

# Foster & Adoptive Family Home Recruitment & Retention Agenda

Check-in & Continental Breakfast – 8:00-8:30 AM

## Introduction

Setting the Agenda  
Curriculum Overview

8:30-8:45 AM

## Choosing A Focus

- General Recruitment
- Child Specific Recruitment
- Motivation
- Child or Parent Centered Campaign

8:45-10:30 AM

## Why Recruit/Why Retain

- Your Agency Program Needs
- Conditions Affecting Recruitment
- The Crisis Recruitment Climate
- Effective Recruitment/Retention
- Advisory Committees & Task Forces

## Messages

- Standard Message Units

## Choosing a Theme

- Theme, Slogans, Focus & Messages

## Planned Recruitment Campaign

- Reality Based Recruitment & Retention
- Community Partners/Stakeholders
- Assessing Your Needs
- Recruitment & Retention Obstacles
- A Planned Recruitment Campaign
- Your Current Home Population
- Statement of Need
- Evaluation Previous Efforts
- Problems & Obstacles

## Recruitment Tools

- Targeting a Specific Audience
- Planning Tools
- Calendar, etc.
- Mapping

2:30-2:45 PM Break  
2:45-4:30 PM

10:30-10:45 AM Break

**If You Don't Know Where You're Going, You'll Probably End Up Somewhere Else.**

## Foster/Adoptive Parent Job Descriptions:

- Definitions
- Personal Qualities\Abilities

Noon-1:00 PM (Lunch on Own)

1:00 PM

## The People to Do Your Recruitment Job

- Foster and Adoptive Parent Role

## Utilizing Print & Broadcast Media

- Web Based Recruitment
- Print Media Tools
- Angles for Stories
- Media/Press Kit
- News Release
- Fact Sheet
- Feature Articles
- Classified Ads
- Using Photographs
- PSA's
- Interviews

## Material for Display/Distribution

- Design Issues
- Printed Materials
- Speakers' Bureau
- Special Events

## Developing Your Proposal & Action Plan

4:30 PM Adjourn