

Appendix U: Colorado’s Foster, Adoptive, and Kinship Diligent Recruitment Plan

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	Project	Description	SFY 20	SFY 21	SFY 22	SFY 23	SFY 24	Targeted Audience	General, Targeted, or Child/Youth Specific Recruitment	Potential Outcomes & Measurements
1	Heart Gallery Website and Ongoing Displays	Create new videos and commission new photographs of children/youth waiting to be adopted. Promote website and children/youth specific adoption via social media, ongoing displays and website. Integrate messages about fostering into the Colorado Heart Gallery.	x	x	x	x	x	Local media, photographers, community partners	General and Child/Youth Specific	Media mentions, website and social media analytics
2	LGBTQ+ marketing	Recruitment efforts specific to the LGBTQ+ community, including digital advertising campaigns, proactive media, marketing collateral and collaborative efforts with child placement agencies and counties, including PrideFest.	x	x	x	x	x	LGBTQ+ community	Targeted	Social media and website analytics, media coverage and interest generated from public events
3	Families of Color Marketing	Recruitment efforts specific to African American, Hispanic, and the Native American/Alaskan Indian community, including digital advertising campaigns, proactive media, and marketing collateral with child placement agencies and counties, including local events.	x	x	x	x	x	Families of Color	Targeted	Social media and website analytics, media coverage and interest generated from public events
4	Foster and Adoptive Family Stories	Develop storytelling tools, including photos, videos and blogs, to highlight real foster and adoptive parents in Colorado. Families highlighted will reflect the recruitment needs across the state.	x	x	x	x	x	Potential foster and adoptive parents	General & Targeted	Media mentions and website analytics

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5	Statewide R&R Materials	Develop printed and digital marketing materials to be used by the state, community partners, child placement agencies and counties to raise awareness for foster care and adoption. Create marketing materials for a variety of cultural groups.	x	x	x	x	x	Counties across the state, general public 21+ and targeted groups as identified in county and child placement agency diligent recruitment plans	General & Targeted	Usage by counties across the state, website analytics
6	Marketing Outreach for Targeted Groups	Digital outreach to communities of color and communities with higher rates of removal to help to ensure foster and adoptive parent population is reflective of the out-of-home population. Additionally, target outreach to recruit foster families that are accepting and affirming of LGBTQ+ children/youth.	x	x	x	x	x	Targeted groups determined by county and child placement agency diligent recruitment plans	Targeted & Child Specific	Media exposure, social media, and website analytics
7	Public Awareness Toolkit	Adoption Month and National Foster Care Month public awareness to assist counties, child placement agencies and community partners in communicating the need for foster and adoptive families. This toolkit will be updated throughout the years.	x	x	x	x	x	Colorado counties, child placement agencies and community partners	General and Targeted	Number of organizations/agencies using resources from the toolkit
8	State funding for local recruitment and retention efforts	Mini grants for county departments and child placement agencies to support implementation of their diligent recruitment plans	x	x	x	x	x	Current and potential foster, adoptive, and kinship parents	All depending on funded effort	County and child placement agency reports on outcomes identified at the time of application

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9	Creating and promoting a new inquiry form for the State of Colorado	Through community and business partnerships, CDHS with OIT are creating a new on line form for those citizens that may be interested in foster care, adoption, or kinship care. This inquiry form will quickly connect those who are interested with a county or child placement agency.	x	x	x	x	x	Broad-based outreach with partners	General and targeted	Track the number of people who inquire about foster/ adoption in Colorado.
10	Creating and promoting a new online foster parent application	Through community and business partnerships, CDHS with OIT are creating a new online form for those citizens that may be interested in applying to be foster parents.	x	x	x	x	x	Broad-based outreach with partners	General and targeted	Track the number of people who apply to be foster parents in Colorado.
11	Community Festivals	With community partners and counties, R&R booths will be located at targeted events throughout the state to raise awareness about foster care, adoption, and kinship care. Examples include Cinco de Mayo, Juneteenth, PrideFest and the Denver March Pow Wow.	x	x	x	x	x	Specific targeted groups at events	Targeted	Feedback from booth volunteers
12	The Adoption Exchange (TAE) Recruitment & Response Team (RRT) & Membership	Information sessions for potential adoptive families, response to inquiries from AdoptUSKids, tracking and follow-up of inquiries, child-specific and general recruitment, matching and referral services, website profiles of waiting children, communication with counties about waiting children/youth.	x	x	x	x	x	Potential adoptive families	General, Targeted, & Child Specific	TAE maintains a database of all children profiled on the website and the recruitment efforts and inquiries for each child, website analytics
13	Professional Development	Additional professional development related to general, targeted and child-specific recruitment	x	x	x	x	x	Professional skill development	NA	New methods and best practices for R&R social marketing

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14	Website Maintenance	Maintain website throughout the year, which will include information about foster care and adoption, county and child placement agency and informational meetings, if possible.	x	x	x	x	x	Colorado general public 21+	General	Website analytics
15	Annual Foster Family Recognition	High profile celebration event	x	x	x	x	x	Current/potential foster families	General	Attendees and media mentions
16	Annual Adoptive Family Recognition	High profile celebration event	x	x	x	x	x	Current/potential adoptive families	General	Attendees and media mentions
17	Geo-Mapping (GIS Technology)	GIS will improve decision making by analyzing spatial relationships that describe the interaction among people, family, community and the environment. The tool will enhance beyond traditional statistics, analysis and visualization to help solve complex problems, support collaboration and simplify data stories in Colorado.	x	x	x	x	x	County, CPA, and current child welfare clients	All	Fewer placement moves, increase in placement providers within area or initial removal