experimentation*
- ▶ *Be Brave*
- ▶ *Value Varied Viewpoints*
- ▶ *Be Supportive*

Empathy

- ▶ Creating innovations for humans means working from a place of human-centered design. As such, the design thinking process begins with empathy, or more simply being open to understanding people. As you design, ask yourself questions about the people you are designing for:

- 
- ▶ *What do they do and why do they do it?*
 - ▶ *What are their needs?*
 - ▶ *How do they think about the world? What do they care about?*

<https://vimeo.com/106505300>

Scoping the challenges

1. Listen to and read the data presented to you
2. Consider the aspects you care about and jot down what you've noticed - each observation on an individual post-it note.
3. Focus on the issues you want to disrupt - we'll get to solutions soon!

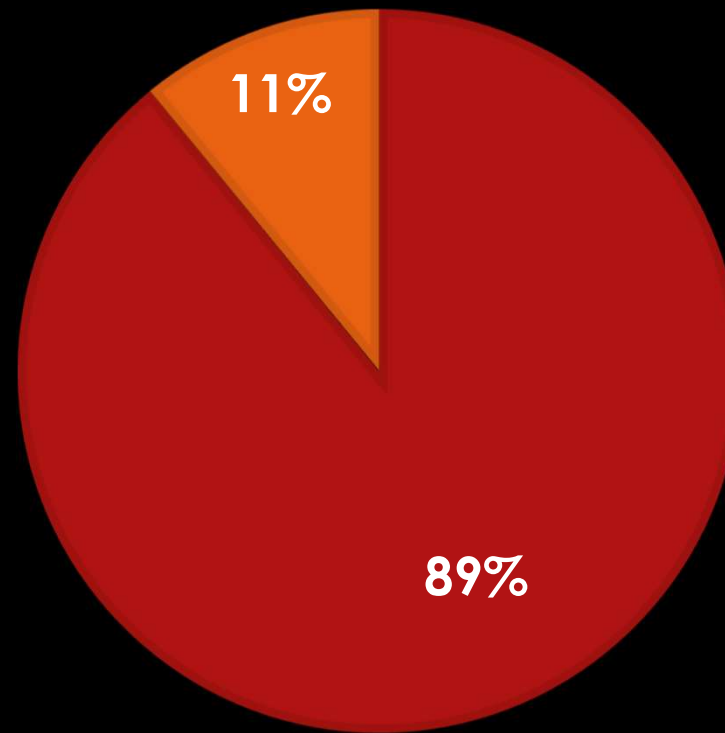


What percent of children who live in families under the poverty level in Arizona are served by Head Start grantees?

