

STRATEGIC RECRUITMENT PLAN TEMPLATE

Task:

The overall goal of this plan is to help each locality develop a comprehensive recruitment plan informed by 1) local data and 2) best practice.

First, the plan will ask you to gather local data regarding recruitment and retention in order to develop a snapshot of the children in your locality. The snapshot should help you be able to better identify areas of recruitment need.

Second, the plan will review best practice strategies for three types of recruitment—general, targeted, child-specific—and offer guidelines of how to structure your recruitment campaigns.

Finally, the plan will ask you to develop a local-specific recruitment campaign for your jurisdiction. Your campaign plan will detail the activities that the recruitment team will undertake over the course of the year. Each activity will have a defined goal, potential partners, and a proposed timeline and budget.

SECTION I: DATA ANALYSIS

In this section, you will be using local data to develop a better picture of the children and families in your system and to guide you in the best way to meet their needs through resource family recruitment and support efforts.

Breakdown of Children in Care

Age Group	# of children in out of home placement	Sibling Group breakdown	Gender breakdown		Racial Breakdown		Placement Breakdown	
			Male	Female				
All Ages	# of children in sibling group	# of children not placed with siblings	Male		African-American		Unrestricted Homes	
			Female		Caucasian		Restricted Homes	
					Bi-Racial		Public TFC	
	# of children not placed with siblings	# of children not placed with siblings			Hispanic		Private TFC	
					Other		Residential/Group	
							Other	
0-4	# of children	# of children in sibling group	Male		African-American		Unrestricted Homes	
			Female		Caucasian		Restricted Homes	
					Bi-Racial		Public TFC	
	% of total # of children	# of children not placed with siblings			Hispanic		Private TFC	
					Other		Residential/Group	
							Other	
4-9	# of children	# of children in sibling group	Male		African-American		Unrestricted Homes	
			Female		Caucasian		Restricted Homes	
					Bi-Racial		Public TFC	
	% of total # of children	# of children not placed with siblings			Hispanic		Private TFC	
					Other		Residential/Group	
							Other	
10-14	# of children	# of children in sibling group	Male		African-American		Unrestricted Homes	
			Female		Caucasian		Restricted Homes	
					Bi-Racial		Public TFC	
	% of total # of children	# of children not placed with siblings			Hispanic		Private TFC	
					Other		Residential/Group	
							Other	
15-17	# of children	# of children in sibling group	Male		African-American		Unrestricted Homes	
			Female		Caucasian		Restricted Homes	
					Bi-Racial		Public TFC	
	% of total # of children	# of children not placed with siblings			Hispanic		Private TFC	
					Other		Residential/Group	
							Other	

18-21	_____ # of children	# of children in sibling group		Male		African-American		Unrestricted Homes
				Female		Caucasian		Restricted Homes
						Bi-Racial		Public TFC
	_____ % of total # of children	# of children not placed with siblings				Hispanic		Private TFC
						Other		Residential/Group
								Other

Based on the data above, what are three general observations about your locality’s child welfare population?(e.g. “We see that 70% of our children are over 15.”)

- 1.

- 2.

- 3.

Based on your observations above, what do you consider to be the key child populations you need to recruit for (e.g. teenagers; young children; boys ages 10-12)? Why? Is there any other population not measured here that you would consider a key population for recruitment (e.g. drug addicted infants)? (e.g. “Since most of our kids are over 15, we need to concentrate on finding families who will care for teens.”)

Breakdown of families in the system

Year	# of children in care	Racial Breakdown of families	# of Resource Families			# of Homes Closed			# of New Families			# of Families Retained		
			Reg.	Rest.	Resp.	Reg.	Rest.	Resp.	Reg.	Rest.	Resp.	Reg.	Rest.	Resp.
FY18		African-American												
		Caucasian												
		Bi-Racial												
		Hispanic												
		Other												
FY19		African-American												
		Caucasian												
		Bi-Racial												
		Hispanic												
		Other												
FY20		African-American												
		Caucasian												
		Bi-Racial												
		Hispanic												
		Other												

Reg. = Regular Rest. = Restricted Resp. = Respite

Based upon the above resource family data, what are a few trends that stand out to you? (e.g. “Every year for the last three years we have approved more restricted homes and fewer regular homes.)

