

Data-driven Diligent Recruitment

Partnering and Prioritizing to Strengthen Your System's Use of Data

Webinar | February 25, 2015

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Welcome!

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Welcome and Introductions

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Welcome and Introductions

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Housekeeping

- This webinar is 60 minutes long, including time at the end for questions and answers.
- We will record this webinar and have it available on the NRCDR website.
- Phone lines will be muted during the presentation.
- Interactive—you can ask questions and interact with us using the chat function and by participating in the polls.
- Seeking your feedback—evaluation at the end of the webinar.

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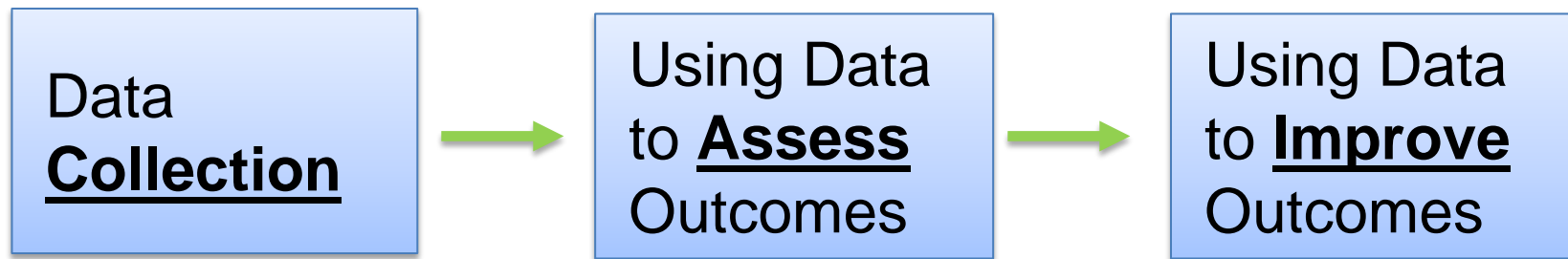
Agenda

- Overview of Using Data
- Key Questions to Ask Your Data
- Partnering with Data Staff
- Example from Arizona
- Useful Tools to Support Using Data
- Questions and Answers

Data-informed Diligent Recruitment

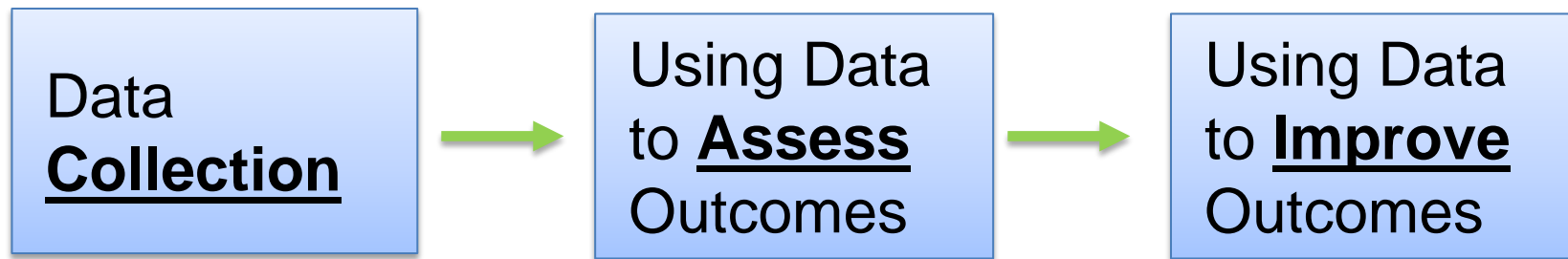
Data-informed Diligent Recruitment

CHILD WELFARE DATA EVOLUTION



Data-informed Diligent Recruitment

CHILD WELFARE DATA EVOLUTION



**RECRUITMENT, DEVELOPMENT,
AND SUPPORT OF RESOURCE FAMILIES**

Poll Question



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What it Takes to be Successful

Partnership Program and Data Managers



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What it Takes to be Successful

Partnership Program and Data Managers

**Joint Understanding of
Questions to Ask the Data**



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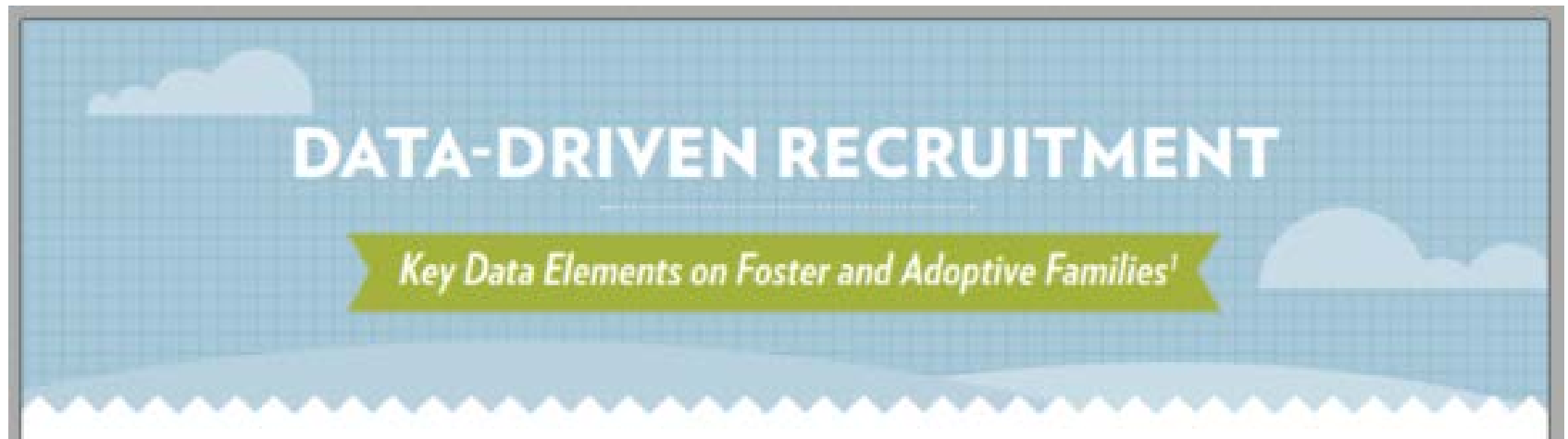
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Getting Started

- Understand data collected
- Questions you want the data to answer

Getting Started

- Understand data collected
- Questions you want the data to answer



Getting Started

DATA-DRIVEN RECRUITMENT

Key Data Elements on Foster and Adoptive Families¹

Using data effectively is a key part of conducting diligent recruitment. Most child welfare systems have good data on children in foster care and their characteristics. One of the most important – and often most lacking – areas of data is on prospective and current foster, adoptive, and kinship parents. Having useful data on prospective and current parents gives a child welfare system crucial insight into how effective their current approaches are in recruiting, developing, and supporting foster, adoptive, and kinship families.