11% or roughly 1 in 10

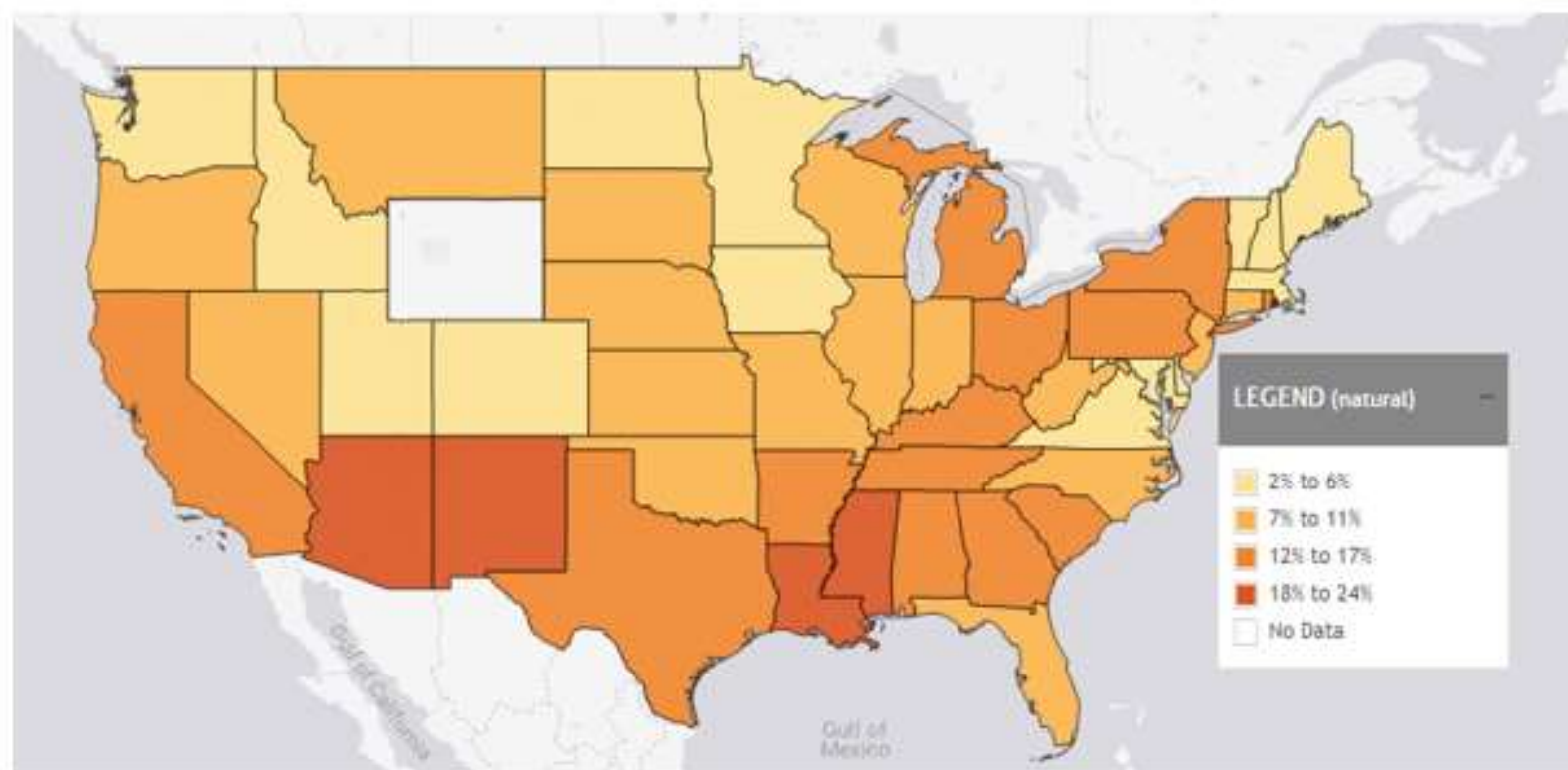
PERCENT OF INCOME ELIGIBLE CHILDREN SERVED BY HEAD START IN ARIZONA


■ Unserved Children ■ Children Served by Head Start



Source: National Center for Children in Poverty, http://www.nccp.org/profiles/AZ_profile_9.html# and National Head Start Association, 2017 (Retrieved 2020)

In Arizona, 20% of children live in high poverty areas (poverty rates of 30% or more).





8% of Arizona's children live in extreme poverty, or in households that are 50% of the Federal Poverty Level, which was \$12,732 for two adults and two children in 2018.

Early Childhood Homelessness State Profiles 2019

Early Childhood Homelessness

Children under age 6

Total population²

23,940,178

Estimated number
experiencing homelessness³

1,313,152

or

1 in 18 children



Early Childhood Education for Children Experiencing Homelessness

Children under age 6 experiencing homelessness

9% served by Head Start/Early Head Start or
McKinney-Vento funded ECE programs in 2017⁵