Based upon the trends you've observed above, what actions do you plan to take? (e.g. "As we certify more and more restricted placements we will have to find ways to support our kin families.")

Section II: RECRUITMENT PLAN GUIDANCE

A comprehensive recruitment plan will include:

- A description of the characteristics of children for whom foster and adoptive homes are needed;
- Specific strategies to reach out to all parts of the community;
- Diverse methods of disseminating both general information about being a foster/adoptive parent and child specific information;
- Diverse methods of disseminating both general information about being a foster/adoptive parent and child specific information;
- Strategies for assuring that all prospective foster/adoptive parents have access to agencies that approve foster/adoptive parent, including location and hours of services so that the agencies can be accessed by all members of the community;
- Strategies for training staff to work with diverse communities including cultural, racial and socio-economic variations;
- Strategies for dealing with linguistic barriers; and
- Procedures for a timely search for prospective parents for a child needing an adoptive placement, including the use of exchanges and other interagency efforts, provided that such procedures ensure that placement of a child in appropriate household is not delayed by the search for a same race or ethnic placement
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This section provides a foundation to build your recruitment plan. There is information and guidance regarding the three major recruitment strategies (general, targeted, and child-specific) so that you can structure a complete recruitment campaign.

Strategy #1: General Recruitment

Guidance:

It is recommended that general recruitment take up only about **15%** of your budget and recruiters' work time. While reaching the largest audience, general recruitment is the least effective method of bringing in families who make it through the approval process.

Most media appearances and press coverage can be arranged for free. Rather than purchasing ads or paying for booth space at a fair, recruiters are encouraged to partner with local newspapers and provide them with profiles of children in care who can be publicized, or to partner with local organizations to arrange for a booth to be sponsored or for a speaking engagement at the event, rather than booth space. Recruiters are encouraged to make radio and television appearances on local shows and to use any and all opportunities to reach audiences.

Strategy #2: Targeted Recruitment

Guidance:

It is recommended that targeted recruitment take up about **60%** of your budget and the recruiters' work time. Targeted recruiting requires creativity to reach all possible connections. It is an

extremely effective method of bringing in families who continue all the way through the certification process, and who are dedicated and willing to work with some of the populations most in need.

Remember, there are people who are eager to connect to even our most difficult-to-place child populations (even if not for a placement, at least as a permanent connection). Often these people are already working with similar children in a professional or volunteer capacity.

Strategy #3: Child-specific Recruiting

Guidance:

It is recommended that agencies spend about **25%** of their budgets and the recruiters' time using this method. Child specific recruiting is a slower process in that it's a one-by-one solution, but it is the most effective method in finding a specific child's need for the right family.

Remember, efforts should include both intensive searching for any previous or ongoing connections in the child's life that could provide a permanent loving home, as well as extensive work in tracking down the right match who could be a stranger to the child.