We know that collecting, tracking, and analyzing data can be challenging for child welfare systems. There are often barriers and significant delays involved in adding new data elements to data systems; many child welfare systems also report challenges in making it possible for staff to collect and enter data consistently and in a timely manner. Recognizing that child welfare systems may only be able to track a few new pieces of data on foster and adoptive families, we have prioritized key data elements below that will help inform your efforts to recruit and maintain a pool of families and help you assess the effectiveness of your strategies and efforts.

Data Elements on Current Families

Key Question to Ask Your Data: Are our current families being fully utilized?

- Where are our current families located in relation to where our children come from?**
 - Are our children being placed in close proximity to their birth families?
 - Are siblings being placed together?
 - What are the trends in this data?
- How many homes have not had a placement in the past six months?**
 - Why have they not had a placement?
 - Do these families need specific training, development, and support to help them be able to be a resource to children in need of placement? If so, how can you help the family develop their capacity to meet the needs of these children?
 - Do these homes need to be either closed or referred to an agency that might be more appropriate to their interests and capabilities (e.g., the family wants a healthy infant but that is not the type of placement the agency has). If your child

Exploring this question helps your child welfare system begin to focus on whether current recruitment strategies are targeted to building a pool of families that can meet the needs of the children and youth needing placement. It can also indicate if any work needs to be done to close or refer to other agencies homes that are not utilized, freeing staff time to recruit, study and support families willing to accommodate the needs of your children/youth.

You may be able to use AFCARES data, CFSR outcome data, and possibly data from your data systems to look at this question.

welfare system is not going to place children with the family, you may want to refer them to a more appropriate agency or have a discussion with the family about developing their ability to meet the needs of children needing placement or closing their home.

1 For this tip sheet, when referring to families we are referring to non-relative or non-kin homes.

Data Elements on Current Families



Key Question to Ask Your Data:

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Getting Started

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Poll question



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Getting Started

Data Elements on the Licensure/Approval Process

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Key Question to Ask Your Data:

How is our process working for getting families licensed/approved?

Getting Started

Key Question to Ask Your Data:

How is our process working for getting families licensed/approved?

- 1. How many families have made inquiries in the past six months?**
- 2. How many families have attended an initial orientation or participated in an initial orientation discussion with a worker?**
 - Of those, how many families have attended pre-service training?
 - Of those, how many were certified/licensed?

Getting Started

3. How long does the process take?

- How long was it from point of application to final certification/licensure?
- How long was it between the milestones of the process:
 - Time from inquiry to initial orientation or discussion?
 - Time from orientation to first pre-service training?
 - Time for each additional step in the process?

Getting Started

Data Elements on Placement Capacity

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Key Questions to Ask Your Data:

What is our current actual capacity?

Is that capacity sufficient to meet the need for appropriate placements for children currently in need of a placement and for our anticipated placement needs?

Getting Started

Data Elements on the Effectiveness of Recruitment, Development, and Support Strategies

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Key Question to Ask Your Data:

Are our recruitment strategies effective in finding appropriate families for our children and keeping those families engaged both before and after children are placed with them?

Getting Started

Key Question to Ask Your Data:

Are our recruitment strategies effective in finding appropriate families for our children and keeping those families engaged both before and after children are placed with them?

- 1. What brings families to our agency? How many openings do we currently have?**
- 2. What are the characteristics of families that are good at meeting the needs of the children entering care? How do we define “successful families” to guide our recruitment efforts?**
- 3. How many families have left our agency in the past six months?**

Poll question



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Getting Started

Barrier: Communication — understanding each other's use of terms.



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Getting Started

Barrier: Communication — understanding each other's use of terms.



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Getting Started

TERM	MEANING FOR PROGRAM STAFF	MEANING FOR IT/DATA STAFF	COMMUNICATION TIPS
	<i>Meaning for program staff that is useful for IT/data staff to understand</i>	<i>Suggestions on how to communicate better about these term</i>	<i>Suggestions on how to communicate better about these term</i>
Application/App	A form a person uses to seek a determination of eligibility or provision of services (e.g., an application to participate in a summer camp, an application to become a foster parent).	A specific task that is completed by a computer program.	A program person might refer to the application as an “application form” or just “form” leaving the term “application” to refer to the automation of that form on the computer.
			An IT person might refer to an application being built as an “app” or might want to use the term “automated form” instead.



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Communication and Teamwork: A working example in Arizona

February 25, 2015

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Arizona Foster Home Recruitment GIS Project

Arizona contracts with private agencies to recruit foster families.

In 2007, the Department first provided Contractors with GIS products to assist them with home recruitment. Products include:

- Maps, reports and tables indicating areas of greatest need
- Demographics of the children needing care, such as race/ethnicity, age and gender



Effects of the Great Recession

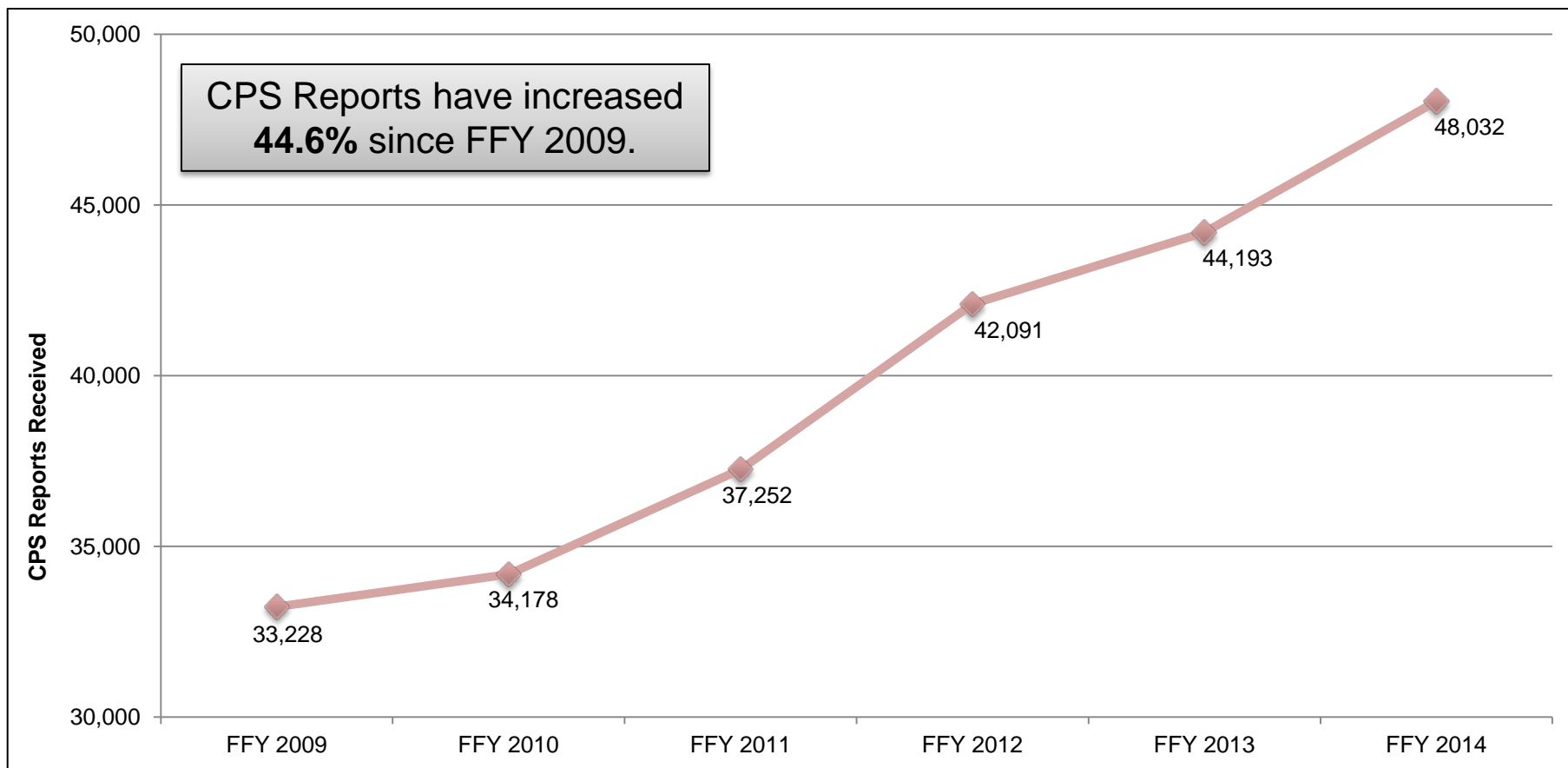
Events triggered by the Great Recession affected Arizona including:

