

Minnesota

Ramsey County

Community Human Services

“Permanent Families Recruitment Project”



A Collaborative Initiative Between...

- **Ramsey County Community Human Services**
- **Children's Bureau**
- **African American community**
- **Hispanic/Latino community**
- **Business community**





The ***Permanent Families Recruitment Project*** will develop, implement and evaluate a multifaceted diligent recruitment plan, to increase the number of foster and adoptive homes, thereby increasing the number of children reaching permanency through adoption.

Project Goal: **“A Permanent Home for Every Child”**

Objectives

To increase the number of foster/adoptive homes, including relative and kinship homes.

To increase the pool of racial/ethnic homes to reflect the race and ethnicity of waiting children.

Review/revise practices and policies which create barriers to foster care/adoptive licensure.

Develop agency structure and practices to maximize available resources for recruitment and retention of foster, adoptive, and concurrent homes.

Increase the number of older youth being adopted.

Identify evidence-based, best practice strategies that work, share lessons learned, develop manuals, guides, and tools.

Key Principles



Community-Based Partnerships

Client-Centered Approach

Customized Training

Utilization Focused

Project Team Organizational Structure:



- Project Sponsor
- Project Manager
- Recruitment Specialist
- Administrative Secretary
- Evaluators (internal and external)
- Planner
- Work Groups
- Foster Care & Adoption Providers & Staff
- Accountant
- Training Curricula Developer –Advisory Group
- Advisory Committees
- Youth Advisory Group



Formation of Project Work Groups:

- Recruitment
- Community Partnerships
- Systems Change
- Evaluation
- Training



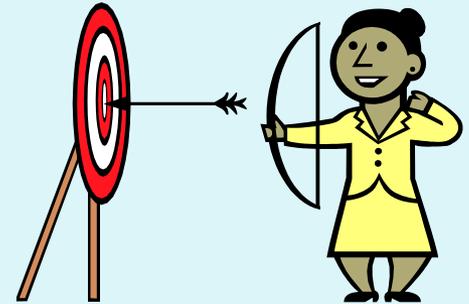
Project Timetable

Phase 2: Implementation -- Year 2 – 3+ -
African American

Phase 3: Adaptation of Model -- Year 3+ -
Hispanic/Latino

Target Population:

Children waiting to be adopted,
specifically, African American,
Hispanic/Latino and older youth.



Target Audience:

- ◎ African American and Hispanic/Latino neighborhoods and communities
- ◎ Local business community
- ◎ African American & Hispanic/Latino faith-based organizations, sororities, fraternities, and other professional and civic groups.
- ◎ Kinship and relative family members of waiting children.

Strategies

- **Public Awareness recruitment campaign**



Project Kick-off Event
June, 2009
Wilder Foundation



National Adoption Day





**32nd Annual Minnesota PRSA Classics
Programs Finalist**

Community Relations (Government/Nonprofit)

***Defining the Need for a Forever Family*
Ramsey County Community Services with Padilla
Speer Beardsley**

*Classics Banquet
March 25, 2010*

Building Community-Based Partnerships:

- Faith-Based Community Forum
- Individual presentations to specific groups
- Attendance at monthly community meetings

Future direction:

- My Family—My Child
 - Partnerships with local churches
 - Identify Ramsey County children who are church members
 - Recruit families within churches
 - Network with members to find families
 - Church sponsored recruitment activities for a specific child/sibling group



