

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

- A. Reality Based Recruitment & Retention
- B. Community Partners/Stakeholders
- C. Assessing Your Needs
- D. Recruitment & Retention Obstacles
- E. A Planned Recruitment Campaign
- F. Your Current Home Population
- G. Statement of Need
- H. Evaluation Previous Efforts
- I. 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