- Job loss
- A sharp drop in home values
- Reduction in reimbursements to foster families
- No state funds available for recruitment
- State employees faced:
 - Hiring freeze
 - Layoffs
 - Furloughs



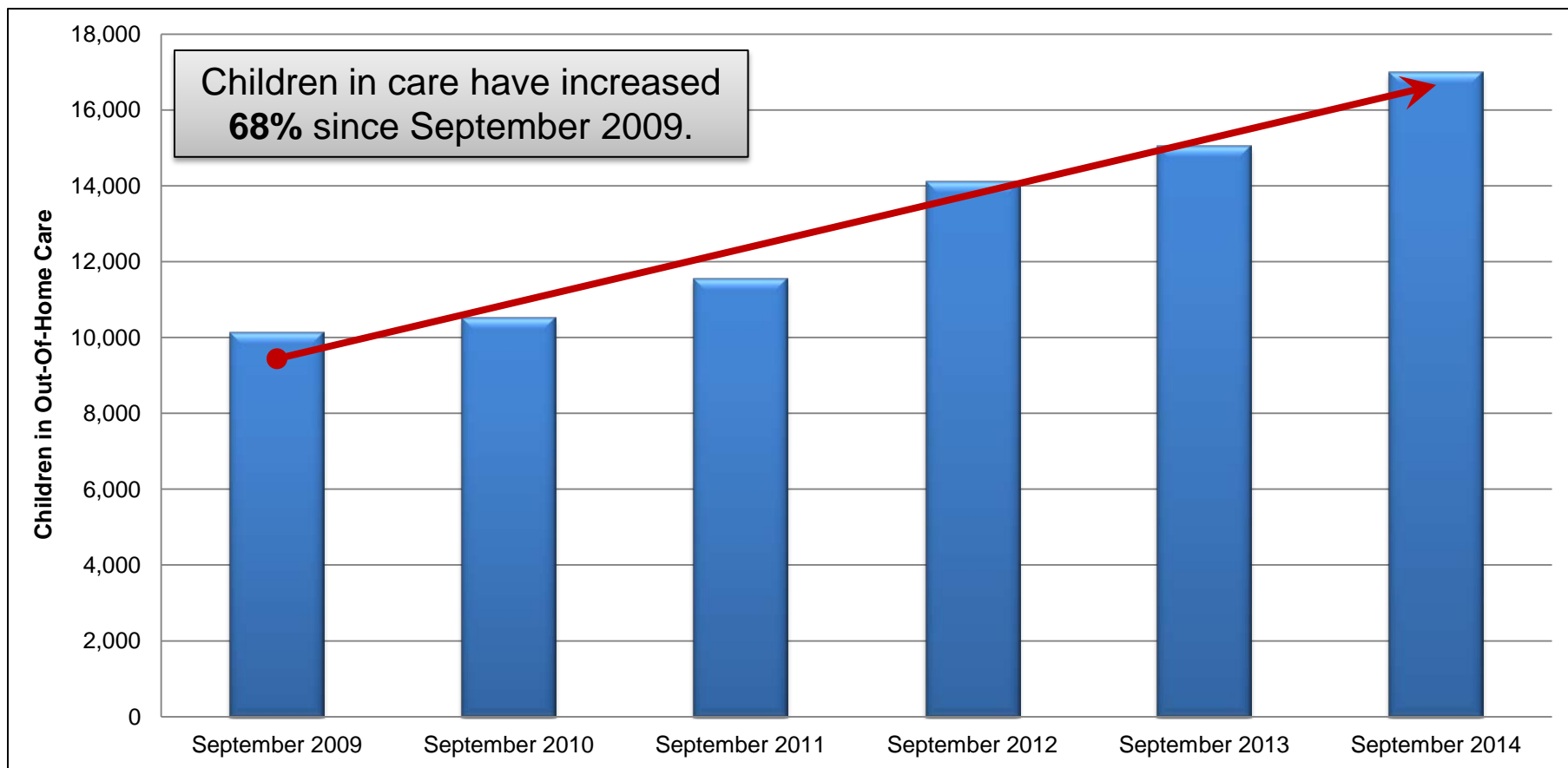
Key Statistics That Tell Our Story

The number of CPS reports received by the Child Abuse Hotline has increased.