Technical Assistance

AdoptUsKids

August 24-25, 2009



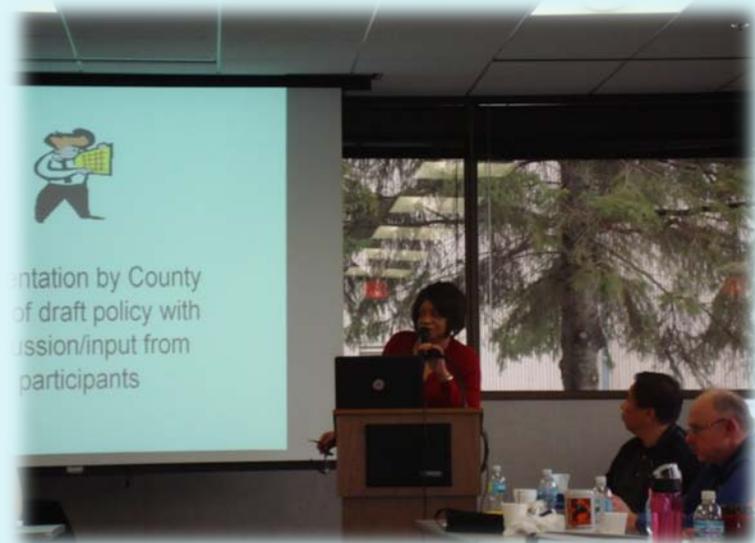
Improving our Customer Service Model

Recruitment and Retention Strategies/AA Families



**Technical Assistance
NRC FAMILY-CENTERED
PRACTICE AND
PERMANENCY PLANNING
(NRCFCPP)
Concurrent Permanency
Planning**





Engaging Our Youth-- Youth Advisory Group (YAG)





