
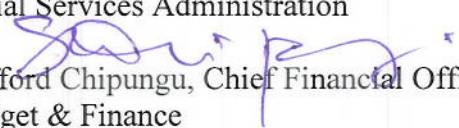


**DEPARTMENT OF HUMAN RESOURCES
SOCIAL SERVICES ADMINISTRATION
311 WEST SARATOGA STREET
BALTIMORE, MARYLAND 21201**

DATE: July 1, 2016

POLICY #: SSA-CW # 17-06

TO: Directors, Local Departments of Social Services
Assistant Directors, Services
Fiscal Officers

FROM: Rebecca Jones Gaston, MSW 
Acting Executive Director
Social Services Administration

Stafford Chipungu, Chief Financial Officer
Budget & Finance

RE: Utilization of Resource Parent Recruitment and
Retention Funds

PROGRAMS AFFECTED: Resource Homes

ORIGINATING OFFICE: Out-of-Home Placement Services

ACTION REQUIRED OF: All Local Departments

ACTION DUE DATE: Immediately

CONTACT PERSON: Sean Bloodsworth, LCSW-C
Program Manager, Out-of-Home Placement Services
410-767-7912
sean.bloodsworth@maryland.gov

PURPOSE:

The purpose of this policy directive is to provide guidance to the Local Departments of Social Services (LDSS) on the utilization of Resource Parent Recruitment and Retention funds. DHR's budget and finance office annually provides each LDSS an allocation.

ACTION:

Resource Parent Recruitment and Retention funds shall be utilized to recruit new resource parents and encourage existing resource parents to continue with the program. Activities may include in-service training for resource parents and events which celebrate and acknowledge resource parents.

Annually, LDSS must submit a fully detailed "individualized recruitment and retention plan" by August 3, of each year (Attachment A). The individualized recruitment and retention plan must identify the needs of the LDSS and also incorporate the State Recruitment and Retention Plan. The action plan must provide an adequate description of the planned expenditures based on the total allocation. In order to receive funding, each LDSS individualized recruitment and retention plan shall address the following areas:

- population of children served;
- specific needs for resource parents; and
- LDSS recruitment and retention goals, strategies, and action steps for the current fiscal year.

The plan must provide the LDSS contact name and phone number for monitoring purposes. **Failure to submit a plan by the established deadline will result in the total allocation for that local being withheld and redirected by the Social Services Administration (SSA).**

Recruitment Strategy Definitions and Goals:

- a) **Targeted Recruitment** – Targeted recruitment is used when a specific population is identified by need. Targeted recruitment is the most effective recruitment strategy. The recruitment plan should be comprised of **60% of targeted recruitment strategies**. Example: Conducting a presentation at a hospital staff meeting for medically fragile youth.
- b) **General Recruitment** – General recruitment is used when outreach is directed at the general population. This is the traditional "old fashioned" way of recruiting. The recruitment plan should be comprised of only **15% of general recruitment strategies**. Example: Recruitment via billboards or media such as television or radio stations.
- c) **Child Specific Recruitment** – Child specific recruitment is used when the LDSS is recruiting for one child at a time and for children who are legally free for adoption without connections. This recruitment strategy is also used for family finding to gather existing, but lost connections (case

mining). The recruitment plan should be comprised of **25% of Child specific recruitment strategies when applicable**. Example: Entering a youth's photo and biography into a Heart Gallery.

The LDSS shall submit the Quarterly Program Report form (Attachment B). SSA will be closely monitoring the expenditures of each LDSS at the end of each quarter. If one-half (1/2) of the LDSS allocation is not spent by January 2, of each year the remaining funds may be reallocated to another LDSS that is spending their Resource Parent Recruitment and Retention funds. In addition, a LDSS that fails to submit their quarterly reports will risk reduction and reallocation of their Resource Parent Recruitment and Retention funds.

The quarterly report is to be submitted to Barbara Terry, Policy Analyst, Social Services Administration at barbara.terry@maryland.gov.

The quarterly report submission dates and periods covered are as follows:

SUBMISSION DATES	PERIODS COVERED
October 15	July 1–September 30
January 15	October 1-December 31
April 15	January 1–March 31
July 15	April 1–June 30

The allocation for each SFY and all expenditures for services rendered between July 1 and June 30 must be liquidated (services provided and paid for) by June 30 of each year.

Charge Codes for Resource Parent Recruitment and Retention Funds

In order to track and report the use of these funds, please use the following charge codes:

N00G0003	
Recruitment and Retention	0304.85 GC860
Foster Parent Training	0304.81 GC850

Resource Home Recruitment and Retention Plan Template

Local Department of Social Services: _____ **Date of Submission:** _____

Task:

The overall goal of this plan is to help each LDSS develop a comprehensive recruitment plan informed by 1) local data and 2) best practice.

The Fiscal Year plan will ask you to assess last year’s plan, gather and compare local data. This snapshot will help us to assess how the State is doing with recruitment and retention.

Your plan should detail the activities that the recruitment team will do over the course of the year. Each activity will have a defined goal, potential partners, and a proposed timeline and budget. We ask that you complete the table at the bottom of this page listing your total plan cost.