Key Statistics That Tell Our Story

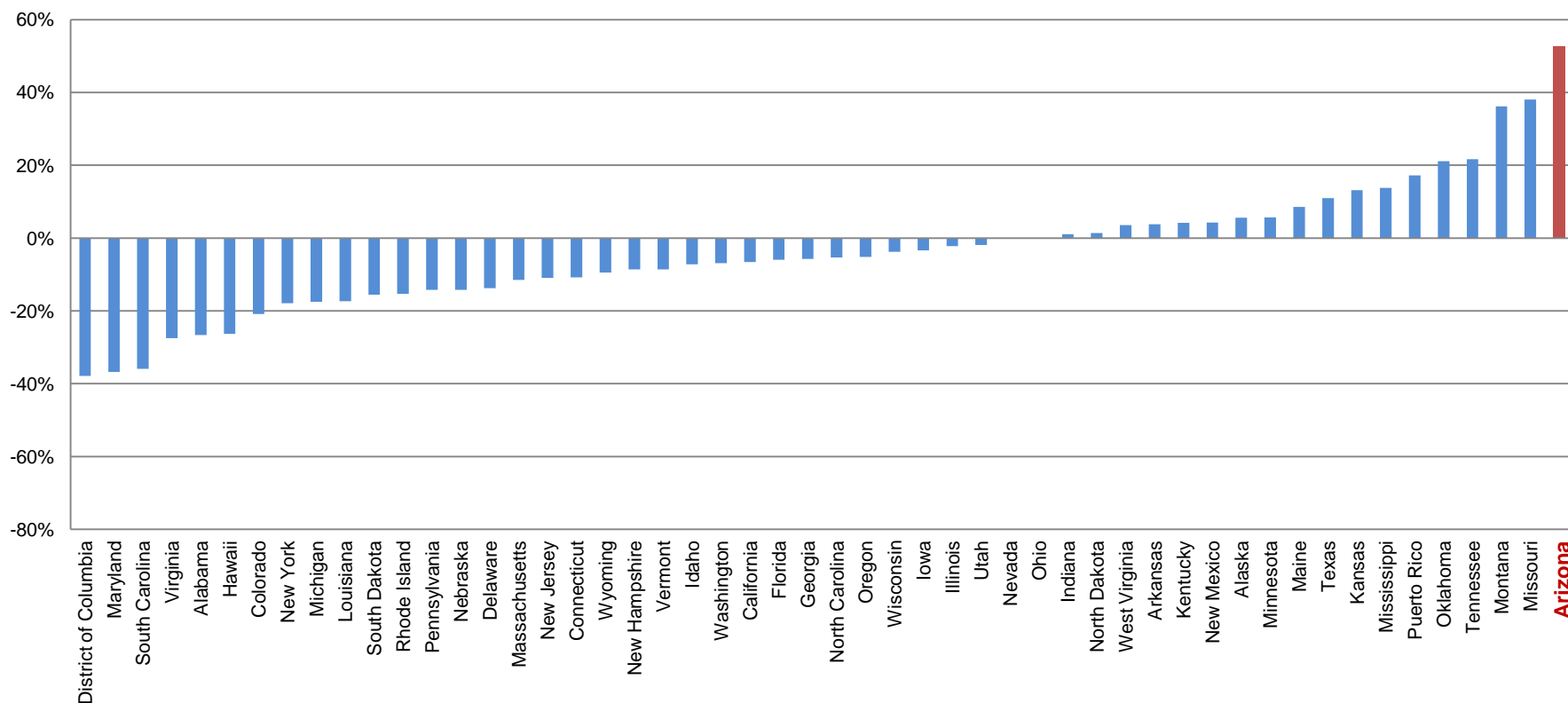
The number of children in out-of-home care has increased.



Key Statistics That Tell Our Story

Compared with other states, Arizona has had the largest increase.

% Change in Children in Out-Of-Home Care from September 30, 2009 to September 30, 2013





Current Statistics

At the end of September 2014:

- There were 16,990 Arizona children in foster care.
- More than 800 children have been in a shelter for more than 21 days.
- There were 4,397 licensed foster homes.

GIS Project – Current Activity

We are using data from the following sources to help us recruit additional foster homes:

- Beginning in 2011, the Department incorporated market segmentation data that includes the demographics and style of living of the current foster families.
- Foster parent satisfaction and exit surveys help us to better understand our parents and their reasons for becoming (and ending) being foster parents.
- We are beginning to explore foster parent turnover rates in order to set recruitment goals.

GIS Project – Current Activity

Data elements we are still developing will allow us to track new inquiries, specifically:

- How many families have made inquiries in the past six months?
- How many families have attended an initial orientation or participated in an initial orientation discussion with a worker?
- How long does the process take?

GIS Project – Current Activity

And, for families already licensed, we will be able to strengthen data on:

- The number of homes with no placement in the past 6 months
- Age preferences (in order to recruit more families who prefer caring for teens)



Teamwork

...the fuel that allows common people to achieve uncommon results, provided they don't mind you calling them "common people."

Trust and Openness

Roxann

Marketing Experience

Steve

Field Experience

Lucas

Technical Experience



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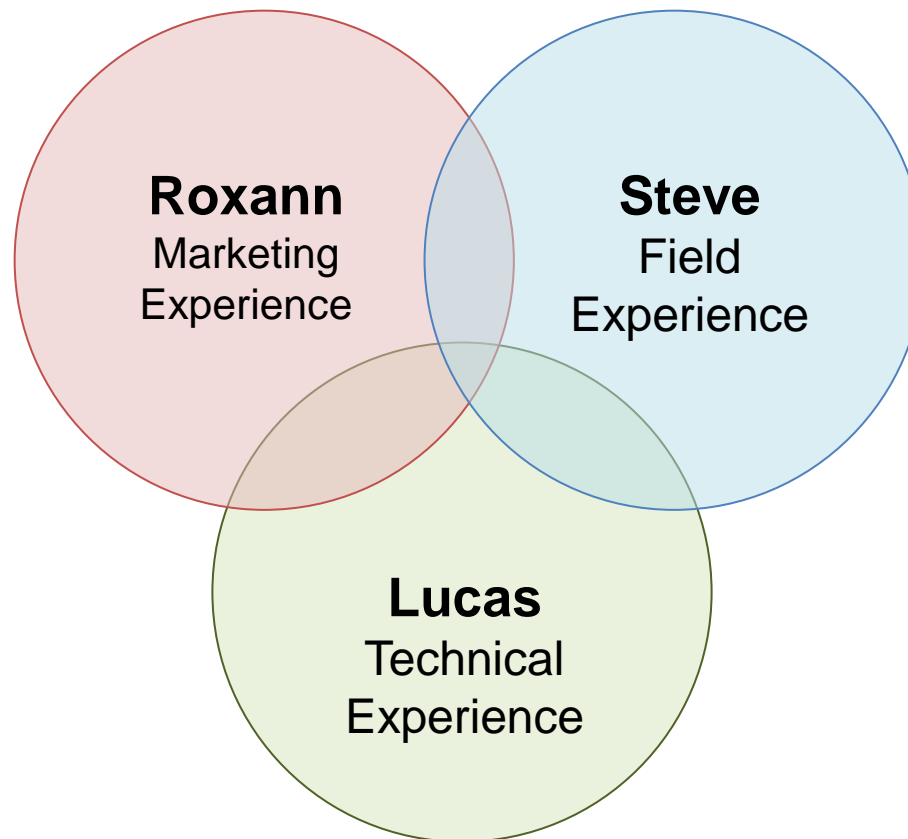
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Trust and Openness



