

recruitment goals and tasks

CASEY FAMILY
SERVICES

Casey Family Services Division:

Goal Title:

Goal Description:

Start Date:

Status: New Continued Closed (met) Closed (unmet)

Responsible Person:

Additional Authors:

Strategy: To which of the nine agency-wide recruitment strategies does this goal apply? *(check all that apply)*

- 1. Expand the responsibility of recruitment and cultivation beyond the resource coordinator, engaging other staff members, foster care alumni, parents and community leaders on an ongoing basis and use data to drive decision making.
- 2. Engage community and corporate partnerships in recruitment drives.
- 3. Involve the child/youth in care, families (birth and foster), and permanency team members in recruitment efforts and in sharing the task of preparing, training and supporting lifetime parents.
- 4. Promote Casey Family Services as a high-quality placement and permanency option among state agencies in each division area.
- 5. Examine and streamline the process and time frames of Casey's pre-service training and licensing, while complying with policy in each division's respective state agency.
- 6. Re-tool phone protocols and process, maximizing ability for first inquirers to connect with a live person and to be contacted by an experienced foster/adoptive parent within 48 hours.
- 7. Launch a traditional, multilevel marketing campaign in our service area to raise public awareness of foster parenting and encourage the "first call" to our divisions. (Divisions may opt to continue or expand marketing efforts using the materials and templates created for the "Families Like Yours" campaign to supplement agency-wide efforts led by the New Haven administrative office.)
- 8. Develop a recruitment section of Casey's external website, using new media forums to engage prospective parents in peer-to-peer conversations and online platforms for recruitment, and drive traffic from search engines to the Casey website. (Divisions are encouraged to support agency-wide efforts by developing goals such as maintaining division Web pages and calendar listings, providing youth and family stories for posting, using new media to engage prospective parents, and driving traffic to the site by linking to external partners in their plans.)
- 9. Create a Casey Recruitment Tool Kit containing the information and step-by-step processes needed to achieve the strategies laid out in this plan, as well as best practice resources from recruitment activities around the nation. (Divisions are encouraged to support agency-wide efforts by developing goals such as contributing resources and articles to the tool kit and by sharing promising practices from within their divisions.)

Budget:

- Goal Progress Rating:
- 1. Deterioration during review period
 - 2. No progress during review period
 - 3. Minimal progress during review period
 - 4. Substantial progress during review period
 - 5. Achieved (closed)

Goal Progress	Date	Comments
Comments:		

Estimated Completion Date:

Actual Completion Date:

Tasks

Task 1 Title:

Type: General Targeted Child Specific

Start Date:

Status: New Continued Closed (met) Closed (unmet)

Responsible Person:

Additional Authors:

Team Members:

Budget:

Estimated Completion Date:

Actual Completion Date:

Materials:

Progress Date: Progress Comments:

Task 2 Title:

Type: General Targeted Child Specific

Start Date:

Status: New Continued Closed (met) Closed (unmet)

Responsible Person:

Additional Authors:

Team Members:

Budget:

Estimated Completion Date:

Actual Completion Date:

Materials:

Progress Date: Progress Comments:

Task 3 Title:

Type: General Targeted Child Specific

Start Date:

Status: New Continued Closed (met) Closed (unmet)

Responsible Person:

Additional Authors:

Team Members:

Budget:

Estimated Completion Date:

Actual Completion Date:

Materials:

Progress Date:: Progress Comments:
