

# Welcome!

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Please join the meeting using your phone *and* computer so that you can participate fully. Your unique web login is provided in your confirmation and reminder emails.

Phone number (toll-free): **(855) 621-8944**

Conference ID: **60193629**

# Every Month is National Adoption Month!

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Peer-to-Peer Meeting | December 10, 2015

AdoptUSKids Peer-to-Peer Series Hosted by NRCDR:  
*Best Practices in Localizing the National Adoption  
Recruitment Campaign, Meeting Three*



NATIONAL RESOURCE CENTER FOR

**DILIGENT RECRUITMENT**

*at AdoptUSKids*

# Welcome and Introductions

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- Jill Marshall May, Director, NRCDR at AdoptUSKids  
[jillmay@adoptex.org](mailto:jillmay@adoptex.org)
- John Levesque, Deputy Project Director, AdoptUSKids  
[jlevesque@adoptuskids.org](mailto:jlevesque@adoptuskids.org)
- Melissa Otero, Marketing and Communications Director, AdoptUSKids  
[motero@adoptuskids.org](mailto:motero@adoptuskids.org)
- Tracy Serdjenian, Associate Director, NRCDR at AdoptUSKids  
[tserdjenian@adoptex.org](mailto:tserdjenian@adoptex.org)

# Housekeeping

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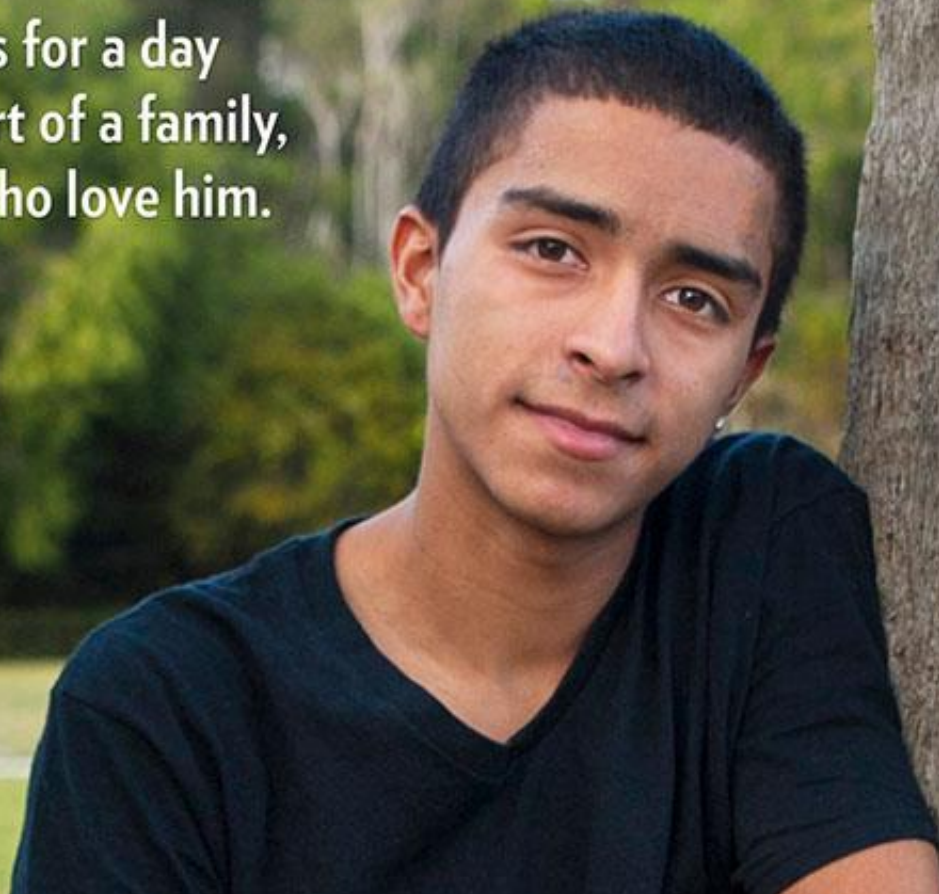
- This meeting is 60 minutes long, and the entire meeting will be interactive.
- We will record this meeting and archive it on the NRCDR website.
- Your line will be open during the entire meeting. Please mute your line when you are not speaking to prevent background noise. If you don't have a mute option on your phone, you can use \*6 to mute and unmute your line.
- You can use the chat function to let us know if you are having technical issues or to communicate with AdoptUSKids and NRCDR staff. Your peers on the line cannot see your chat entries, so we encourage you to speak up over the phone!