The Youth Advisory Board



POOL OF WAITING CHILDREN

N=264

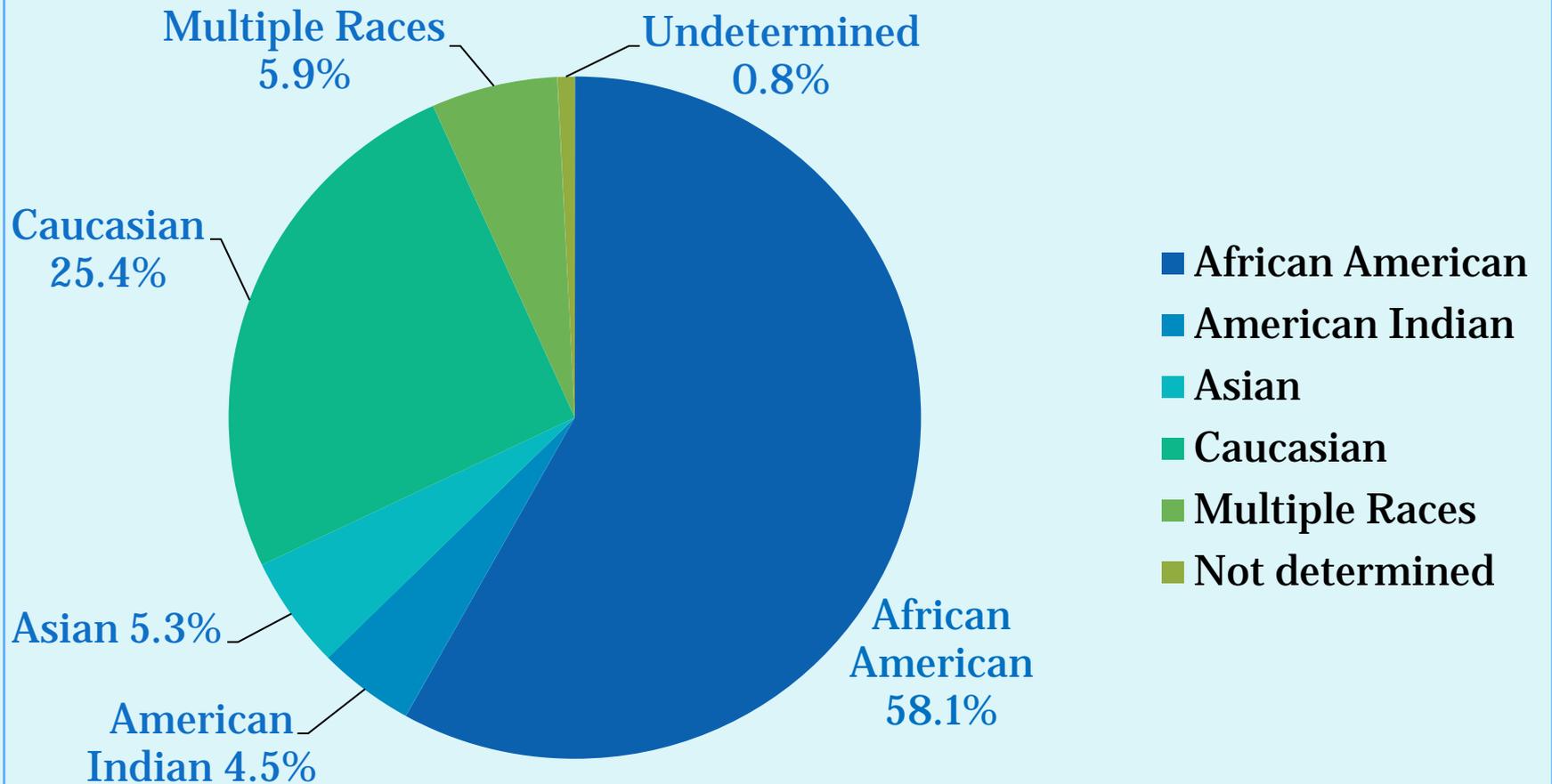
April 1, 2009

Race	Number	Percent
African American	150	56.8
American Indian	13	4.9
Asian	13	4.9
Caucasian	71	26.9
Multiple races	16	6.1
Unknown	1	.4