Recruitment Plan and Guidance Chart

Recruitment Strategy <i>(Definition)</i>	Goals of Strategy	Potential Activities	Potential Partners
<p style="text-align: center;">General Recruitment (15%)</p> <p><i>General recruitment is intended to reach as many people as possible.</i></p>	<ul style="list-style-type: none"> • Raise public awareness of the need for foster and adoptive parents • Build a positive image of fostering and adopting in the community • Bring in new families interested in fostering or adopting 	<ul style="list-style-type: none"> • Actively pursuing press coverage by reaching out to radio, television, newspaper and magazines with story ideas, articles and information • Creating and placing advertisements in various media including yellow pages, radio, television, and newspapers, billboards and free publications • Distributing information at community events including fairs parties and in public spaces • Speaking at clubs, organizations and community groups to provide general information 	<ul style="list-style-type: none"> • Local media of all kinds • Local businesses, organizations and community partners who can donate services, goods or advertising space or allow the agency to reach their employees • Local Foster Parent Association
<p style="text-align: center;">Targeted Recruitment (60%)</p> <p><i>Targeted Recruitment seeks to find homes for specific populations of children that are especially high-need (e.g. teenage boys or mother-child placements).</i></p>	<ul style="list-style-type: none"> • Bringing in new families for the specific populations of children most in need of homes • Raising community awareness about the need for homes for specific populations of children 	<ul style="list-style-type: none"> • Same activities as above, though they should be focused on finding families for specific, high-need child populations • Forming recruiting partnerships with those who can help the targeted population (e.g. foster parents who currently care for a child from high-need population and can speak about their experiences) <p>For example:</p> <ul style="list-style-type: none"> • Advertising in a nursing magazine or at a hospital using advertisements specifying the need for foster families for medically fragile children • Attending an autism awareness event with information about autistic children in need of homes • Speaking at the opening of a new youth recreation center if the targeted population is teenage boys 	<p>Same as above PLUS</p> <ul style="list-style-type: none"> • Resource parents who are already working with children from the targeted population (their networks of friends, coworkers and acquaintances) • Formal and informal community organizations who will partner with us (schools, churches, hospitals, service providers, clubs, social groups, fraternities, sororities, clubs, gathering places including barbershops, restaurants, etc.)
<p style="text-align: center;">Child-Specific Recruitment (25%)</p> <p><i>Child Specific Recruitment seeks to find adoptive families for specific children (or siblings) whose parental rights have been terminated.</i></p>	<ul style="list-style-type: none"> • Find a permanent home for every child in need • Matching children with families who will best support their needs (locally or nationally) 	<ul style="list-style-type: none"> • Creating a dynamic, strengths-based profile of the child to be shared publicly through AdoptUSKids, MARE and brochures • Recruit and partner with key identified people based on the child's personality and interests (e.g. if the child loves animals, connect with veterinarians, zoo workers, volunteers at the animal shelters, dog groomers, breeders and others who will spread the word) • Recruit and partner with key identified people based on the child's needs (i.e. if the child is deaf, talk to and connect locally and nationally with interpreters, staff at schools for the deaf, support groups, and deaf organizations) 	<p>Same as above PLUS</p> <ul style="list-style-type: none"> • Any connections already in the child's life (e.g. networks of friends, coworkers and acquaintances even if they cannot themselves become a permanent home for the child) • National organizations with any relationship to the child's needs or interests

Regional Recruitment Plan

This is an example of an outline for a recruitment plan that will guide your locality’s recruitment activities over the next six months, at which time you should revisit these plans and make changes as necessary. Remember, to do great targeted recruitment, you will need to be creative, detail oriented and you will need to follow up with the contacts you make by keeping track of them.

Targeted Population of children	Who is likely to connect with these children?	Where do we find such people?	Specific Places and People	Recruiting Partners and connections	Planned Activity and Timeline When/how often will event take place?	Budget How much will event cost? For what?	Goal Number
<i>10 to 14 year old boys</i>	<i>People who already work with teenagers</i>	Schools: <i>Coaches Counselors Teachers Principals Secretaries</i>	<i>Georgia Middle School Holy Cross Day School</i>	<i>Mr. McIntire Mrs. Blackwell Sister Anne</i>	<i>Monthly speaking spot at PTA meeting, Monthly visits with school liaison</i>	<i>Free</i>	<i>15 new families</i>
<i>15 to 18 year old boys with a court history</i>	<i>Military families who may be able to help with structure</i>	<i>Military Bases Local ROTC leaders Veterans Associations</i>	<i>Fort Tom wives club American Legion Youth Clubs</i>	<i>Mrs. Hanks Cpt. Smith Mr. Wilkes.</i>	<i>Quarterly events at military base</i>	<i>100 dollars each time to pay for coffee, donuts and juice for 25 attendees</i>	<i>8 new families</i>