

Recruitment & Retainment Action Plan

Ashe County Department of Social Services

Licensing and Adoptions Social Worker: Tori Logel Licensing and Adoptions Social Work Supervisor: Ed Hurst

Year: 2025

I. Goal(s)

Recruit a minimum of 6 initial/interested foster parents that are sufficient to meet the demand for homes that will care for and meet the needs of children in our agencies care.			
Goal #1:	Strategy	Tasks	Completed and Upcoming
#1: General recruitment marketing by Providing promotional handouts at local business & agencies (Brochures, Flyers, Business Cards, Etc.)	Create Promotional Handouts and Print (Brochures, Flyers, Pull Tab Flyers, FAQ Cards, Etc)	Completed: i. 1/27/2025 through 1/30/2025: Created promotional brochures, business cards, and pull-tab flyers. Upcoming: i. Create FAQ cards ii. 1/29/2025: Placed brochures and business cards at following locations on: - Bohemia - Not Just Old Antiques - Library - The Pregnancy Center - Golden Hour Salon - Ashe Partnership - Ashe Baptist Coalition iii. 5/5/2025: Placed brochures and/or pull-tab posters at the following locations: - Family Central (3 locations) - Salvation Army - Antiques on Main - Millers Country Store	
	Go into local business and provide promotional handouts and network with businesses and agencies		
	Provide promotional items to agency staff who have ability to place promotional items at community groups / organizations		

#2: Engage current foster parents in targeted and general recruitment efforts	Host support groups and events for foster parents and encourage them to invite people in their life who they believe would be interested in/successful at fostering.	Completed: i. 3/20/2025: Held a support group/FAQ Informative session for foster parents to bring friends, families, etc. who would like to learn more about fostering/adopting. Upcoming: i. 5/22/2025: 'Evening in the Park Foster Families and Friends' Foster Parent appreciation lunch in	Provided at every support group	Expectation is to Acquire interested individuals in fostering who have the support and/or recognition by our current foster parents who we have an ongoing relationship and trust with.
#3: Get involved with the community	Create a working partnership with other local agencies to help share the need of foster/adoptive parents	Completed: i. 4/07/2025: Correspondence with Rev. David Blackburn to provide handouts and availability to speak at churches. ii. 5/25/2025: Had meeting with the nest, provided handouts on 5/1/2025 for golf tournament on 5/3/2025 iii. 4/09/2025: Meeting with Foster Connection for potential partnership Upcoming: i. 5/22/2025: 'Evening in the Park Foster Families and Friends' Foster Parent appreciation lunch in	Participation in Christmas in July. Joined the Chamber of Commerce	Attempted to reach out to farmers market several times.
#4: Take part in general and traditional and non-	Advertise using traditional media sources	Advertise using traditional media sources	Processing.	Goal date: 7/1/2025
Set goal to have at least 2 foster parent advertisements monthly	Facebook	Facebook	Facebook	Set goal to have at least 2 foster parent advertisements monthly

traditional avenues of advertising the need for foster parents	Utilize help of restaurants to advertise	<u>Completed:</u> i. 3/20/2025: Menu ad submission to Cruisers American Grill <u>Upcoming:</u> i. Box top pizza slips at Dominos	
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