 Department of Children & Family Services <i>Building a Stronger Louisiana</i>	Division/Section	Child Welfare
	Chapter No./Name	9 - Home Development (HD)
	Part No./Name	3 - Recruitment
	Section No./Name	Recruitment
	Document No./Name	9-305 Minimum Elements in a Recruitment Plan
	Effective Date	June 1, 2017

I. STATEMENT OF POLICY

Each regional Home Development (HD) Unit shall develop and implement an annual, written recruitment/retention plan that follows Appendix B, Recruitment and Retention Plan Guide. Each Region's proposed recruitment plan for the coming fiscal year shall be approved by the Regional Administrator or designee. A copy of the approved plan shall be forwarded to State Office Home Development by May 1. Budget approval for foster/adoptive parent recruitment/retention and in service training shall be approved by the Regional Administrator or designee.

Department recruitment initiatives must be designed to attract applicants interested in meeting the placement needs of the population of children in the custody of DCFS. Recruitment strategies should be planned to reach all parts of the community.

II. PROCEDURES

A. ANNUAL NEEDS ASSESSMENT

Home Development staff shall schedule meetings with Foster Care Workers and Adoption Specialists to complete the annual needs assessment. Regional Administrators or designee shall put a system in place to assure that needs assessments which identify the number, location, race, sex, * sexual orientation/gender identity expression, ** and targeted needs of children requiring placements are occurring in a timely manner.


Each region shall include in the recruitment plan a system for conducting a needs assessment to determine the demographics, needs, and placement requirements of the children in each parish of the region. The plan should include specific information related to the age, race, sex, * sexual orientation/gender identity expression, ** and any targeted needs of the children awaiting placement. This shall include the children who are currently in restrictive treatment facilities who will be in need of a less restrictive placement as well as the children entering care. The plan should document the projected number of foster/adoptive homes to be recruited in the coming fiscal year and those recruited in the preceding fiscal year, and a regional total of current homes.

B. GOALS AND OBJECTIVES

The Regional Recruitment Plan shall be written with goals that are specific, measurable, attainable, realistic and time-orientated. The plan shall outline goals that are designed to meet the needs identified in the needs assessment within an established timeframe. Actions and timelines which recur may be listed once (e.g., monthly; annually).

C. METHODS OF RECRUITMENT

The Regional Recruitment Plan shall specify the methods of recruitment or strategies which

 Department of Children & Family Services <i>Building a Stronger Louisiana</i>	Division/Section	Child Welfare
	Chapter No./Name	9 - Home Development (HD)
	Part No./Name	3 - Recruitment
	Section No./Name	Recruitment
	Document No./Name	9-305 Minimum Elements in a Recruitment Plan
	Effective Date	June 1, 2017

will be utilized and the resources needed to complete identified activities. The recruitment plan shall provide for general, targeted, and child specific recruitment efforts.

1. General Recruitment

General recruitment includes information designed to educate the community about:


- The purpose, goals, policies, and practices of the agency regarding child protection, foster care, and adoption;
- The types of homes needed to provide temporary and permanent placements for the children in care; and
- The requirements for becoming certified.

2. Targeted Recruitment

This community based approach is a diligent, comprehensive and targeted recruitment of potential foster/adoptive families that reflect the ethnic, racial diversity, * and gender identity expression and sexual orientation ** of the children for whom foster/adoptive homes are needed.


3. Specific Recruitment

Specific recruitment includes information designed to elicit a response from the community about the placement needs of a specific child/sibling group who is available for adoption and/or specific child/group of children who need foster care placements. Each child in the Region who needs a permanent adoptive home shall have a specific individualized recruitment plan using *** [CW Form 2 CSRP](#). This form is completed by the Adoption Specialist and forwarded to the Home Development Specialist.

 <p>Department of Children & Family Services <i>Building a Stronger Louisiana</i></p>	Division/Section	Child Welfare
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	Part No./Name	3 - Recruitment
	Section No./Name	Recruitment
	Document No./Name	9-305 Minimum Elements in a Recruitment Plan
	Effective Date	June 1, 2017

Below is a chart of general, targeted and child specific recruitment strategies that can serve as a guide.

Recruitment Strategy	Goals of Strategy	Potential Activities	Potential Partners
General Recruitment (intended to reach as many people as possible)	~Raising public awareness of the need for foster and adoptive parents; ~Promoting a positive image about fostering/adopting in the community; ~Bringing in new families interested in fostering/adopting.	~Reaching out to local newspapers, radio stations, television, magazines, etc.; ~Distributing approved media brochures, fliers, at comm. events, churches, businesses, etc.; ~Speaking at clubs, organizations, or community groups to provide general information.	~Promote active local foster parents to assist with recruitment activities; ~Reach out to local media (i.e. WWL-TV, Ark-LA-Tex Angels, PSAs via cable access channels); ~Obtain free ad space or space in local church bulletins, newspapers, magazines, etc. to provide info. including orientation and MAPP schedules.
Targeted Recruitment (Seeks to find homes for specific populations of youth that represent a high need)	~Bringing in new families for specific populations of children/youth; ~Raising comm. Awareness about the need for families for a particular population of youth (i.e. teens).	~Tailoring your general recruitment activities to place emphasis on locating families for specific, in demand child/youth populations; ~Forming recruitment teams within your region that will help you to target those families, churches, etc. that would most likely be willing to become a permanent connection, visiting resource, or permanent placement for your targeted population of children/youth.	~Team with foster parents that are already working with youth from the targeted population to help you recruit or to be a resource themselves to the youth; ~Formal and Informal organizations that will partner with you (i.e. local schools/PTA, social groups/clubs, fraternities/sororities, churches, restaurants, * LGBTQ Organizations , ** etc.).