Funding requests must be reviewed and need to be approved prior to allocation decisions. DHR must also plan for the cost of foster parent incentives and training, this must be included as part of the submitted plan. DHR will be carefully assessing the quarterly reports we receive from local departments outlining activities and expenses.

After completion, please email your local plan (including completed Sections I and III) to Barbara Terry (barbara.terry@maryland.gov) and copy April Edwards (april.edwards@maryland.gov) at the Social Services Administration for comment and budget approval.

Timeline:

First Draft Due:

State Comments Due:

Final Draft Due:

Targeted Strategies	Training	Co-trainer costs	Retention Strategies	Foster Parent Incentives	Total

Section I: What Do We Know?

Last year, we concentrated on funding targeted and child-specific recruitment strategies for older children, sibling groups as well as training and retention of the foster parents who had children in their homes.

How did you do? Using those numbers, please analyze your recruitment efforts and outcomes:

1. How many new resource parents did your LDSS approve last fiscal year ?
 2. How many of those new resource parents have had foster children placed in their homes?
 3. Did you approve new minority resource parents last year? _____ How many? _____ From which minority groups?
 4. How many of those new resource parents will accept teens in their homes?
 5. How many of those new resource parents have had teens placed in their homes?
 6. Did your LDSS offer any training specific to teens for foster parents?
 7. Did your plan help your LDSS to reach/approve the potential resource parents whom you identified that you needed?
 8. Which strategies from last year's plan worked well?
 9. Which strategies from last year's plan did not work, if any?
 10. Did you approve resource parents who only wish to serve children under 10? _____ If so, how many? _____
 11. Did you approve any homes which you received as a referral from AdoptUSKids? _____ How many? _____
 12. Have you been asked by approved resource parents to send their home studies to other states as an application through Adopt US Kids? _____ If so, how many resource homes have requested this service? _____
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13. Has your jurisdiction done child-specific recruitment? _____ For how many children? _____

14. Was child-specific recruitment successful in finding a long-term resource? _____ For how many children? _____

Are there any new trends based on this data?

In funding this fiscal year plans, DHR will continue to focus our recruitment efforts on locating resources for older children and sibling groups. In addition, we will now begin to focus our efforts on recruiting bilingual resource homes and providers who have a shared interest in children with special needs. Using last year's figures, please complete these charts once more.

Please indicate the number of current Resource Parents who will accept children in these categories:

Fiscal Year	0-5	6-12	13-17	18+	Sibling groups	Special Needs	Bilingual Home
July 2014							
July 2015							
July 2016							

Please indicate the number of Resource Parents your local department believes are needed in your jurisdiction in each of the identified categories:

Fiscal Year	0-5	6-12	13-17	18+	Sibling groups	Special Needs	Bilingual Home
July 2014							
July 2015							
July 2016							

Section II: Recruitment Plan

This year, as last, DHR will continue to concentrate on funding targeted and child-specific recruitment strategies for older children, sibling groups and disabled children, as well as training and retention of the foster parents who have children in their homes.

Please fill out the chart at the bottom of page one of this plan with a dollar amount which represents your request for funding for this Fiscal Year in each of the following categories:

Targeted Recruitment for Older Children, Teenagers, Special Needs, Bilingual speaking Resource Homes and Disability Specialization.

Please list your strategies.

Retention

Please list your projected retention strategies for this Fiscal Year.

Training

Please list your projected expenses for in-service training for foster parents, for PRIDE training, and for payments to any PRIDE co-trainer.

Foster Parent Incentives

If you have paid the first half of foster parent incentives last fiscal year, please list the costs of the second half, which is to be paid in this fiscal year, as well as any further foster parent incentives which you project will be earned by foster parents in your jurisdiction during this fiscal year.

Unusual Expenses and Circumstances

Please outline anything unusual which your local department has experienced which should be taken into consideration.

Section III: Local Recruitment Plan

In this section, you will outline the recruitment plan that will guide your jurisdiction's recruitment activities over the next year. Please fill out the entire row for each activity. (The following represents the breakdown of Recruitment Goals=60%Targeted, 15%General and 25% Child-Specific).

Activity Type (targeted recruitment strategy, training,)	Activity What is the event?	Activity Goal What is the purpose of the event?	Partners Who can you work with to make event a success?	Timeline When/how often will event take place?	Budget How much will event cost? For what?

Name of Local Jurisdiction:

A. Recruitment and Retention Activities

Date	Budget Codes		Activities
	304.85 (Rec. and Ret.)	304.81 (Training)	
Jul-14			
Aug-14			
Sep-14			
Oct-14			
Nov-14			
Dec-14			
Jan-15			
Feb-15			
Mar-15			
Apr-15			
May-15			
Jun-15			
Totals			

C. Closed Homes

B. Foster Parent Incentive Bonus		Foster Parent(s) <i>(example) Jane Doe</i>	Reason for Closure*	Closure Date
Initial Incentive	Final Incentive			
			<i>provider requested case close</i>	<i>9/1/2009</i>
Jul-14				
Aug-14				
Sep-14				
Oct-14				
Nov-14				
Dec-14				
Jan-15				
Feb-15				
Mar-15				
Apr-15				
May-15				
Jun-15				
Totals				