Handouts for the Webinar

Using the Data Profile to Support Your Agency's Diligent Recruitment Efforts

December 7, 2017

Presenters

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Produced by
Family and Children's Resource Program, part of the
Jordan Institute for Families
UNC-Chapel Hill School of Social Work

Sponsored by
NC Division of Social Services

Contents

RESOURCES

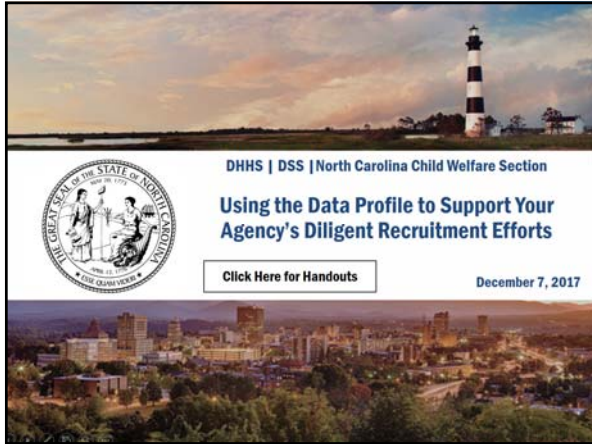## NORTH CAROLINA'S DILIGENT RECRUITMENT AND RETENTION PLAN

- County Diligent Recruitment and Retention Plan Template (MS Word 34kb)
  https://www2.ncdhhs.gov/dss/publications/docs/CWS-10-2017a2.docx

- Diligent Recruitment and Retention Data Profile: Program Planning Tool (Excel 22kb)
  https://www2.ncdhhs.gov/dss/publications/docs/Diligent%20Recruitment%20and%20Retention%20Data%20Profile%20Program%20Planning%20Tool%20updated%2010-3-2017.xlsx

- Diligent Recruitment and Retention Resource Appendix
  https://www2.ncdhhs.gov/dss/publications/docs/CWS-10-2017a4.pdf

JUNE 2017 NC DSS WEBINAR ABOUT DRR PLAN

- Webinar recording, handouts, and follow-up document
  https://fcrp.unc.edu/ncs-new-plan-recruiting-retaining-families-children-foster-care/

XPTR REPORTS COVERED IN PRESENTATION

- PQA 085 Foster Care Fact Sheet /DHR/PQA/PQ68

- FCF 421-1 Family Foster Homes /DHR/FCF/FC21

- PQA 116-1 Placements by Facility /DHR/PQA/PQ10

- FCF502-1 Inventory of Facilities/DHR/FCF/FC04

DHHS | DSS | North Carolina Child Welfare Section

**Using the Data Profile to Support Your
Agency's Diligent Recruitment Efforts**

Click Here for Handouts

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About this Webinar

This webinar was developed through funding from the North Carolina Division of Social Services by the Family and Children's Resource Program, part of the Jordan Institute for Families at the UNC-Chapel Hill School of Social Work.

NC Division of
Social Services

UNC
SCHOOL OF SOCIAL WORK

In the future a recording of this webinar will be available on ncswLearn.org.

Goals for this Webinar

By the end of this webinar, we hope you will be able to:

- Describe the new version of the data profile

- Explain what is expected of agencies when it comes to the *DRR Data Profile: Program Planning Tool*

- Apply strategies for obtaining and using data to inform recruitment and retention of resource families

A Special Note About Questions

- We will monitor questions via the chat box and answer them as possible throughout the webinar.

- There will also be a **follow-up document** that answers questions asked during this webinar; this document will be e-mailed to all registered participants and posted with the webinar recording.

- The webinar recording will be on ncswLearn.org and on the Family and Children's Resource Program webpage (http://fcrp.unc.edu/webinars.asp).
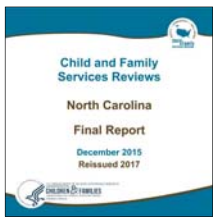

Review of NC's DRR Plan

NC's DRR Plan

A direct result of the CFSR results and a strategy within the PIP.

