Boys & Girls Aid has had two years of conducting general recruitment activities for foster and adoptive homes for children in the custody of DHS. The following plan continues some of the activities begun under the earlier contract, but also has some additional activities to promote foster care and adoption around the state.

The recruitment activities will be conducted by three recruiters, with a combined FTE of 2.25, supported by a supervisor who is dedicated 50% to this project and media specialist also partly dedicated to this project. The plan is designed to make the best use of this small staff dedicated to this project using a flexible approach that is responsive to local branches. For the purposes of this project, we have divided the state into three regions and each recruiter has been assigned one of those regions as their area of responsibility. Using this model, the recruiters will be responsible for the statewide activities, such as the website, and foster and adoption months and also work be involved in more local initiatives.

This plan addresses the general recruitment activities planned for October 2010 to August 2011, which will be conducted concurrently with the targeted recruitment as identified as the Specialized target groups and plans. Specific activities under the Specialized plans will be submitted separately. In this general plan we include plans for activities to raise general awareness and encourage people to become foster or adoptive parents. We also support local initiatives to raise awareness locally.

DHS has identified the need for homes for teens, sibling groups, Native Americans and African Americans as the greatest need. We will keep these populations in mind as we conduct the general recruitment activities and will promote finding homes for these populations as is appropriate. For example, if doing an interview with a radio station, we would mention the highest need groups. General materials or articles for the website would feature photographs or stories around these populations.

**Media and Messaging**

Boys & Girls Aid will promote foster care and adoption through various forms of media. The content will be consistent with the messages that have been used in the previous two years, modified as needed for new opportunities and to remain up-to-date and interesting.
Boys & Girls Aid has a recruitment Toolkit which has been created specifically for recruitment of foster and adoptive homes for DHS. It contains approaches to recruitment, including sample documents that can be used when working with churches, schools and businesses; and print materials that are available and that can be modified to meet specific branch requests. We also have taped public service announcements that can be played on local radio stations. The materials and messages can be modified to local needs, for example, by inserting the name of the county in the materials.

Messages and materials are focused around general messages, but are also available for recruitment of targeted populations. For example, culturally appropriate materials for the Native American/Alaskan Native community are available to recruit for that population. Spanish language materials are available to use for this targeted group. Which messages and materials that will be used in any given recruitment activity will depend on the identified need.

**Public Service Announcements:** Boys & Girls Aid will use existing PSAs already prepared and also create new PSAs, such as for Foster Care Month or for specific targeted audiences. We will contact radio stations and ask for free air time, or request that purchased airtime be matched with donated airtime. It is expected that smaller radio stations and those in rural areas will be most likely to respond. Other opportunities we will explore include broadcasting announcements at sports events or other similar venues.

**Events**

Boys & Girls Aid will attend community events and support recruitment events in two ways. For some events, we will identify an existing event that is expected to attract an audience that includes our target population, register to attend, set up a table of materials and staff that table. An example of this would be attending a festival or fair. Boys & Girls Aid will attend a minimum of ten of these events, in varied locations around the state. Boys & Girls Aid has already attended the state ICWA conference and tabled at the COAA adoption event in November.

The second way we will support events is to participate in the organizing of a larger event, such as an appreciation/recruitment event. An example of the latter events is the National Adoption Day celebration. Boys & Girls Aid’s recruiter took an active role in planning this large event by attending planning meetings, soliciting donations, arranging for entertainment, writing and printing the program, designing and sending out the invitations, as well as attending the event. Another example is the *Walk Me Home* event. BGAID staff will be part of a planning team to help with the planning and implementation of the *Walk Me Home* event during the month of May as part of National Foster Care Month. This event has been running the past couple of years and is part of a national campaign. In past years the local event has been run by the Oregon Foster Parent Association. This year there is a committee comprised of several organizations working together to plan the event. The event will be held in Salem. Boys & Girls
Aid will participate in a minimum of two of these types of events. Boys & Girls Aid has already participated in the Adoption month event in Portland, assisted with the adoption month event in Douglas county and is involved in the *Walk Me Home* planning.

