

## recruitment goals and tasks — sample

### CASEY FAMILY SERVICES

Casey Family Services Division: Connecticut

**Goal Title:** Targeted recruitment

**Goal Description:** Partner with faith-based organizations, “foster share” parties and local businesses to recruit 15 foster or adoptive parents by 10/30/12

**Start Date:** 1/5/2012

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

**Responsible Person:** Jane Smith

**Additional Authors:** Ann White, Robert Brown

**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:** \$0

- 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 Comments:	Date	Comments
	6/25/12	In discussion with J.D. about a future “foster share” party at his home; invitations sent out to foster parents inviting them to bring a friend/ friends to a “meet and greet” informational meeting on July 16.
	5/24/12	Held an informational meeting at Company A; scheduled an adoption informational meeting on July 2 to coincide with T.J.’s campaign.
	4/24/12	Held an informational luncheon with members of Church A; planning a “meet and greet” for foster parents to bring a friend; we will have dinner; view a relevant film and a recruitment presentation.
	3/27/12	Plans have been finalized for blanketing businesses, hospitals, churches and neighborhoods in four specific communities with recruitment materials; all staff members are involved in this March 30 event.
	2/24/12	Set up a presentation for April 14 at Church A; scheduled an informational meeting on February 28 with members of Church B.
	1/24/12	A.B. Hosted a “foster share” party; relationship building has begun with pastors of three churches; brochures were given to each pastor for display; flyers were given for insertion into weekly bulletins; dates being discussed for presentations.

Estimated Completion Date: 10/31/12

Actual Completion Date:

**Tasks**

**Task 1 Title:** Target 4 places of worship to schedule a presentation

Type:  General  Targeted  Child Specific

Start Date: 1/5/12

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

Responsible Person: Jane Smith

Additional Authors:

Team Members: Foster Care Team

Budget: \$0

Estimated Completion Date: 1/30/12

Actual Completion Date: 1/24/12

Materials:

Progress Date: 1/24/12      Progress Comments:  
Four pastors were contacted; three agreed to work with us to recruit families from their congregations.

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**Task 2 Title:** **Involve foster parents in hosting “foster share parties.”**

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Type:  General  Targeted  Child Specific

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Start Date: 1/5/12

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

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Responsible Person: Jane Smith

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Additional Authors:

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Team Members: Foster Care Team

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Budget: \$250

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Estimated Completion Date: 8/30/12

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Actual Completion Date:

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Materials:

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Progress Date: 5/24/12  
3/27/12  
2/27/12  
1/24/12

Progress Comments:  
Scheduled a “meet and greet” informational meeting on July 16; planning in progress; invitations will be sent.  
Outreach continues to be made to our foster families to host “foster share” parties; J.T. is still working on putting together a second one.  
Outreach was made to foster parents at the quarterly foster parent meeting; no responses to date.  
C.D. and her sister, T.D., hosted a “foster share” party in T.D.’s home on a Sunday afternoon; turnout was smaller than anticipated (4 families); C.D. is planning another for the near future. We are thinking that we might get better attendance if we held it during the week, in the evening, at the office; C.D. will poll her friends and let us know.

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**Task 3 Title:** **Work with local newspaper to run 2 feature stories of successful foster and adoptive families.**

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Type:  General  Targeted  Child Specific

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Start Date:

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

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Responsible Person: Jane Smith

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Additional Authors:

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Team Members:

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Budget: \$0

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Estimated Completion Date: 2/29/12

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Actual Completion Date: 1/24/12

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Materials:

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Progress Date: 1/24/12

Progress Comments:  
Contracted for feature stories in Paper A and Paper B; both newspapers reach widely diverse communities which is reflective of our youth population. One story about a youth and his foster family assisting him to reunify with his brother; and one story of a teenager adopted by her former elementary school teacher.