Goal:
Strengthen cross-system service provision

Strategy:
Strengthen and reframe the statewide foster and adoptive parent diligent recruitment plan

Child and Family
Services Reviews

North Carolina

Final Report

December 2015
Reissued 2017

Beliefs

- Value all prospective, current, and former foster and adoptive parents
- Value all caregivers and encourage the licensure of kinship placements whenever possible
- Provide and value opportunities for support, engagement, and training of resource families

We have an obligation to build our capacity to use *data* to inform diligent recruitment and retention of foster and adoptive parents.

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Vision is to *increase* . . .

Engagement in technical assistance, information sharing, and collaboration

Customer service approach

Involvement of foster and adoptive parents and youth in the process

Data-driven recruitment and retention

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New Expectations

- Each county must write a plan to address their unique needs
- The plan must be updated and submitted annually
- Each county's plan also serves as their MEPA Plan
- Template to assist you
- Completion of annual Data Profile – Program Planning Tool

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Deadlines for Completion

In the plan's first year, the counties have been divided into completion phases:

- Phase 1 counties – *February 1, 2018*

- Phase 2 counties – *May 1, 2018*

- All plans will be effective July 1, 2018

- Plans will be updated annually, and are due for all counties on September 1 of each year beginning fiscal year 2019-20

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Role of Private Agencies

- Highly encouraged to collaborate with county agencies

- Not required to submit their own plan, but encouraged

- Can use the templates

- Must complete the Data Profile – Program Planning Tool and submit annually

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The Data Profile

DRR Data Profile: Program Planning Tool

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DRR Data Profile: Program Planning Tool

The Basics

- What it is?

- Who must use it?

- Expectations for public and private agencies

Why Was It Updated?

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DRR Data Profile: Program Planning Tool

Why Do We Need It?

- A tool to assist counties in decision making around DRR plan

- *Not* a compliance document/tool

- Allows agencies to look at the *big picture* of needs in their county

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Questions ???

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DRR Data Profile: Program Planning Tool

Data Points Tracked

- Number of children in care

- Characteristics of children in care

- Characteristics of families available

- Average time from initial inquiry to licensure

- Licensed beds

- Truly available beds

- Children placed out of county and/or with outside agency due to lack of available families

- Number of placement disruptions or placement changes

- Additional, optional data points

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DRR Data Profile: Program Planning Tool

Populating the Tool

First, some considerations…

- Accurate data

- Timely reporting

- Data sources

  – Internal to your agency

  – External (from the State or other partners)

- Report, evaluate, and reflect…then change OR implement

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DRR Data Profile: Program Planning Tool

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Slide 19

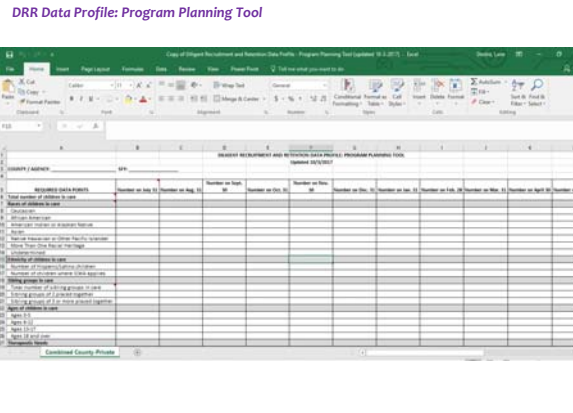| REQUIRED DATA POINTS |
|---|
| **Total number of children in care** |
| **Races of children in care** |
| Caucasian |
| African American |
| American Indian or Alaskan Native |
| Asian |
| Native Hawaiian or Other Pacific Islander |
| More Than One Racial Heritage |
| Undetermined |
| **Ethnicity of children in care** |
| Number of Hispanic/Latino children |
| Number of children where ICWA applies |
| **Sibling groups in care** |
| Total number of sibling groups in care |
| Sibling groups of 2 placed together |
| Sibling groups of 3 or more placed together |
| **Ages of children in care** |
| Ages 0-5 |
| Ages 6-12 |
| Ages 13-17 |
| Ages 18 and over |
| **Therapeutic Needs** |
| Total number of children leveled as therapeutic in DSS custody |
| Total number of children leveled as therapeutic NOT in DSS custody |