National

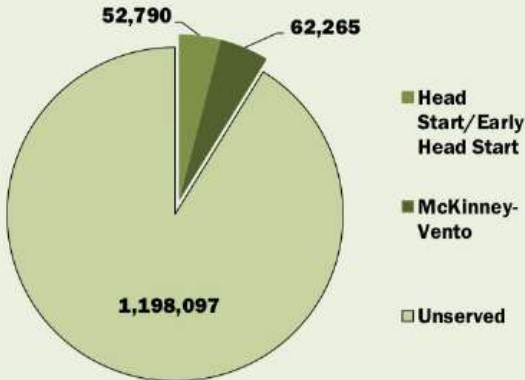
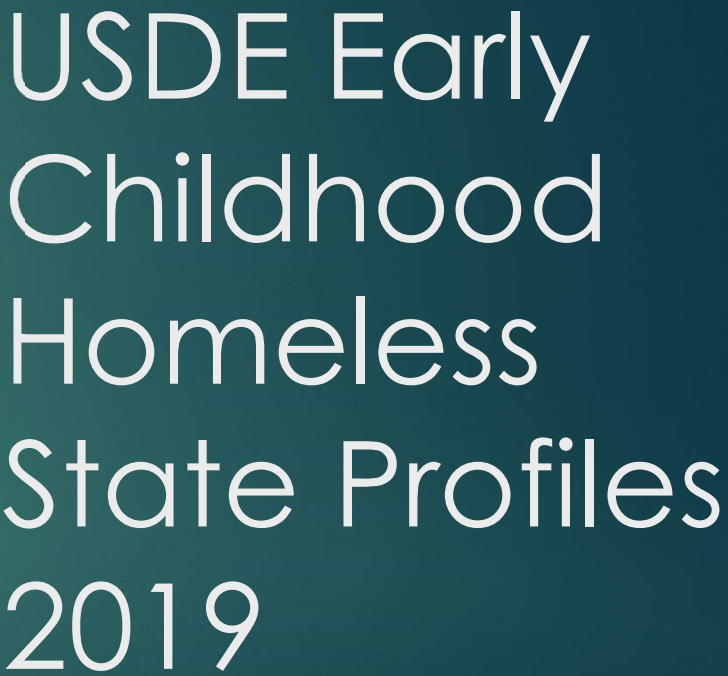


Exhibit 1. Number and Percentage of Children Under Age Six Experiencing Homelessness in 2016–2017

Jurisdiction	Number	Percentage	Jurisdiction	Number	Percentage
Alabama	15,429	4	Montana	3,492	5
Alaska	3,914	6	Nebraska	3,479	2
Arizona	24,652	5	Nevada	16,237	7
Arkansas	12,691	6	New Hampshire	3,790	5
California	254,654	9	New Jersey	10,648	2
Colorado	20,399	5	New Mexico	11,259	7
Connecticut	4,158	2	New York	143,743	10
Delaware	2,923	4	North Carolina	28,408	4
District of Columbia	6,213	12	North Dakota	2,085	3
Florida	72,740	5	Ohio	29,428	4
Georgia	37,129	5	Oklahoma	26,243	8
Hawaii	2,865	3	Oregon	23,556	8
Idaho	7,275	5	Pennsylvania	24,318	3
Illinois	49,991	5	Puerto Rico	4,587	3
Indiana	17,850	4	Rhode Island	1,192	2
Iowa	6,575	3	South Carolina	11,396	3
Kansas	9,004	4	South Dakota	1,954	3
Kentucky	25,981	8	Tennessee	16,320	3
Louisiana	29,521	8	Texas	107,675	4
Maine	2,436	3	Utah	14,952	5
Maryland	16,583	4	Vermont	1,062	3
Massachusetts	20,215	5	Virginia	19,944	3
Michigan	35,652	5	Washington	39,641	7
Minnesota	17,191	4	West Virginia	8,740	7
Mississippi	9,665	4	Wisconsin	18,657	5
Missouri	32,791	7	Wyoming	1,848	4
			National	1,313,152	5



USDE Early Childhood Homeless State Profiles 2019

Foster Care

Federal Fiscal Year 2015

Arizona

Children are placed in foster care when a child protective services worker and court have determined it is not safe for them to remain home. Displacement from their family and disruption of their usual routine and familiar surroundings is traumatizing for many children. Children in foster care need strong relationships with caring adults, a network of social support, and services to cope with the challenging circumstances of home removal. Children who are older, are a racial or ethnic minority, have special needs, or suffer from a behavioral or mental disorder are more likely to experience multiple foster care placements and stay in care longer. Young people who "age out" of foster care (instead of returning home or being adopted) may face challenges to making a successful transition to adulthood.