Motivation for Success



SUCCESS

Because you too can own this face of pure accomplishment



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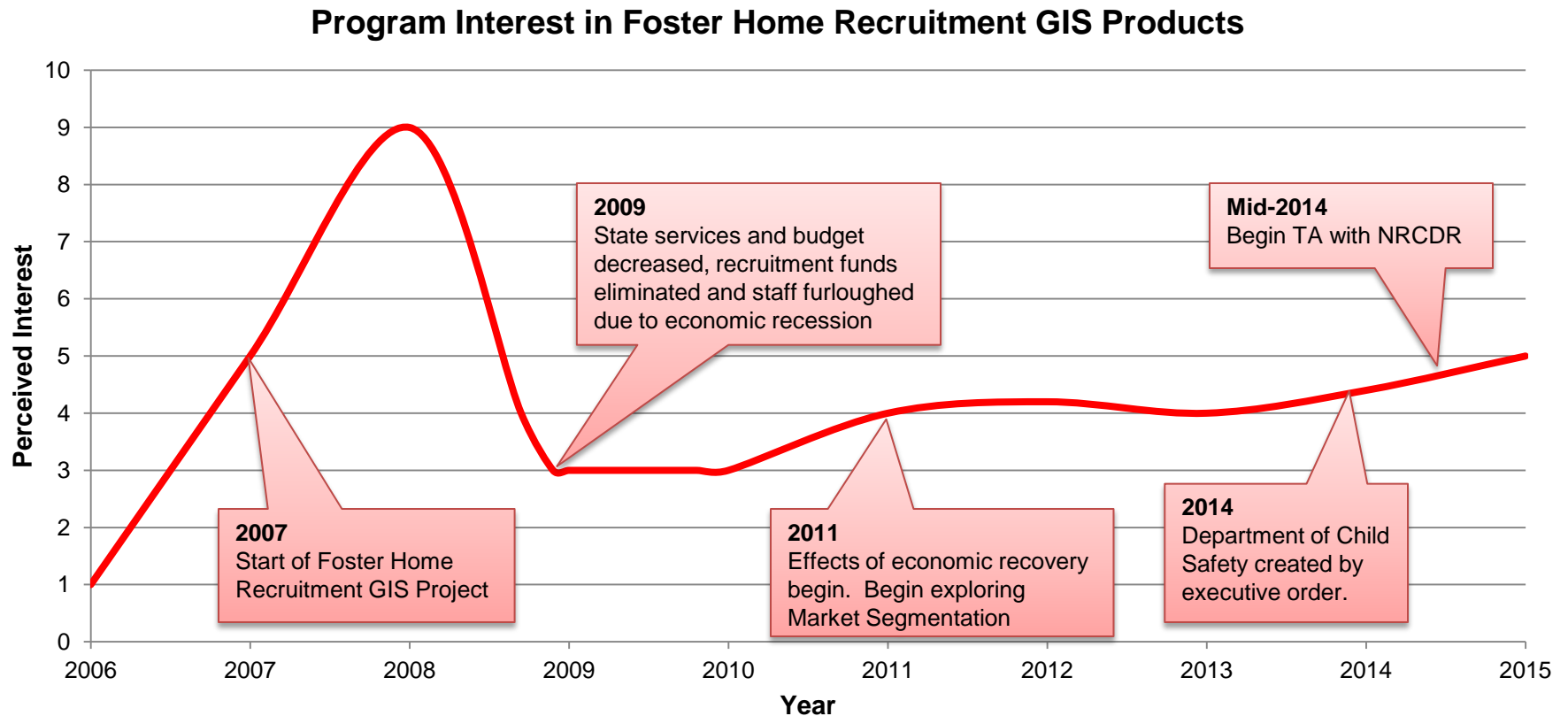
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Motivation for Success

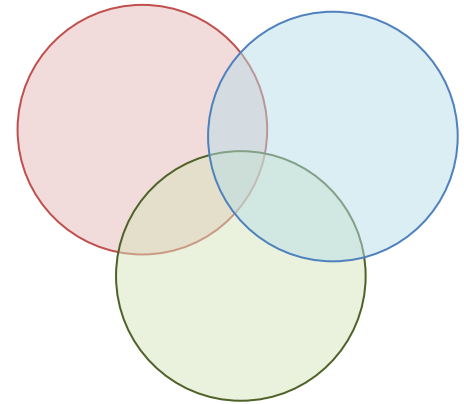


Growth and Learning

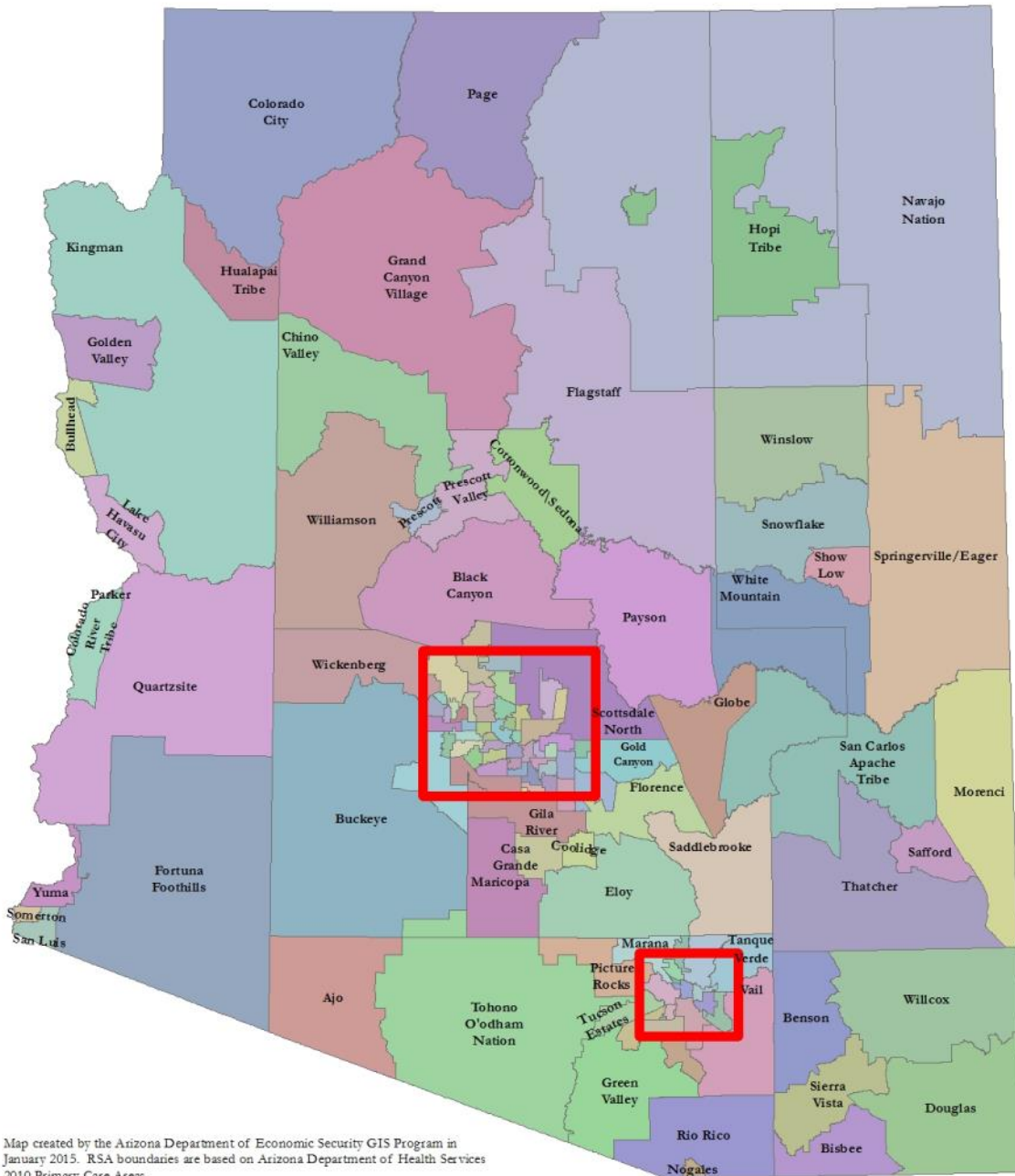
We are continually learning and focused on applying what we've learned to our projects.