 Department of Children & Family Services <i>Building a Stronger Louisiana</i>	Division/Section	Child Welfare
	Chapter No./Name	9 - Home Development (HD)
	Part No./Name	3 - Recruitment
	Section No./Name	Recruitment
	Document No./Name	9-305 Minimum Elements in a Recruitment Plan
	Effective Date	June 1, 2017

Child Specific Recruitment (seeks to find adoptive families for specific children)	~Finding a permanent family for every child/youth in need; ~Matching youth with families that will best support their needs (locally, then nationally).	~Creating a strength-based profile of the child that can be shared publicly; Recruiting and partnering with key people based on the child's personality or interests or special needs (i.e. If youth likes football, connect with school coaches, or if child is autistic, connect with autism organization for presentation etc).	~Any existing connections in the youth's life (i.e. friends' parents, teachers, fictive kin, etc.) even when they cannot provide a home, they may help direct your efforts to someone who can; ~National organizations with any relationship to the youth's needs or interests.
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Additionally, all statewide DCFS staff may participate in print media recruitment and broadcast "Child Specific" media recruitment (i.e. feature profile of foster/adoptive family in local newspaper, magazine feature on the topic of foster care, television interviews, etc.). A brief (Media Recruitment FYI) e-mail that includes the date, time, name of the individual partner or organization that is sponsoring the activity with staff and a brief description of the media activity should be sent to the [Bureau of Communication and Governmental Affairs](#) Director prior to the activity.


Adherence to all DCFS confidentiality and safety policies when executing any public media recruitment activity is expected. DCFS staff should remind foster parents of confidentiality policies before any media recruitment activity. Foster children/youth should not be filmed or photographed for any public viewing. Additionally, any DCFS written recruitment material that regions wish to share is subject to State Office, [Bureau of Communication and Governmental Affairs](#)' approval prior to public viewing/ disbursement.

D. ORIENTATION AND PRE-SERVICE TRAINING SCHEDULE

The recruitment plan shall include a schedule of orientation meetings and pre-service training sessions for the year. Orientation must be scheduled every 21 calendar days in order to meet the legal requirements of Louisiana Law [R.S. 46:282 \(Act 710\)](#). The plan shall also include a schedule of the required child specific pre-service training sessions.

E. RECRUITMENT BUDGET

The Regional Recruitment Plan shall specify an estimate of the cost of each activity planned. As stated previously, budget approval for foster/adoptive parent recruitment/retention and in-service training shall be approved by the Regional Administrator or designee.

 Department of Children & Family Services <i>Building a Stronger Louisiana</i>	Division/Section	Child Welfare
	Chapter No./Name	9 - Home Development (HD)
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Items which may be purchased with these funds include:

- refreshments for recruitment, orientation and pre-service training groups (not to exceed the amount set by regional management); reimbursements will be based on the number of persons invited to attend recruitment/orientation functions and pre-service training as opposed to the number of persons who actually attended;
- training supplies for orientation and pre-service training groups;
- resource materials to enhance pre-service training;
- activities for foster parent month and national adoption week, and/or one special meal annually for foster and adoptive parents, not to exceed the amount set by regional management, per person in actual attendance, for foster/adoption appreciation activities;
- a plaque for Foster Parent of the Year;
- paper to print the Foster Parent Certificate.

The items that are not considered an allowable expense include, but are not limited to: decorations, gifts, flowers, programs, etc.

F. INCORPORATION OF RECRUITMENT RESOURCES

Mini-Exchange meetings shall be incorporated as a strategy into the recruitment plan for the purpose of recruiting placement resources for specific children. Mini-Exchange meetings shall be ongoing. The Recruitment Plan shall indicate the mini-exchange meeting dates which shall coincide with the fiscal year, (i.e. July 1 - June 30). Refer to Chapter 9, [9-315 C.](#)

Regions shall incorporate the use of voluntary foster/adoptive parent co-trainers, and foster or adoptive parent support groups and/or association, where available, in their recruitment plan to assist Home Development in providing an opportunity for waiting certified adoptive families to review LARE photo listings, slides, and/or videotapes of children available for adoption statewide.

III. FORMS AND INSTRUCTIONS

*** [CW Form 2 CSRP](#)

IV. REFERENCES

Louisiana Law [R.S. 46:282 \(Act 710\)](#)
[Multi-Ethnic Placement Act](#)