Hispanic Ethnicity	Number	Percent
Hispanic Ethnicity	39	13.9

CHILDREN OPEN IN ADOPTION

2009



Children Adopted in 2009

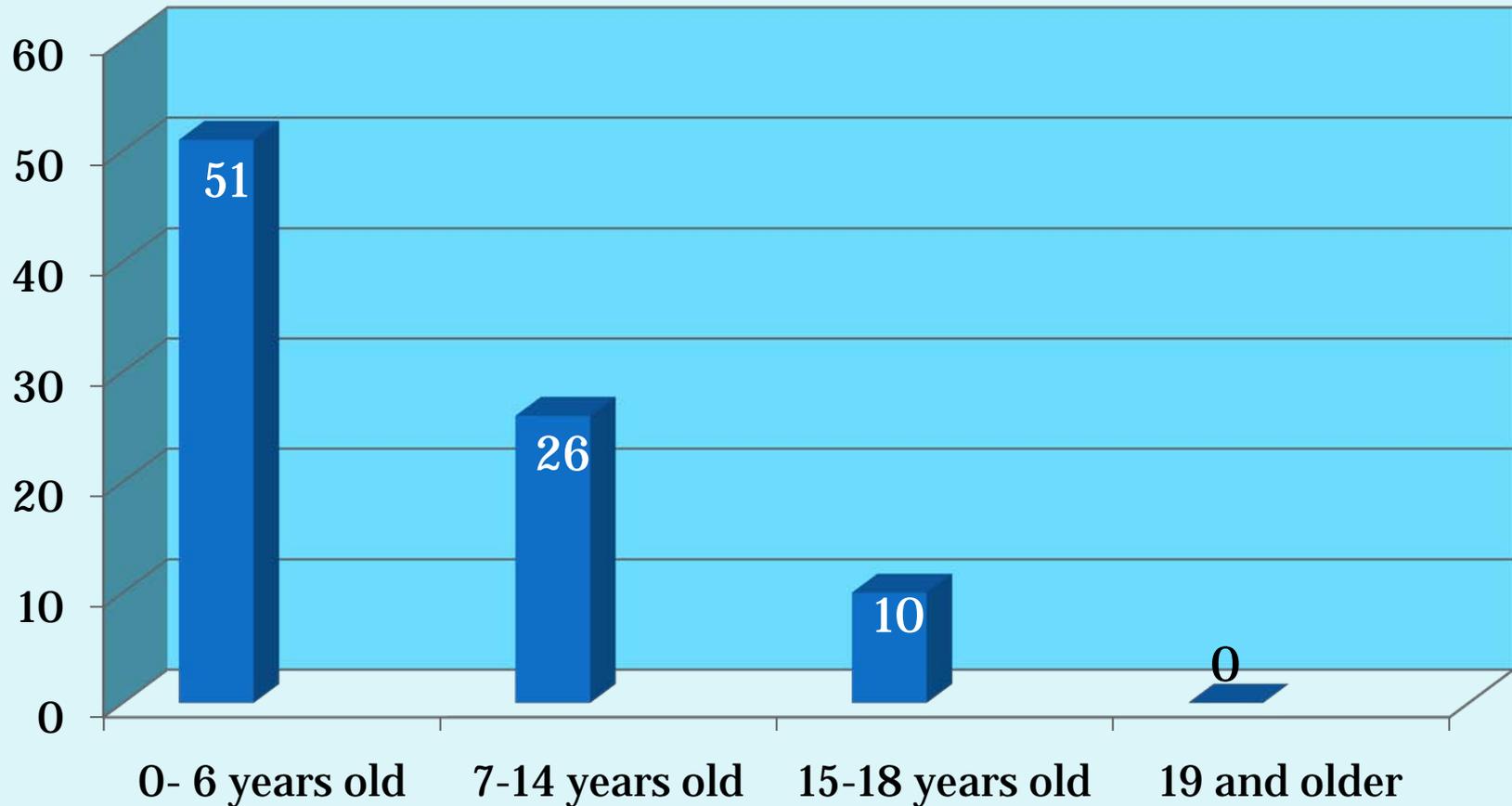
N= 87

RACE	NUMBER	PERCENT
African American	53	61%
American Indian	2	2.3%
Asian	4	4.6%
Caucasian	19	21.8%
Multiple races	9	10.3%

HISPANIC ETHNICITY	NUMBER	PERCENT
Hispanic/Latino ethnicity	9	10.3

Children Adopted in 2009

N = 87



Pool of Waiting Children & Licensed Families

April, 2009

RACE	Pool of Waiting Children N=264		Pool of Licensed Families N=237	
	#	%	#	%
African American	150	56.8	84	35.4%
American Indian	13	4.9	4	1.7%
Asian	13	4.9	17	7.2%
Caucasian	71	26.9	100	42.2%
Multiple races	16	6.1	14	5.9%
Unable to determine	1	.4	18	7.6%

HISPANIC ETHNICITY	Pool of Waiting Children N=264		Pool of Licensed Families N=237	
	#	%	#	%
Hispanic/Latino Ethnicity	39	13.9%	21	8.9%

