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Foster Parent Recruitment Campaign

Beth Mullins, Marilyn, Karen, Susan

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Objectives for the Foster Parent Recruitment Plan

- Enhance the Agency's ability to recruit and retain excellent foster parents by
 - Refining/streamlining the licensing process
 - Improving Agency image
(dedicated foster care website)
 - Recognize current foster parents and encourage them to recruit others -

Asking for Governor's Involvement



Strategy #1

Business Process Redesign

- Increased the number of workers dedicated to improving the Foster Care system. This includes hiring new licensing workers, foster care workers and program coordinators, foster family support unit members and recruitment workers
- Resolved confusing licensing requirements by coordinating agreements with DHEC and the state Fire Marshal's office.
- Pulled in community and university partners across the state to support the recruitment efforts because DSS cannot do this alone

Timeframe – June 2015- Present

Initial Licensing Bringing to state
Office - Foster Care Assoc. -
Doing initial intake -
fingerprints & background

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Checks - once cleared by Heatfelt calling - send back
packet to licensing - goal is to meet with all new workers

support unit reached
by both to support &
re-join families - will have
CAR backs to go
(back to 30
family - see families
quarterly - moving
contact, quarterly face

through packet & talking about pop to be served
- setting up DHEC inspection
- setting up fire marshal inspection

Strategy #2: **Governor Haley Announces**
"Champions for Children"
South Carolina's Foster Care Recruitment Campaign

Press Conference

- Kick it off w/ press
conference

Deal Cries

• **Invite**

- Key Legislators
- Foster parents, Carl & Mary Brown and others
- Members of faith community
- Foster care partners, SAFY, Universities
- Invite everyone to be a "Champion for Children"

Op-Ed by the Governor in The State

Timeframe: January 2016

The 'Quiet Crisis'

“South Carolina is faced with yet another crisis: there are simply not enough foster homes to care for the children in the state’s care.

South Carolinians are known for the extraordinary way we deal with crisis. Our children are no exception.”



Feb. - Video by
Governor - 2 minutes -
last two weeks

Video

- Neil Collins - willing to be an
ambassador - good friends
w/ Don Brackum

- Thank current foster parents for all the care and support they provide to youth during a troubling time in their lives.
- Encourage others who have never considered fostering to think seriously about ways they can help SC children.
- Can be used for PSA's, on website and social media

Timeframe: February 2016

DSS - would work w/ ambassadors - Judi Gration &
Neil Collins - to push

Rally at the Statehouse -

Governor involved



- May 2016 kick off Foster Care Awareness Month
 - Newly licensed foster parents
 - Current foster parents
 - Recognize businesses & others who have become “Champions for Children”
 - Recognize foster parents of the year

Attend the Foster Care Conference in May 2016 *Governor to attend*

- Each year, the SC Foster Parent Association hosts an annual conference
- More than 500 foster parents from across the state attend.



Attend Any of the Many Events

2836 - Foster care
1250 - homes 1600 -
homes

- November 19th – Fall Fest- Three Fountains Recreation Center- for Lexington County
- November 19th – Fall Fest- Kate's Skate's – for Union, York, and Chester County
- November 20th – Thanks for Giving – Greenville
- November 20th – Resurrection Church Greenville
- December 4 – Patrick Square Farmer's Market – Clemson
- December 5th - Winter Fest – Simpsonville
- December 15th Foster Parent Night Out – Greenville
- December 22nd - Foster Parent Night Out – Pickens
- January 17, 2016- USC Basketball Game – (DSS Early Care and Education) display booth
- April 30, 2016 Kid's Day of Lexington



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Engage Cabinet Agencies

- Identify, recognize and support their staff who are currently foster parents.
- Provide a link to the foster care recruitment website from their websites
- Encourage agencies who interface with Foster Parents to recognize and support their needs, i.e. DMH, DMV, SLED/DPS, DHHS.
- Encourage others who have never considered fostering to seriously consider ways they can help SC children.

Timeframe: January 2016- Ongoing

Strategy #3 - Recruitment Materials

A Family for
Every Child
Become a
Foster Parent



Consider providing
your commitment,
care & compassion
to South Carolina
children.

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ASK ME ABOUT
being a
**FOSTER
PARENT!**

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More than
4,000 children
in South Carolina need your help.
Become a Resource Foster Parent & help us find
A Family for Every Child

Resource families (families called foster families) get training and support from DSS to provide safe, nurturing, stable homes to children in foster care. Individuals or couples can be licensed as resource parents.

Children in foster care have experienced trauma and need support to help them be a part of strengthening our community and consider answering the critical need for resource families in SC.



To apply, contact your local training or recruitment agency.

The Department of
Social Services needs
your help for teens
in Foster Care.



South Carolina's
shortage of foster homes
affects African American
teen males the most.

**We need
foster homes!**

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Recruitment Materials



- Brochures
- Fliers
- Display Systems in each Region
- Use Governor's Video for PSA's
- New website

○ Scfamilies.org

Recruitment Materials

- Foster Parents as Ambassadors
 - Testimonials
 - Assist with mentoring/supporting newly licensed parent
 - Faith communities
 - Healing professionals
- County Director's & DSS Staff as Recruitment Ambassadors

Each region -
Asking them to have
141 events per year -
asking university
to provide venue &
food for even b
- 53% of foster care kids
are placed out-
side of county

lowest - 383-404
highest - 419

A Sneak Peak...



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Thank you!