Resources:

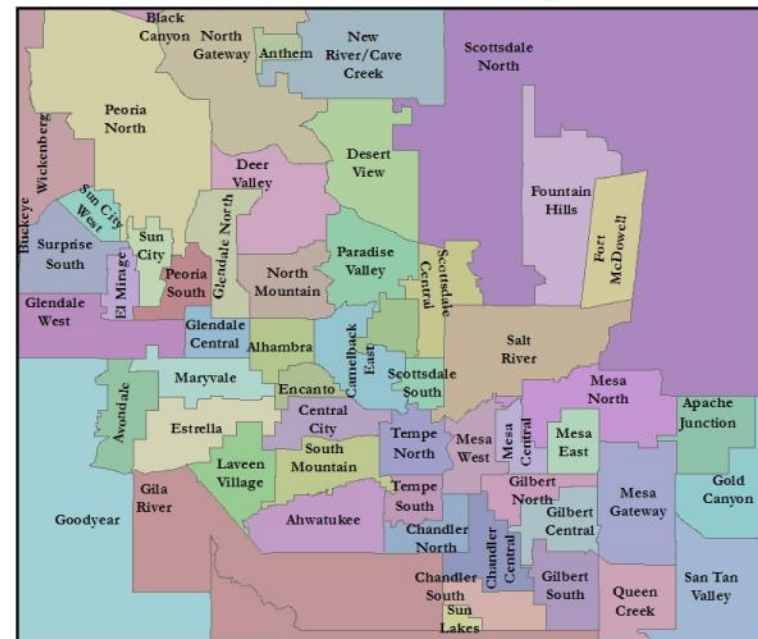
- Ask questions
- Read journals or other materials
- Research marketplace trends to see if they apply to our work
- Attend presentations, seminars, conferences



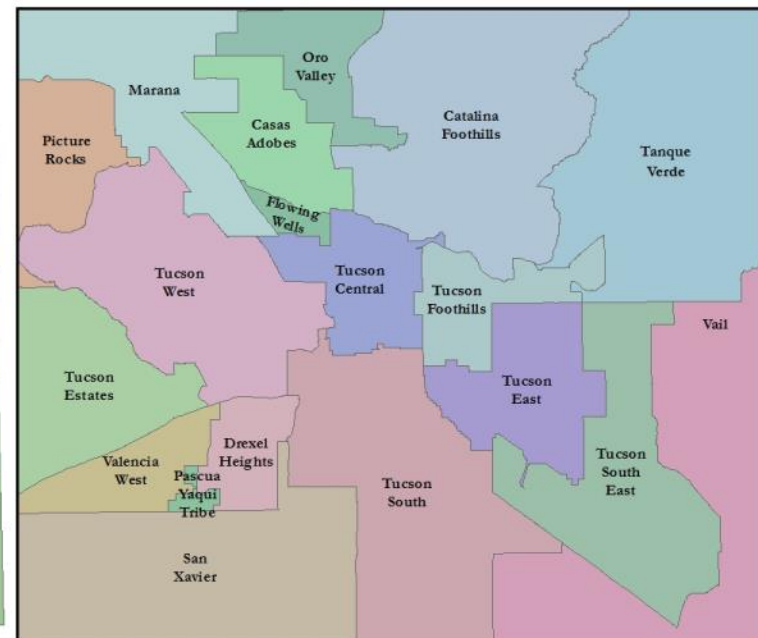
Arizona Rational Service Areas



Metro Phoenix Area



Metro Tucson Area



Exploration

We are not scared to explore new ideas, test new methods or techniques, and look for new ways to improve foster home recruitment.

Change

is

difficult

not

changing

is

FATAL



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Exploration

The program isn't afraid to challenge the GIS program with new ideas and the GIS program isn't afraid to help explore those ideas.



- A map or report can also help program staff understand if the product may be useful for other programs.
- If the product is thought to be valuable, program staff already have something tangible to take to management to help with justifications.

Exploration

We look for different ways to test our products and ensure they represent our populations correctly.



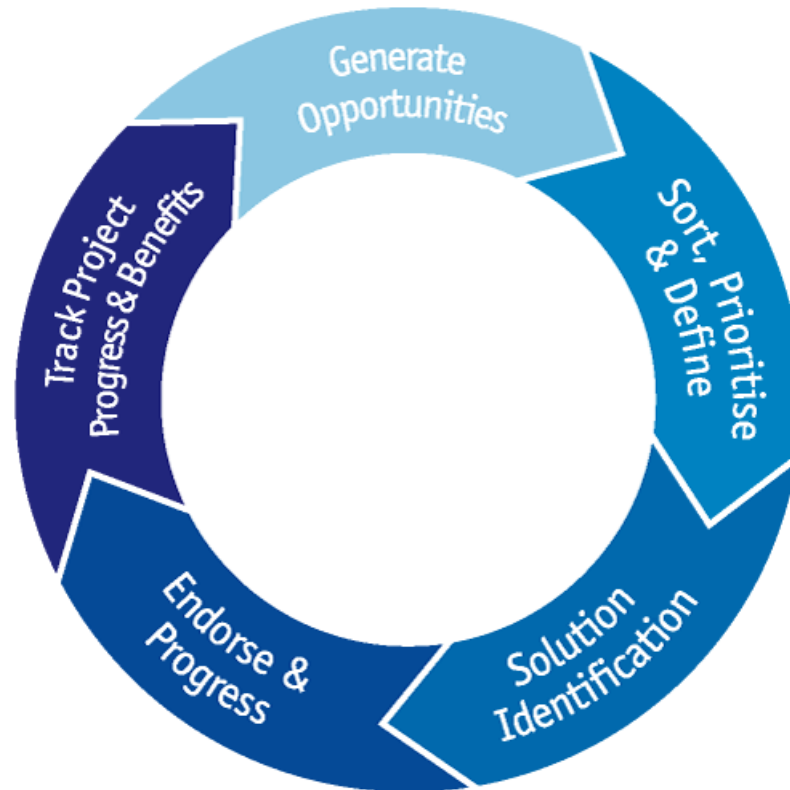
Focus On The Customer

Make the products as easy to use and understand as possible.