Data Points Covered

- Total number of children in care
- Races of children in care
- Ethnicity of children in care*
- Ages of children in care (0-5, 6-12, 13+)

Data Sources

- XPTR

PQA 085 Foster Care Fact Sheet
  -county-level DSS data
  -reported *monthly*

- CSDW
  -Ask Lane for query

Slide 20

XPTR: PQA 085 Foster Care Fact Sheet

Slide 21

DSS Race Codes

Race codes and possible combinations that could be selected are:

01 = White Native (Non Hispanic or Latino)
02 = White (Hispanic or Latino)
03 = Black (Non Hispanic or Latino)
04 = Black (Hispanic or Latino)
05 = American Indian or Alaskan Native (Non Hispanic or Latino)
06 = American Indian or Alaskan Native (Hispanic or Latino)
07 = Asian (Non Hispanic or Latino)
08 = Asian (Hispanic or Latino)
09 = Native Hawaiian or Other Pacific Islander (Non Hispanic or Latino)
10 = Native Hawaiian or Other Pacific Islander (Hispanic or Latino)
11 = Unable to Determine (Non Hispanic or Latino)
12 = Unable to Determine (Hispanic or Latino)
13 = White/Black (Non Hispanic or Latino)
14 = White/Black (Hispanic or Latino)
15 = White/American Indian or Alaskan Native (Non Hispanic or Latino)
16 = White/American Indian or Alaskan Native (Hispanic or Latino)
17 = White/Asian (Non Hispanic or Latino)
18 = White/Asian (Hispanic or Latino)
19 = White/Native Hawaiian or Other Pacific Islander (Non Hispanic or Latino)
20 = White/Native Hawaiian or Other Pacific Islander (Hispanic or Latino)
21 = Black/American Indian or Alaskan Native (Non Hispanic or Latino)
22 = Black/American Indian or Alaskan Native (Hispanic or Latino)

Slide 22

Occupancy and Capacity

Total number of traditional licensed beds
Total number of available traditional beds
Total number of therapeutic licensed beds
Total number of available therapeutic beds
Number of therapeutic beds occupied by children NOT in DSS custody
Total number of licensed beds not utilized within the month

Data Points Covered

- Traditional licensed beds
- Available traditional beds
- Therapeutic licensed beds
- Available therapeutic beds
- Licensed beds not utilized in the month

Data Sources

- XPTR
  FCF 421-1 Family Foster Homes
  -county-level (DSS and private agency) data
  -reported *monthly*

  PQA 116-1 Placements by Facility

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XPTR: FCF 421-1 Family Foster Homes

Slide 24

XPTR: PQA 116-1 Placements by Facility

Agency-Only Tracking

Races of licensed families
Caucasian
African American
American Indian or Alaskan Native
Asian
Native Hawaiian or Other Pacific Islander
More Than One Racial Heritage

Ethnicity of licensed families
Number of Hispanic/Latino families
Number of ICWA preferential families

Data Points Covered
- Races of licensed families
- Ethnicity of licensed families*

Data Sources
- XPTR
FCF 31t (report forthcoming)
  -county-level DSS data
  -reported *monthly*

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Agency-Only Tracking, cont.

REQUIRED!

Sibling groups in care
Total number of sibling groups in care
Sibling groups of 2 placed together
Sibling groups of 3 or more placed together

Therapeutic Needs
Total number of children leveled as therapeutic in DSS custody
Total number of children leveled as therapeutic NOT in DSS custody

Number of children within the month placed out of county due to lack of available families.
Number of placement disruptions or placement changes within the month.
Average length of time in months from initial inquiry to licensure.