Pool of Waiting Children & Licensed Families

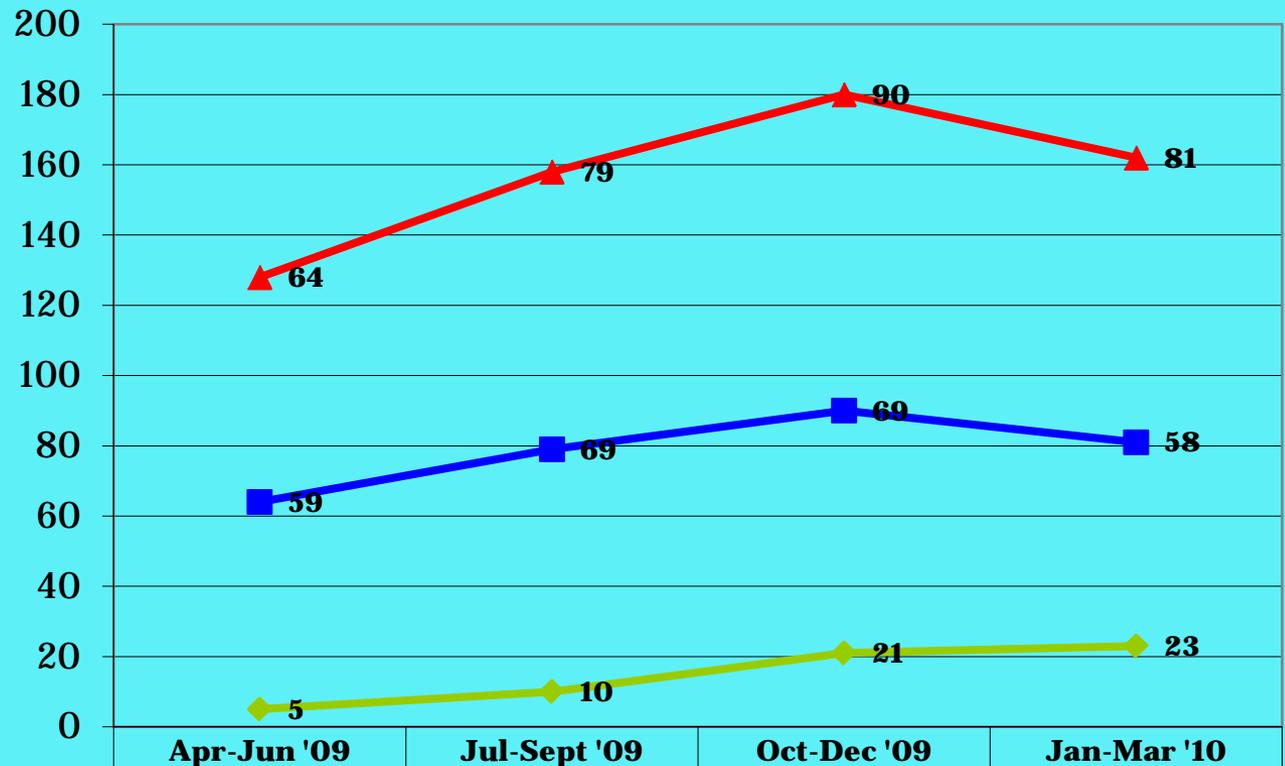
April, 2010

RACE	Pool of Waiting Children N=237		Pool of Licensed Families N=160	
	#	%	#	%
African American	136	57.4%	57	35.6%
American Indian	10	4.2%	2	1.3%
Asian	14	5.9%	14	8.8%
Caucasian	64	27.0%	74	46.3%
Multiple races	11	4.6%	8	5.0%
Unable to determine	2	.8%	5	3.1%

HISPANIC/LATINO ETHNICITY	Pool of Waiting Children N=237		Pool of Licensed Families N=160	
	#	%	#	%
Hispanic/Latino Ethnicity	33	13.9%	15	9.4%

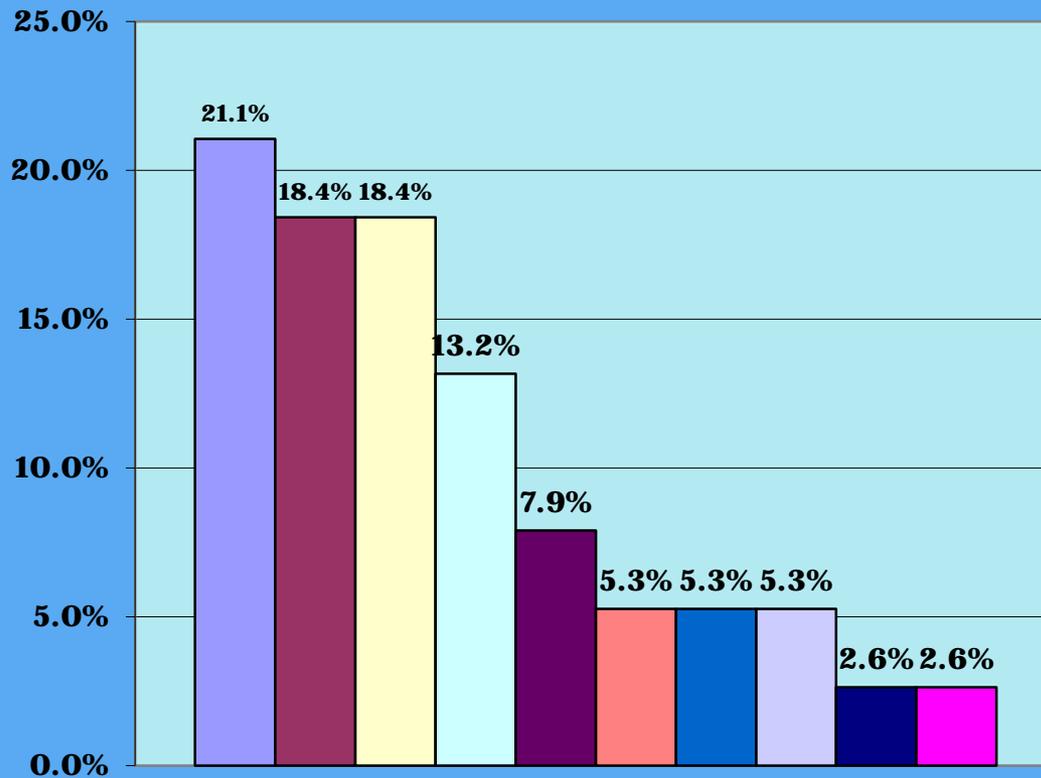
Traditional & Adoption Inquiries by Quarter