Focus On The Customer

Focus on the customer encourages change to process.



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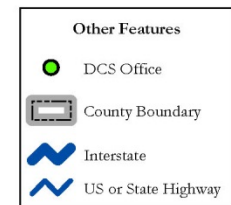
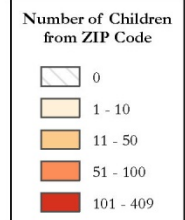




ZIP Code of Removal for All Children in Foster Care on September 30, 2014

Map Area: Maricopa County - Phoenix

Metropolitan



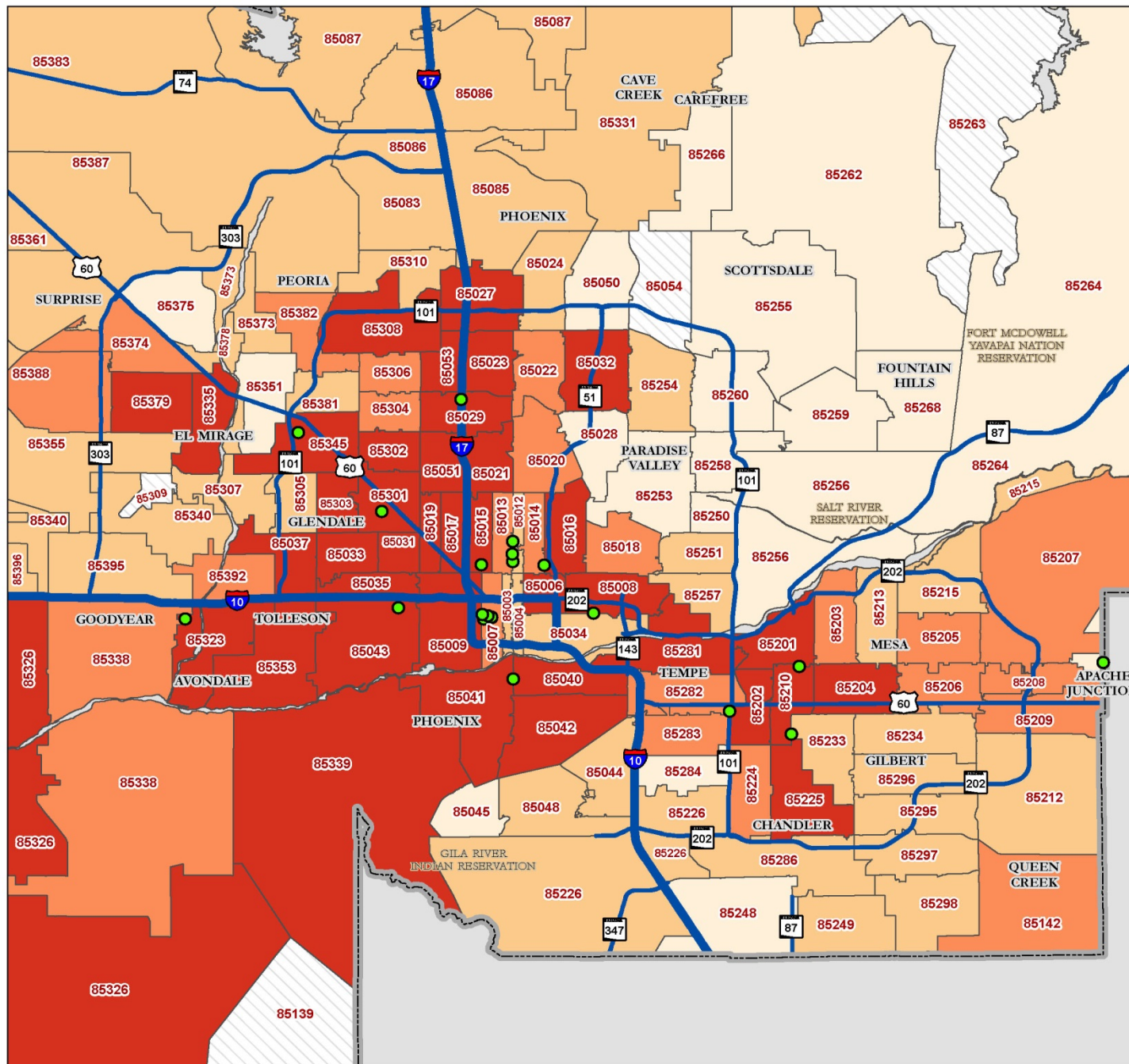
This map shows the number of children who were active in the foster care system on September 30, 2014. ZIP code counts are based on the child's home ZIP code at the time of removal.

This map is for recruitment purposes only. For official data, call 602-542-5844. The ZIP code boundaries shown are approximate and should not be used to identify official United States Postal Service (USPS) ZIP codes for mail delivery.

Map prepared by the Arizona Department of Economic Security (DES) Geographic Information Systems Team in December 2014 (GIS Project ID: 114037).

Sources: DCS, 2014 (Removals, Offices); HERE, 2013 (ZIP Codes); Arizona Department of Transportation, 2011 (Highways); Arizona State Land Department, 2014 (Cities); US Census Bureau, 2012 (Counties, Reservations)

Map 1 (MAR-PHX)



