

Foster Parent Recruitment and Retention Planning

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Agenda

- **Introductions**
- **Value of Foster Parent Recruitment**
- **What is a Recruitment and Retention Plan**
 - Goals
 - Objectives
 - Strategies
 - Action Steps
- **Lunch**
- **Value of Foster Parent Retention**
- **Creating a Recruitment Plan: Small Group Activity**
- **Wrap-Up: Q & A**

Objective

- **Increase understanding the value of foster parent recruitment and retention**
- **Increase knowledge of writing effective recruitment and retention plans**
- **Practice developing recruitment and retention plans**

Trainer's Introduction

Education
Professional Experience



Strong Training and Consulting
Building **Strong** Families Together!

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Participants Introduction

- Who's in the room?
- Name
- Agency and your role
- # of FPs
- What do you want to get out of this training?



Value of Foster Parent Recruitment

- Why do we recruit foster families?
- Why do we need families to care for the kids?
- Why is permanency so important?



Who makes the best recruiters?

Successful recruitment workers have similar qualities and characteristics. No one person is successful at developing and using all of these qualities, nor is successful recruitment achieved solely through the efforts of a single individual.

The key is to look for ways to reinforce your current strengths and pursue opportunities to develop more of these qualities.

Strengthen focus and respectful

- You have to like people and know how to engage people
- Respects people and focuses on their strengths
- Sees parents as resources to be developed, not excluded

Who makes the best recruiters?

Strong Communication and Collaboration

- Good communication skills—verbal and writing
- Team player
- Good trainer
- Not intimidated by community groups or public speaking

Determined and dedicated

- Sense of urgency
- Willingness to go the extra mile
- Detective-like qualities when searching for lost relatives

What is a recruitment plan ?

At a basic level, a useful recruitment plan provides clear information about what you are attempting to accomplish, what your strategies will be, and how you will implement those strategies.

A recruitment plan can be a powerful tool for communicating your values, goals, priorities for your work, and beliefs about what strategies will be effective for achieving your goals.

Your recruitment should be a living document that can serve as a useful guide for your work on a regular basis, rather than as a document to be written for reporting purposes and then simply put away or filed.

Data in Your Recruitment Plan

Quantitative and qualitative data that provides clarity on the types of parents you need to recruit

Important Data Elements

- number and percent of children and youth in each age group (Birth–1, 2–5 , 6–12, 13–15, 16 and older)
- race/ethnicity;
- sibling status;
- placement type & location;
- and other needs and considerations
- Behaviors of children (BWO, MWO, SMFWO)



Targeted Recruitment

Targeted recruitment plans focused on specific geographic areas or populations

- A recruitment plan for a specific city, county, or region
- A plan focused on recruiting families from particular groups (e.g., recruiting in faith communities, recruiting AA or Hispanic parents)
- A plan for recruiting families for particular groups of children (e.g., for sibling groups, teens, AA boys)

Elements of a Recruitment Plan

- **Goal:**
 - Your board primary outcome
 - What you hope to accomplish
 - Long term
- **Objective:**
 - S.M.A.R.T: Specific, Measurable, Achievable, Realistic, Timely/time-bound
 - Timed and measured
 - Specific and measurable to achieve a goal
 - Targeted and clear
 - Mid to short term
- **Strategy:**
 - How you plan to accomplish your goals and objectives
- **Action Step:** What will you do
 - What, Who, and when

Example Sibling Groups Recruitment Plan

Goal: Your desired result

- Increase number of foster families willing to parent sibling groups by 10% by December 2019.

Objective: Specific Measurable Achievable Realistic Timely/time-bound.

- License 5 additional families with the ability to foster sibling groups.

Strategies: Plan to accomplish your goals and objectives

- Increase public awareness regarding sibling separation in the Georgia foster care system.

Action Plan: What will you do and who will do it

- The Supervisor will research the number of siblings in foster care who are separated in Bibb County. March 2019
- The Recruiter will host at least one community awareness event regarding children in foster care who are separated from their siblings and the negative impact on children. April 2019
- The recruiter will conduct a specific training for families who only want to place siblings. May 2019

Value of Retention

- Why do we need to retain our families?
- What happens if we don't retain our families
 - Worst Recruiters- Talk poorly about the agency
 - “Foster Parent Hopping”
- Examples of good retention
 - Answer the phone
 - Saying thanks- Appreciation dinner/ lunches
 - Being respectful
 - Supportive services
(Respite, transportation, Support Groups)
 - Timely reimbursement
 - Good Training

Value of Retention

Not all bad when families can no longer foster

- Adoption
- Reunification
- Not enough space in the home
- Need a break
- Not a good foster parent

Small Group Work

Recruitment and Retention Plan

Develop a recruitment and retention plan for the following populations

- **Siblings**
- **Children of color**
- **MWO Behavior problems**
- **Older Teens**
- **AA boys**
- **Teen Moms**
- **Specialty Medically Fragile Watchful Oversight- SMFWO**
- **Keeping children in their community**
- **Adoptive homes**
- **Relative Homes**

You need a facilitator, a note taker and a reporter

Report Out

What was your population?

Review your Plan

What is your messages to the community?

What were your strengths and your challenges?



Example Older Teen Recruitment Plan

Goal: Your desired result

Objective: Specific, Measurable, Achievable, Realistic, Timely/time-bound

Strategies: How do you plan to accomplish your goals and objectives

Action Plan: What will you do and who will it



Helpful Resources

DEVELOPING RECRUITMENT PLANS A Toolkit for States and Tribe- NRC DR

<http://www.nrcdr.org/assets/files/NRC DR-org/developing-recruitment-plans-toolkit.pdf>

Treat Them Like Gold for more ideas

<http://www.ncdhhs.gov/dss/publications/docs/Partnering with Resource Families.pdf>

Finding Common Ground-

Available from the National Resource Center for Diligent Recruitment at AdoptUSKids: www.nrcdr.org

Helpful Resources

- **Characteristics of Successful Recruitment Practitioners**

National Resource Center for Diligent Recruitment at AdoptUSKids (2010)

<https://go.usa.gov/xQu67>

<http://www.adoptuskids.org/>

Thank you for all you do for children and families



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