BGAID will ensure that our support to events reaches a broad geographic area. We will do this by supporting events that have a regional or statewide focus, such as *Walk Me Home* or *Shoulder to Shoulder* and also by supporting events in various parts of the state.

Boys & Girls Aid was asked to participate in organizing a panel for *Shoulder to Shoulder* on Recruitment. Staff helped to pull together a panel, *Engaging Communities in Recruitment*, which had three panel members, Wendi Sumner to talk about engaging the Native American community, Nolan Gibson to talk about recruiting for homes for sexual minority youth, and Billy Cordero to a talk about effectively working with the community. BGAID staff set up a table with additional information, contacts and display items for that session.

**Website**

The website is a significant referral source for families considering Adoption or Foster Care. Under the previous contract, BGAID assisted DHS to rework the website and include pages specific to recruitment. These pages went up on the DHS website in November 2009. The website, which can be reached using the easily-remembered name fosterORadopt.com, links to a contact form that can be submitted via the web as an alternative to calling the 1-800 line. Since these new pages were incorporated into the DHS website, the number of inquiries via the web has increased steadily. Approximately half of all inquiries now come in via the website, as compared to the phone line and there was a 68% increase in inquiries overall (comparing a 6 months period in 2009 to 2010).

BGAID proposes several additional pages be created to assist those interested in foster care and adoption. The proposed new pages include a resource page, county specific pages with information and events listings for individuals counties or branches, and a “other ways you can help” page for those that would like to help foster kids, but become a foster parent might not be the appropriate step for them. We have also proposed a revision of the landing page and ideas to update the cover story on a monthly basis.

BGAID will work with the Gene Evans and the Office of Communications to design the pages and will write the basic content. Local DHS offices will be asked to keep BGAID up-to-date with any changes in trainings, orientation schedules and events and trainings that are included on the site.

**On-line Discussion Group**

BGAID proposes that we establish an online discussion group/listserv for DHS staff interested in recruitment. In the past two years working with DHS on recruitment, we have learned that
branches are eager to learn what other branches are doing in terms of recruitment and they see great value in sharing ideas. We believe that an online discussion group/listserv is an efficient and effective way for them to share ideas.

Individual DHS staff could opt in to become part of the group and receive emails on recruitment activities and ideas. BGAID recruiters would share tips and information, but DHS staff could also present their own activities and experiences. By learning from each other and what has been successful, or even unsuccessful, it will help recruitment efforts become more productive.

BGAID staff will serve as the administrators of the on-line discussion group. Nothing posted on the discussion group will contain confidential information.

The discussion group will be marketed at the Certifiers Quarterly Regional Meetings so all certification staff are aware they can participate in discussions surrounding recruitment.

BGAID will explore a hosting site, such as yahoo, to house the discussion group/listserv. A BGAID staff will be assigned to monitor activity on the listserv and contribute to it weekly.

**Booklet**

When a prospective Foster or Adoptive family calls the 1-800 Inquiry Line or the website, they are given appropriate information and connected with a DHS worker in their district for follow up. They are also mailed out a packet of information which includes a booklet, *An Introduction to Becoming a Foster or Adoptive Family*.

In the last contract cycle, Boys & Girls Aid redesigned and reprinted this brochure on behalf of DHS. In the new contract we will slightly revise the booklet and reprint it. Statistics will be updated, new information about relative placement included and the physical appearance will be updated. The revised draft will be submitted to DHS for review before printing.

**Awareness Months**

**National Adoption Month**

National Adoption Month in November is an opportunity to highlight the children awaiting adoption in Oregon. This opportunity is used to:

- Celebrate successful adoptions, thereby setting the expectation that adoptions of Special Needs children can be successful.
- Raise awareness about the children awaiting adoption in Oregon and portray these children to the public.
- Drive interested families to make an initial call to the 1-800 telephone line or to the website.

BGAID was involved in planning for adoption month since the beginning of the contract in
September. We promoted Adoption Month in a number of ways.