# Opening Remarks: Every Month is NAM!

Anthony longs for a day  
when he is part of a family,  
with people who love him.

**Anthony**

AGE: 16 ~ FLORIDA



**Adopt US Kids**

*Together we hold their future*

# Discussion Topic: Post-Permanency Support

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Questions about:

- Offering support groups for families post-adoption
- Supporting adoptive families to prevent adopted children from re-entering care as teens

# Resources

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- *Support Matters: Lessons from the Field on Services for Adoptive, Foster, and Kinship Families*  
<http://nr cdr.org/develop-and-support-families/support-matters>
- *Support Matters: Strategies for Implementing Family Support Services* (2015 Webinar)  
<http://www.nr cdr.org/webinars>
- Post-adoption resources available on the AdoptUSKids website  
[www.adoptuskids.org](http://www.adoptuskids.org)  
<http://adoptuskids.org/for-families/post-adoption-resources>

# Discussion Topic: Increasing Community Awareness and Engagement

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Questions about:

- Identifying effective avenues or approaches to advertisement about the need for resource families
- Engaging the local community to become adoptive families



# Resources

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## *Peer-to-Peer Series: Best Practices for Localizing the National Adoption Campaign*

- Meeting One: *Strategies for Local Adoption Campaigns: Successes and Lessons Learned from Localization Grantees*
- Meeting Two: *Engaging and Developing Media Spokespeople*  
<http://www.nrcdr.org/placement-stability-and-permanency/tools-and-resources/national-recruitment-campaign>

# Discussion Topic: Engaging Community Partners

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Questions about:

- Engaging community partners
- Working with community partners so that they can communicate about the need for resource families on the agency's behalf

# Resources

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- December 2015 Issue of *E-Notes: Strengthening Community Partnerships*  
<http://www.nrcdr.org/news-and-e-notes>
- 2010 Diligent Recruitment Grantees  
<http://nrcdr.org/diligent-recruitment/dr-grantees/2010-grantees>
  - I-CARE 365
  - Texas Permanency and Family Resource Development Model

# Resources

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## Webinars:

- *Partnering for Permanency: Creative Strategies for Raising Awareness About Adoption from Foster Care* (2013)
- *Engaging Community Stakeholders: Strategies for Effective Recruitment of Foster and Adoptive Families* (2011)

<http://www.nrcdr.org/webinars>

# Discussion Topic: Effective Recruitment

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Questions about:

- Strategies that have (or haven't) worked for recruiting families
- Funding sources for recruitment

# Resources

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- Information about general, targeted, and child-specific recruitment strategies  
<http://www.nrcdr.org/placement-stability-and-permanency/ideas-from-the-field>
- *Going Beyond Recruitment: Increasing Your Agency's Capacity to Respond to Prospective Parents and Prepare Older Youth for Adoption*  
[http://www.nrcdr.org/\\_assets/files/NRCDR-org/going-beyond-recruitment-for-older-youth.pdf](http://www.nrcdr.org/_assets/files/NRCDR-org/going-beyond-recruitment-for-older-youth.pdf)
- *Revitalizing Recruitment: Practical Strategies for Finding and Keeping Foster, Adoptive, and Kinship Homes* (New York)  
[http://www.nrcdr.org/\\_assets/files/DR-Grantees/year-three/NY-Revitalizing-Recruitment-2015.pdf](http://www.nrcdr.org/_assets/files/DR-Grantees/year-three/NY-Revitalizing-Recruitment-2015.pdf)

# Discussion Topic: Collecting and Using Data on Resource Family Experiences

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Questions about:

- Collecting data on foster parent satisfaction
- Learning from foster parent satisfaction surveys and exit interviews
- Tracking this information over time
- Using the data to inform comprehensive diligent recruitment

# Resources

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Sample surveys about foster parent experiences from 2010 Diligent Recruitment Grantees:

- Permanent Families & Lasting Connections
- I-CARE 365
- Diligent Recruitment and Retention Grant
- Step Up! Diligent Recruitment Project
- Texas Permanency and Family Resource Development Model

<http://nr cdr.org/diligent-recruitment/dr-grantees/2010-grantees>



# Additional Questions and Discussion Topics

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# Closing Remarks

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# Next Steps

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- The PowerPoint and recording of the meeting will be available on the NRCDR website.
- You will receive a survey about this peer-to-peer series. Please share your feedback!
- Reach out to NRCDR and AdoptUSKids for additional support and resources:
  - [www.nrcdr.org](http://www.nrcdr.org)
  - [www.adoptuskids.org](http://www.adoptuskids.org)



# Adopt US Kids

*Together we hold their future*

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