Children in foster care

	AZ	US
Number of children in foster care ¹	17,738	427,901
Foster care rate per 1,000 ²	8	4
Number of children who entered foster care ³	12,722	269,499
Average length of time in foster care ⁴	14 months	20 months
Percent of children in foster care for 5 or more years	1%	6%

$$\begin{aligned} < 1 \text{ Year } 17,738 \times 9\% = 1,596 \\ 1-5 \text{ Years } 17,738 \times 35\% = 6,208 \\ \text{Children in Foster Care} = 7,804 \end{aligned}$$

Age distribution of children in foster care⁵

	Less than 1 year	1 to 5 years	6 to 10 years	11 to 15 years	16 to 20 years
AZ	9%	35%	26%	20%	10%
US	7%	33%	23%	21%	15%

- 
- ▶ Number of programs in Arizona at full enrollment as of a specific date?
 - ▶ National trends?

Defining Opportunities



I was struck by...

I wonder if this means...

I see an opportunity to...

Challenges vs. Opportunities

Reframe the Problem

- ▶ Try rephrasing your opportunity statements as questions by adding “How might we” at the beginning.

Stay Human-Centered

- ▶ Think about partners, resources and actions that you could leverage.
- ▶ Make sure that the question puts solving a real problem for real people at its core.

Ask How Might We...

- ▶ Your HMW question should be broad enough to generate a number of possible answers, and narrow enough that the scope is actionable.

Opportunity Share



How might we...?

Notice-Empathize-Define-Ideate



Ideation

- ▶ Form groups of 4-6 individuals.
- ▶ Brainstorm potential resources, stakeholders and actions that could help solve the selected challenge.
- ▶ Build on each others' ideas using Yes, And!

Feeling Stuck?

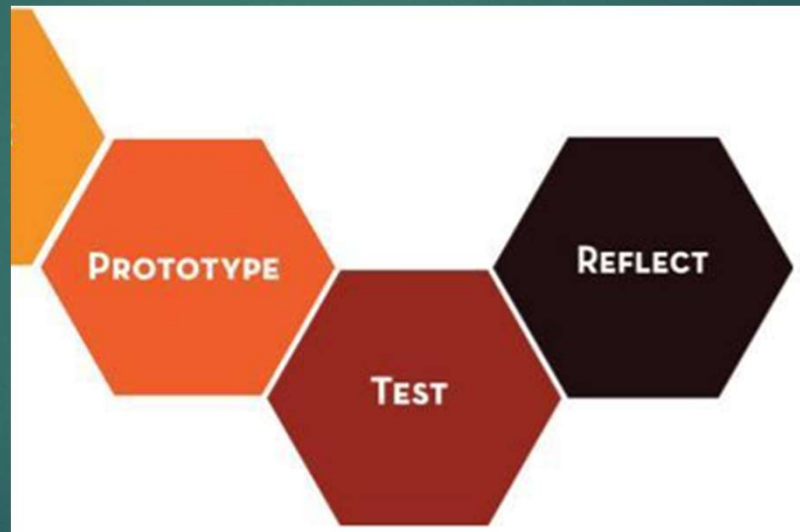
- ▶ What if money was no object?
- ▶ What if the solution had to be free?
- ▶ Customize *What Ifs* for your group

Solution Share

How might we...?



Prototype-Test-Reflect



Prototype

- ▶ Make a plan for implementation
- ▶ How will you try your solution at home?
- ▶ What can you commit to today?
- ▶ When will you reflect and iterate next?

Turn and Talk



- ▶ What does this mean to you when you think about your program's enrollment?
- ▶ What are your initial reactions?

- ▶ Share out with whole group (short discussion)
- ▶ Conclusion: Data says children are out there. What is happening that they aren't coming to our "door". Rapidly changing economic context (e.g. minimum wage) might also be affecting families eligibility