- A BGAID Recruiter joined a broader team planning an adoption month event. This team includes representatives from ORPARC, BGAID Special Needs Adoption, Wendy’s Wonderful Kids, the Heart Gallery and others. Committee members, including the BGAID Recruiter, obtained a donated space; arranged for speakers, entertainment and refreshments; advertised for the event; solicited media coverage.
- The event was held in the Portland area to celebrate adoption and to recruit additional families. The event, which was covered by television, was well-attended.
- Postcards announcing the event were designed, approved, printed and mailed.
- An email design to market the event was created and emails sent out.
- An event program was written and printed for the event.
- Posters were designed and distributed to DHS branches. The posters featured adoption, and can be used during National Adoption Month, but also after to increase general awareness of adoption.
- BGAID requested changes to the DHS website to feature adoption month information featured prominently on it.

**National Foster Care Month**

National Foster Care Month in May is an opportunity to focus on foster care in Oregon, with the goal of improving both retention of existing parents and recruitment of new families. Boys & Girls Aid recruiters will use this opportunity to:

- Raise awareness about the issue of foster children in Oregon
- Honor and recognize the efforts of our existing foster parents.
- Motivate and inspire the public to get involved

Recruitment activities around this special month will begin a few months in advance and are expected to include:

- Featuring National Foster Care Month on the website, including success stories. The individual branch pages of the website will highlight any recognition events taking place during that month.
- Public Service Announcements honoring foster parents and inviting the public to call the 1-800 number will be offered to radio stations throughout the state.
- Postcards to be used to appreciate foster parents will be designed and printed for use by any DHS branch that wants them.
- Sending out press releases with positive foster care stories.
- Participating in the *Walk Me Home* event.
- BGAID team will support local appreciation efforts in a variety of ways, based on staff time and other recruitment events that are taking place during the month. BGAID can have print materials such as invitations or flyers created for the local events as well.
**Cultural Groups**

One of the biggest needs for DHS foster and adoptive homes is for specific targeted cultural groups. As DHS strives to have culturally appropriate homes for all children, it is important to recruit for and certify homes for Native American/Alaskan Native, African-American, Latino, and questioning youth (LGBTQ). In the past, BGAID has been a part of workgroups to address the specific needs of Native American/Alaskan Native and LGBTQ groups, and has worked with DHS staff to also find culturally appropriate African American and Latino homes. Finding welcoming homes for LGBTQ youth is included in this discussion of cultural groups because branches realized that finding welcoming homes for these youth was important to solving the problem of the high need for teen homes. In the urban area, sexual minority youth often had fewer options for safe and stable living environments because of attitudes about their sexual preferences. We have created culturally appropriate materials for several of these groups, materials which are still available. This year, additional materials and information will be created for recruiting in the African-American community.

Boys & Girls Aid recognizes the priority for Native American and African-American homes expressed by DHS, and we will ensure resources of time and effort include these groups in our general recruitment activities. For example, when selecting events to attend, we will be sure to include an event that attracts Native Americans and another that attracts African-Americans. We will include stories and photographs of children of many heritages in messaging and materials.

BGAID will participate in additional recruitment of families welcoming specific cultural groups if DHS identifies these targeted groups for Specialized plans. These targets will identified by DHS and the plans will be developed separately.

**Local Initiatives**

BGAID staff will assist DHS staff with local initiatives according to the regional model previously described. Local initiatives can include activities such as working with the school systems, businesses groups, and faith organizations within specific communities to recruit for foster parents. This work will be in addition to the specialized recruitment for which plans will be submitted separately. Staff priority will be on completing activities in the AGRP and assigned Specialized Recruitment Plans and will work on local initiatives in any remaining time available. Each recruiter will communicate with branches in her area of responsibility to learn more about the local need. She will work on those initiatives which will have the greatest impact in a local community and for the branches which have the best capacity to certify and use general foster parents.

**Working Together with DHS**

Boys & Girls Aid is actively promoting our recruitment services to DHS staff. We requested
attendance at the autumn certifiers’ quarterly meetings for all regions for the purpose of explaining the project and obtaining additional information from the branches as to their resources and recruitment needs. We were able to attend 2 Certifier’s Quarterlies, was unable to attend a third due to a car accident on the way. A fourth scheduled Certifier’s Quarterly was postponed. We will attend at least two Certifier’s Quarterlies meetings in each region per year. Boys & Girls Aid will attend other DHS meetings, such as the supervisor’s conference and adoptions and permanency quarterlies when requested and as scheduling permits. At this time we do not have information on schedules and frequencies for these meetings. For all of these events, we will share contact information for DHS staff to follow up with us for further recruitment assistance.