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Other Sources of Data

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Questions ??

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Data Use: Strategies & Successes

*Examples from different sizes and
types of agencies*

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Methodist Home for Children

- Track all placement intake calls. Data tells us:
  - Counties calls come from
  - What call is about (family foster care, TFC, adoption)
  - At end of each month we can see where homes are needed
- Track all referrals we receive
  - Licensing supervisor works with intake worker to analyze
  - Gives us picture of kids that we cannot serve/where we need to build capacity

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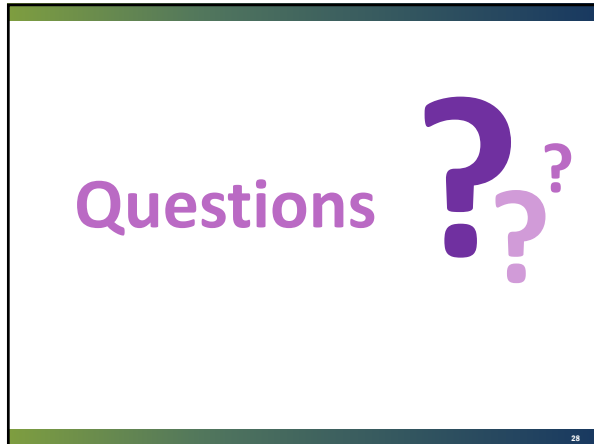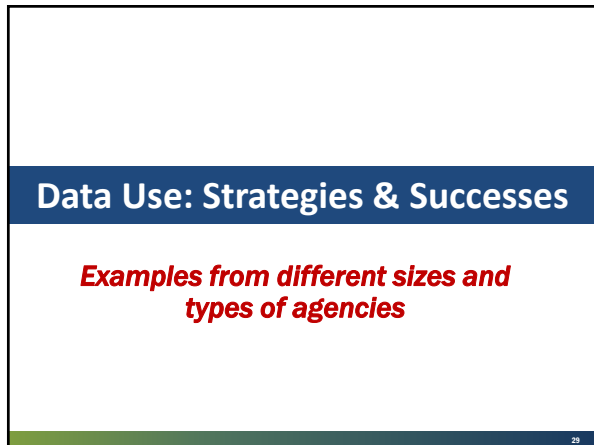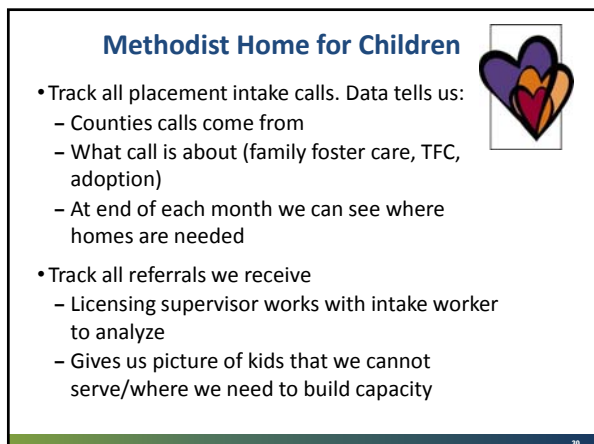
METHODIST HOME FOR CHILDREN

Using Data to Test Assumptions, Direct Our Recruitment Efforts

- What are common traits of excellent TFC and emergency care providers?
  - Found many were retired parents or worked in helping professions (medical, mental health, teachers, social workers, etc.)
  - Confirmed our assumptions
- Took action based on this knowledge:
  - Targeted recruitment of helping professionals
  - Ask current licensed homes with helping profession connections to help us recruit within their network

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METHODIST HOME FOR CHILDREN

Data Showed Us Value of Different Approaches in Different Places

- Analyzing data on how people hear about us shows which recruitment techniques work best in different locations
- Two big hubs, 60 miles apart:
  - Triangle: social media, community events more effective
  - Greenville: PSAs, newspaper ads, and signs out at partnering businesses more effective
- Helps us use our recruitment dollars and efforts wisely!

