

## How will you support and retain resource families throughout the process?

The questions and data described below will be helpful for informing your recruitment, response, and support efforts, but your child welfare system may not currently have a clear way to collect, track, and analyze this data. Start where you are currently in terms of your capacity to capture this information, while also looking for ways to capture this information in more thorough ways in the future.

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? \_\_\_\_\_

Of those, how many families have attended pre-service training?	
Of those, how many were certified/licensed?	

How long, on average, does the process take for families from the point of application to final licensure/approval?

How long, on average, does it take for families to move from one step to the next in the licensing/approval process (listed in table below)?

	Average time
Time from inquiry to initial orientation or discussion?	
Time from orientation to first pre-service training?	
Time to get all paperwork in?	
Time for the study to be completed?	
Time for the worker to write it up and get all needed approvals (e.g., supervisor, review team)?	

**NOTE:** For this section, you may find it helpful to complete the NRCDR’s assessment tool, [“Is Your Response System Family Friendly” \(131 KB PDF\)](#).

1. What areas for improvement were highlighted by the “Is Your Response System Family Friendly?” questionnaire?
2. Based on your data or estimates for how families move through the process and the areas for improvement that you identified above, what adjustments to your current process will be necessary to achieve maximum retention of current resource families and of the new families that will respond to your recruitment efforts?
3. What is your response system approach to responding to families that inquire about foster care or adoption? Do you have appropriate talking points or other messaging for staff to use with inquiring families?
  - a. As you implement your recruitment efforts, how will you ensure that your response messages align with your recruitment messages (e.g., If using localized National Adoption Recruitment Campaign materials, do you have talking points to respond to families who are interested in adopting rather than being foster parents? If you are using recruitment strategies focused on families for older youth, do you have messaging for staff to use about the number of older youth in need of placement and what families should expect?)
  - b. How will your response system begin the process of developing prospective parents’ understanding about the needs of children in foster care, the impact of trauma on children, the range of permanency goals that children in foster care have, the data on how many children are reunified or adopted?
4. How will you build in a way to ask each newly recruited family how they would like to receive support before and after licensing? How will you track how families move through the process from their initial inquiry through to licensure/approval?<sup>1</sup>

**NOTE:** You may find it helpful to consider concepts from market segmentation. In recruiting resource parents, market segmentation can be used to strategically target recruitment efforts to specific neighborhoods and communities where families who are most likely to foster and adopt children in care are located. This is accomplished by gathering, analyzing, and utilizing data about current successful resource families to inform recruitment strategies. Find out more in our [Overview of Market Segmentation \(144 KB PDF\)](#).

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1 One tool to consider using to track families’ progress toward licensure/approval is the [Family Intake Tracking Tool](#) available from AdoptUSKids.