**Partners**
BGAID staff will partner with community partners on both a state and local level as appropriate. Partners will include:

- the Oregon Foster Parent Association (OFPA): BGAID shared a table with OFPA at Shoulder to Shoulder, and will work with them in the planning of Walk Me Home
- the Oregon Heart Gallery: Boys & Girls Aid will aid the distribution of the OHG displays. For example, Boys & Girls Aid transported an Oregon Heart Gallery display to Salem for display at the state office building in November.
- the Special Needs Adoption Coalition: BGAID is a member of this organization, and will follow up on opportunities to recruit. For example, Boys & Girls Aid has requested that the Coalition update its website and provided more current information to them when requesting this update.
### Quarter 1: October – December 2010

<table>
<thead>
<tr>
<th>Activity</th>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Communications</strong></td>
<td>1. Created 2. Meetings attended in eastern region and Multnomah. Western region meeting postponed. 3. SNAC and Inquiry information changes recommended on DHS website, COAA, Heart Gallery 4. Attended</td>
</tr>
<tr>
<td>1. Create org chart, contact sheet and description of contract activities 2. Attend Certifier quarterly meetings in at least 2 regions. 3. Suggest revisions to websites to reflect changes brought about by new contract. 4. Staff attend <em>Freeing and Placing</em> to explain services 5. Attend RAC</td>
<td></td>
</tr>
<tr>
<td><strong>Plans</strong></td>
<td>1. Submitted October 15, Revisions received Resubmitted December 1 2. (not part of the AGRP, reported separately)</td>
</tr>
<tr>
<td>1. Write AGRP 2. Write Standardized plan on teen recruitment.</td>
<td></td>
</tr>
<tr>
<td><strong>Tools</strong></td>
<td>Staff on organizing committee to plan adoption month event. Obtained donations and entertainment. Designed, printed and distributed invitations. Designed printed and distributed posters to each branch. Requested web changes. Public service announcements were prepared for taping, but due to illness of the producer and insufficient advance time, they were not recorded.</td>
</tr>
<tr>
<td>1. Revise and reprint booklet 2. Suggest website changes to reflect adoption month. 3. Translate booklet into Spanish 4. Revise and Reprint Spanish cards 5. Adoption Month: posters, postcards (2 versions), email, event program</td>
<td></td>
</tr>
<tr>
<td><strong>Special Months</strong></td>
<td>1. Submit October 15, Revisions received Resubmitted December 1 2. (not part of the AGRP, reported separately)</td>
</tr>
<tr>
<td>Adoption month: - create and distribute posters to every branch - support adoption events (see below) - update website with info - obtain public service announcements - work with Gene Evans on communications</td>
<td></td>
</tr>
<tr>
<td>Events</td>
<td>Local Recruitment</td>
</tr>
<tr>
<td>----------------------------------------------------------------------</td>
<td>-----------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>1. ICWA conference</td>
<td>1. Staff have emailed and visited staff in most branches.</td>
</tr>
<tr>
<td>2. COAA</td>
<td>2. worked with Klamath, Jackson, Douglas, Marion, Washington, Multnomah</td>
</tr>
<tr>
<td>3. Adoption month event in Portland</td>
<td></td>
</tr>
<tr>
<td>4. Douglas County adoption month event.</td>
<td></td>
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<tr>
<td>5. Shoulder to Shoulder</td>
<td></td>
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<tr>
<td>1. Attended and tabled. Preparations made together with Lea Ann Holder.</td>
<td></td>
</tr>
<tr>
<td>2. Tabled at COAA event for adoptive families</td>
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<tr>
<td>3. Planned, obtained donations, designed invitation, mailed invitations, designed email, emailed invitations, arranged and printed agenda, attended.</td>
<td></td>
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<tr>
<td>4. Supported planning for the event, created and printed invitations, assisted with obtaining donations.</td>
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<tr>
<td>5. Staff on committee to plan workshop on recruitment. Helped put together a panel, contributed content and set up a display during the workshop. Also set up a display in the main display area and staff answered questions from attendees.</td>
<td></td>
</tr>
<tr>
<td>1. Contact staff in each branch to introduce our services.</td>
<td></td>
</tr>
<tr>
<td>2. Support local recruitment efforts</td>
<td></td>
</tr>
</tbody>
</table>
### Quarter 2: January - March 2011