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Catawba County DSS

- Used mapping to help us see where kids were coming into care and where foster/adoptive families are
  - Took action: intensified recruitment in a few key areas
- Looked at data on initial referral sources for everyone who made it to licensure
  - Discovered those who actually became licensed were often referred through church and friend/family
  - Now know where to put more effort for recruitment

~ Using the data you have can really pay off! ~

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Catawba County DSS

- Since the data indicates that friend and family referral is one of the best sources for families who actually get licensed, we put an incentive around worth of mouth referrals from our current families

- I use statistics from our data on children in care and licensed families to make Facebook posts to educate and pull at the heart strings

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Additional Examples

- Justifying decisions or requests for resources to management

- Targeting recruitment to specific populations of parents based on populations of children in your care

- Limiting labor-intensive recruitment efforts to those that get the "biggest bang for your buck"
  - If a table at Walmart every third Saturday yields poor results, stop doing that
  - Data can tell you what strategies are worth investment of your time and resources

- Sharing your true placement needs with your community

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Questions ???

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Presenter Contact Information

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Final Steps for DSS Staff

1. Please take a brief survey
   - We will provide link for those logged on
   - Can also access thru ncswlearn.org

2. To receive training credit, you must "Complete Course" WITHIN ONE WEEK
   - ✓ Log in to www.ncswlearn.org
   - ✓ Select "PLP"
   - ✓ Select "Webinars"
   - ✓ Click "Enter"
   - ✓ Click "Complete Course" button

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Passcode is: **data**
To take the survey now, just click on the link below:

Webinar survey

Don't forget - You have only one week to "complete course"

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Using the Data Profile to Support Your Agency's Diligent Recruitment Efforts

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Jamie Bazemore and Lane Destro
Child Welfare Services Section, NC Division of Social Services

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Webinar handouts: https://ncswlearn.org/ncsts/webinar/handouts/53_webinar_handouts_12_07_17.pdf

Recording: if you missed the webinar or want to view it again, go to: http://fcrp.unc.edu/webinars.asp

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Answers to Questions Asked During the Webinar

Responses in this document are from the NC Division of Social Services Child Welfare Services Section.

You had made mention of county numbers showing an upward trend in children 0-2. Where can we find that statistical information for our particular county/area?

Please note that this is not necessarily a statewide trend: the example described in the webinar was a specific county that saw a rise in the number of 0-2 year olds entering care within that county. That said, the Division's Management Assistance site (http://ssw.unc.edu/ma/), which it provides in partnership with the UNC School of Social Work, can be a source of the information you are seeking. You can get county-specific information related to child welfare by clicking on the county in the map on the main page, and then on the next screen clicking on "child welfare" in the menu bar at left. On the bottom of that same page there is also some instruction available on how to use the Management Assistance site.

Note: At present, data is not current on the Management Assistance site for counties that have begun implementing NC FAST. If your county has begun implementing NC FAST, please contact Lane Destro (Lane.Destro@dhhs.nc.gov) for assistance in obtaining the information you seek.

Can private agencies get access to XPTR reports?

No. XPTR reports are available to county DSS agencies only.

If the information is only available to DSS agencies, how can private agencies be made aware of current trends?

The Division encourages private agencies to work closely with their county DSS partners to share information so that both public and private agencies have a clear understanding of needs and performance related to resource parent recruitment and retention. We all serve North Carolina's children and families and should be sharing and comparing information—this is the best way to ensure we have an adequate pool of resource parents to meet needs of children in care.

Private agencies may also reach out to Lane Destro at the Division for reports to which they do not have access (e.g., XPTR reports).

Due to the shortage of foster homes, how are you keeping up with number of children having to be placed outside of their county?