4/1/09 - 3/31/10



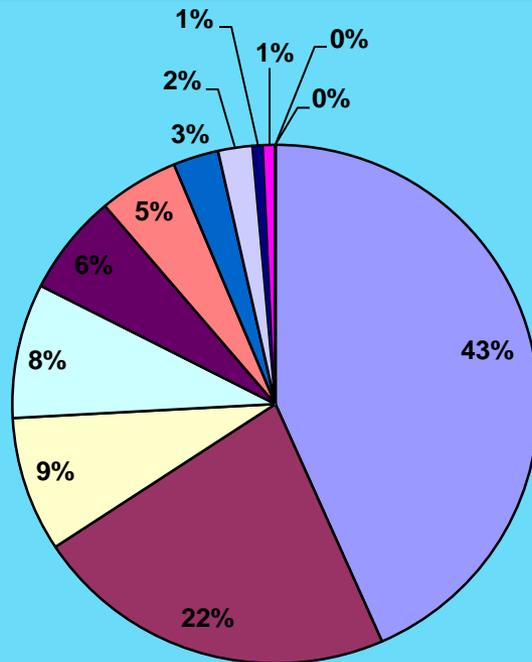
Total Inquiries	Total = 314	64	79	90	81
Traditional Inquiries	Total = 255	59	69	69	58
Adoption Inquiries	Total = 59	5	10	21	23

Source of Inquiry: Other



- Have been thinking about it
- Knew about foster care through work
- Used to be foster parent(s)
- Have applied in previously.
- Through other agencies
- Grew up in a foster care family
- Was a foster child
- Search for info on yellow page
- Through co-worker
- Other

Information Source



- Other**
- Friend or Relative
- Foster Care/ Adoptive Parent
- Website
- TV
- Church
- County Staff
- Billboard
- Brochure
- Internet Advertising
- Newspaper/Magazine/Brochure
- Radio

Lessons Learned:

A strategic and logical plan is vital to achieving success. It provides a road map to help us stay on track and arrive at our expected destination.

The Leader must have a clear vision of what we want to achieve and regularly communicate the vision to ensure everything we do helps to bring that vision into focus.

Team members will stay the distance when their contributions are valued and respected.

Engage and value clients, especially our youth; they are a precious resource and tomorrow's leaders.

Engaging key agency staff, leaders and other stakeholders is vital to achieving our goal.

We must identify and aggressively pursue community members and leaders to assist us with diligent recruitment efforts; the community can be a powerful ally.

We have NRC's with expertise and proven strategies – We must utilize them to the fullest.

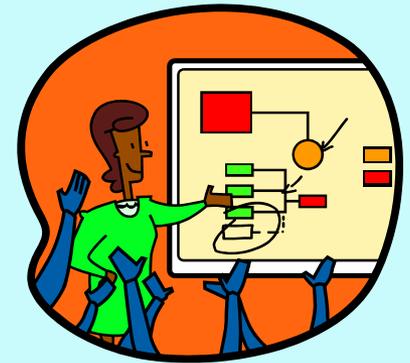
We must find a way to chart and celebrate our successes.

We must find a way to identify and document lessons learned.

African American Families are out there who are willing and able to adopt our waiting children, we must continue to search for them and bring them into our pool.

Future Direction

- **Customized Training for Foster and Adoptive Parents and Staff**
- **Enhanced Customer Service Model**
- **Utilization-Focused Evaluation**
- **Newsletter**
- **NRCs Technical Assistance**
- **Faith-Based Partnership: My Child: My Family**
- **Concurrent Permanency Planning**
- **Outreach to African-American sororities, fraternities and businesses**



Waiting children . . .



Ashley



Marcus



Jessica