<table>
<thead>
<tr>
<th>Activity</th>
<th>Results</th>
</tr>
</thead>
</table>
| **Communications**        | 1. Attend Certifier quarterly meetings in at least 2 regions.  
2. Staff attend *Freeing and Placing* to explain services  
3. Attend other DHS meetings such as supervisor’s conference as invited.  
4. Attend RAC |
| **Plans (These plans are not part of the AGRP)** | 1. Write Standardized plan on sibling group recruitment.  
2. Write Specialized Plan as assigned. Submit to DHS and revise. |
| **Tools**                 | 1. Establish listserv for use by DHS staff to share recruitment ideas  
2. Create foster care public service announcements.  
4. Research and design materials and recruitment approaches for African-American homes  
5. Review Teen materials |
| **Special Months**        | 1. participate in *Walk Me Home* planning meetings  
2. begin planning for National Foster Care Month. |
| **Events**                | (Most events occur in the spring or summer, but we will look for opportunities to attend events during this quarter.) |
| **Local Recruitment**     | 1. Support local recruitment efforts |
## Quarter 3: April - June 2011

<table>
<thead>
<tr>
<th>Activity</th>
<th>Results</th>
</tr>
</thead>
</table>
| Communications            | 1. Attend Certifier quarterly meetings in at least 2 regions.  
|                           | 2. Staff attend *Freeing and Placing* to explain services  
|                           | 3. Attend other DHS meetings such as supervisor’s conference as invited.  
|                           | 4. Continue listserv activity  
|                           | 5. Attend RAC                                      |
| Plans                     | 1. Write Standardized plan on high needs children recruitment.  
| *(These plans are not part of the AGRP)* | 2. Write Specialized Plan as assigned. Submit to DHS and revise. |
| Tools                     | 1. Work with Gene Evans to promote foster parent stories in the press  
|                           | 2. Change lead story on website monthly. In May, focus on foster care month.  
|                           | 3. Complete materials and recruitment approaches for African-American homes  
|                           | 4. Look into putting toolkit online.               |
| Special Months            | 1. Participate in *Walk Me Home* planning meetings and support event.  
|                           | 2. Plan and promote National Foster Care Month.  
|                           | • Create appreciation postcards  
|                           | • Distribute/promote public service announcements  
|                           | • Support appreciation activities                  |
| Events                    | Attend events in various counties to promote foster care or recognize foster parents. (Target 4 events)  
|                           | Attend festivals or other community gatherings (Target 2 events)                        |
| Local Recruitment         | 1. Contact staff in each branch to introduce our services.  
|                           | 2. Support local recruitment efforts              |
### Quarter 3: July - August 2011

<table>
<thead>
<tr>
<th>Activity</th>
<th>Results</th>
</tr>
</thead>
</table>
| **Communications**            | 1. Attend Certifier quarterly meetings in at least 2 regions.  
2. Staff attend *Freeing and Placing* to explain services  
3. Attend other DHS meetings such as supervisor’s conference as invited.  
4. Attend RAC  
5. Prepare final report (*deadlines unclear at this time.*) |                                                                                                                                 |
| **Plans**                     | 1. Write Standardized plan on high needs children recruitment.  
2. Write Specialized Plan as assigned. Submit to DHS and revise. |                                                                                                                                 |
| *(These plans are not part of the AGRP)* |                                                                                                       |
| **Tools**                     | 1. Change lead story on website monthly.  
2. Identify gaps and develop new materials |                                                                                                                                 |
| **Special Months**            | 1. begin planning for National Adoption Month.                                                                                                                                 |
| **Events**                    | Attend community events (target 4 events)                                                                                                   |
| **Local Recruitment**         | Support local recruitment efforts                                                                                                          |