At present this is not tracked at the state level. That is one way the data profile will be helpful. Accurate and timely tracking of this data point by public and private agencies will improve our state's understanding of our performance in this area.

How would we track the number of children leveled as therapeutic that are NOT in DSS custody?

Just to be clear, we are only asking agencies that license therapeutic homes to share this data point. Obtaining this information will be helpful to the state because right now we don't have a mechanism to see what percentage of TFC beds are used by DSS vs. what percentage are used by non-DSS children. Having this information can help us understand and build our capacity. Again, most county DSS agencies are not required to report on this data point.

When the data profile refers to the number "within the month placed," is it asking for the total number of children out-of-county or just the new ones placed out-of-county during that specific month?

We are asking agencies to report the total number of children placed out-of-county. If you have questions about what we are looking for regarding this or other data points on the data profile, ask the Division's Lane Destro.

If you have homes licensed through your local DSS but they are located in a neighboring county, does that count as out-of-county placement?

It depends. What we are trying to measure here is how many children have to leave their home community. If you supervise a home in an adjacent county but it is far from the child's home community, then we would want you to count that as an out-of-county placement. However, if it is just over the county line and the child is still in his or her home community (going to the same school, attending the same church, etc.) it would be reasonable to count this as an "in-county" placement.

Is there a way to include notes in the data profile when we submit it each month? That way we could clarify the numbers we report, if need be.

Absolutely! This is your tool. In fact, there is already a section for notes (to the far right) in the tool. Please feel free to use this section: add to it, make it yours. We want it to be useful to you.

Regarding resource parent recruitment incentives, can this be paid out of the Adoption Promotion Fund or does it have to come from a county line item?

Adoption Promotion Funds are to be used to advance your adoption program. If an incentive program falls into that category in your county, it would be an appropriate use of the funds.

Where is the DRR Data Profile Program Planning Tool located?

You can find it on the Division's publications page: https://www2.ncdhhs.gov/dss/publications/

Can you tell us when private agencies will gain access to NC FAST?

Presently we do not have even an estimate for this. We will provide one as soon as it is available.

Participant responses to the prompt:

Give one example of how your agency has used data to direct your diligent recruiting efforts.

- We ask interested potential foster parents how they heard about our fostering program
- We used to refer families interested in younger children away until our data helped us realize we have an increasing need for them.
- T-shirts, handouts at local sporting events, pamphlets, classes, etc.
- Tracking how people hear about us, how far folks go in the process
- Inquiry calls report hearing about fostering/adopting from our signs at local dump sites, so we keep signs at these sites.
- At CHS, we track all inquiries that come to us to learn more about fostering or adopting and then compare that with our licensed families and intake referrals, which we also track.
- Inquiry calls and ask how they hear about us.
- At our first "town meeting" with stakeholders about DRR, we shared data on our current foster care population compared to data on our current pool of foster parents. This seemed like the best place to start, and our stakeholders were very interested. There are many children of Hispanic origin and 0% foster parents of Hispanic origin. Disconnects like that were obvious and helped begin the conversation.
- Our agency utilizes a centralized "referral log" which tracks contact with inquiries etc. which gets updated frequently by licensing workers and is shared with everyone in the agency

- Our best efforts are with current foster parents recruiting friends and family, word of mouth.
- Working with local churches, where many of foster families attend
- Local churches
- Referring phone calls, handouts, we have a foster parent web page to share their experiences, local organizations
- Participating in events in the community, word or mouth, talking to others.
- Setting up tables at community events.
- We have given out flyers and have allowed parents to invite friends and family to our social outings and trainings to get them to learn more about our programs....we also use social media and provide incentives to our families for referrals
- Word of mouth is the best way. We have developed business cards for our foster parents to hand out.
- Word of mouth has been our best way. Also attending events and setting up tables and handing out information. Holding orientations to anyone interested.
- We do community outreach and flyers.
- Current foster families invite friends & neighbors to some of the in-service trainings that may be of interest. Especially if they have family members who have children with specific needs addressed in that training.