Focus On The Customer

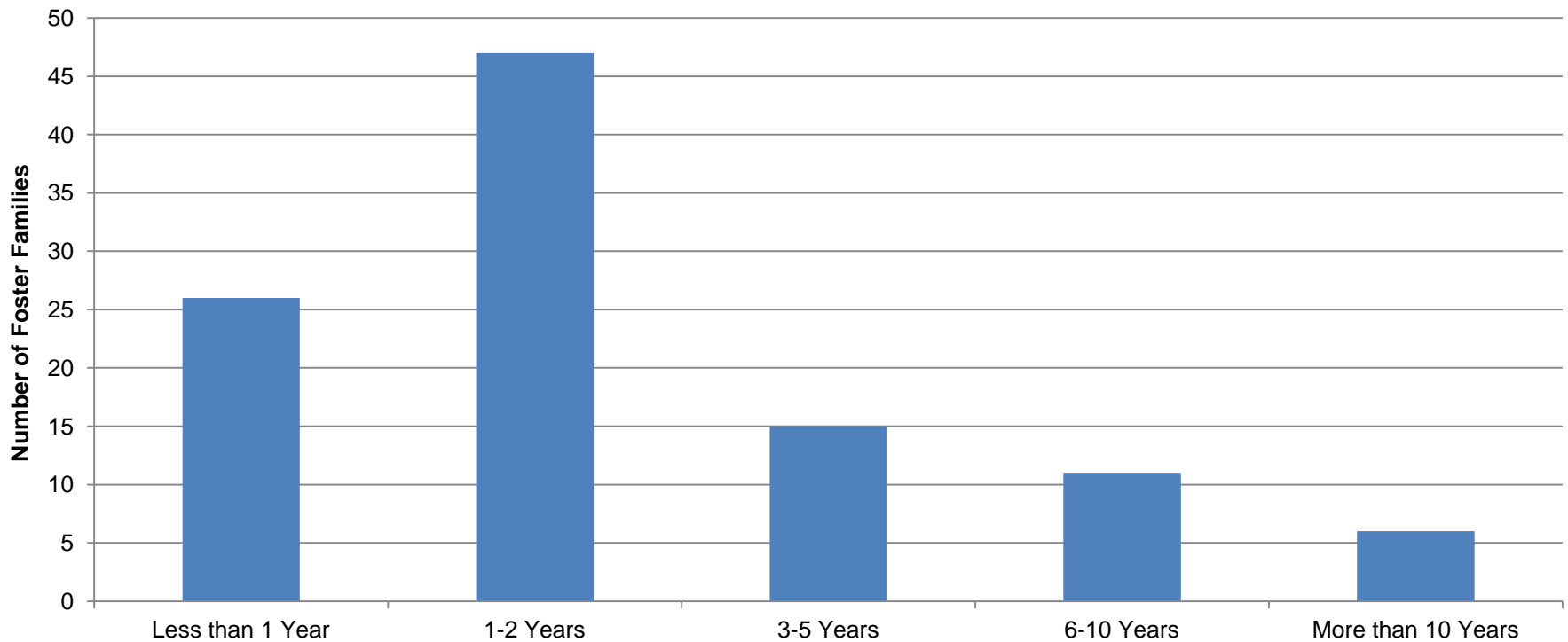
Customer based data reflects where we are and gives direction to future recruitment processes and models.

- The Recruiter/Contractor as customer
- The Foster Family as customer

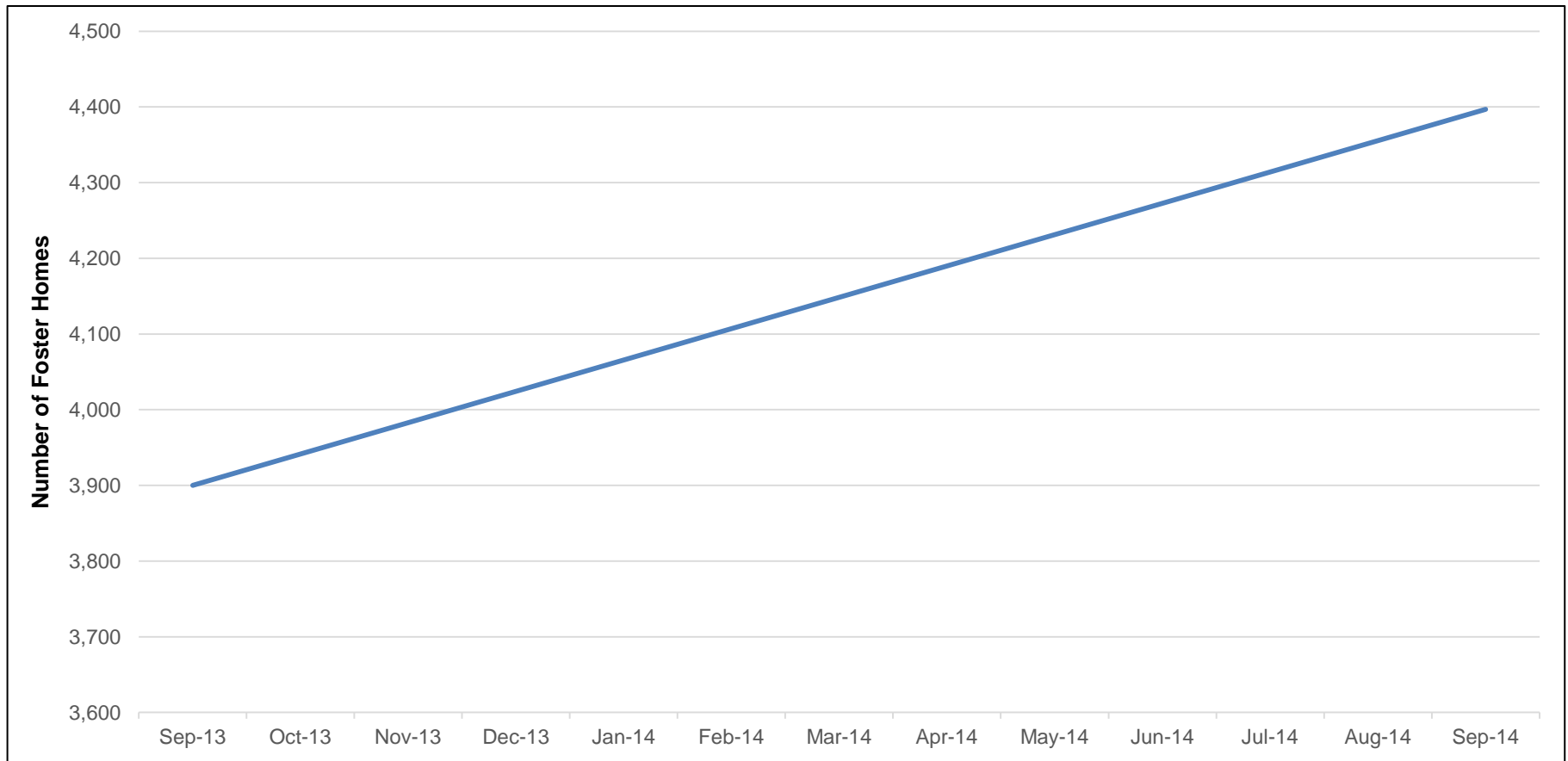
The Foster Family as a Customer

Length of Foster Parenting Services

The average length of service for respondents was 3.28 years. Three foster families reported serving for 15, 17, and 30 years respectively.



Arizona Licensed Foster Homes



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NRCDR Resources and Tools

- **Data-Driven Recruitment: Key Data Elements on Foster and Adoptive Families** and
- **Speaking the Same Language: Understanding Multiple Meanings of Terms Used by Child Welfare Program and IT/Data Staff to Support Diligent Recruitment**
www.nrcdr.org/placement-stability-and-permanency/using-data
- **Diligent Recruitment Navigator**
www.nrcdr.org/diligent-recruitment/dr-navigator
- **Materials and tools from the Children's Bureau's 2010 Diligent Recruitment Grantees**
www.nrcdr.org/diligent-recruitment/dr-grantees/2010-grantees
- **Capacity building services including consulting, coaching, and other assistance.**

Contact the NRCDR

To learn more about how we can help:

www.nrcdr.org
nrcdr@adoptuskids.org
(303) 726-0198

Questions and Answers



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