

Georgia Division of Family & Children Services

Bobby D. Cagle, Director

Moment of Silence



Division of Family & Children Services

Pledge of Allegiance



Division of Family & Children Services

Welcome and Introductions



Division of Family & Children Services

Approval of September 13, 2016 agenda



Division of Family & Children Services

Approval of July 27, 2016 minutes



Board Member Updates



Division of Family & Children Services

Bylaws Committee Update



Division of Family & Children Services



Director's Updates



DFCS Secret Santa Program



- **Program Purpose:** Designed to provide gifts for foster children who may not otherwise receive gifts at Christmas.
- **Program Partners:** Clark Howard, WSB Radio and Georgia Division of Family and Children Services partners with The Society of St. Vincent de Paul Georgia and Wal-Mart.
- **DFCS Project Director:** Donna Pettigrew-Jackson



DFCS Secret Santa Program

- 26th Year of the Christmas Kids Program with Clark Howard and WSB-Radio
- 2nd Year Partnering with St. Vincent DePaul (Contractor)

PROGRAM STATISTICS	2015	2014
Children Served	6798	5185
Counties Participating	118	114



2015 Secret Santa Program Donations

- 1,000+ Individual Donors
- 15 Corporate Sponsors
- **\$406,743 – Total Donations**
 - \$390,719 = Cash and Checks
 - \$11,024 = Gift Cards



DFCS Secret Santa Program Logistics

Due to the number of children served, at three gifts per child, the following is needed:

- A minimum of 125,00 square foot warehouse
- 250+ Volunteers (Warehouse and Wal-Mart events)
- Corporate Sponsors
- Individual Donors



2016 Secret Santa Program Events

Date	Time	Locations
Thursday, December 1, 2016	2:00 – 7:00 PM	970 Mansell Road, Roswell
Friday, December 2, 2016	2:00 – 7:00 PM	4725 Ashford Dunwoody Rd, Atlanta
Saturday, December 3, 2016	9:00 AM – 1:00 PM	3100 Johnson Ferry Rd, Marietta AND 2717 Hwy 54, Peachtree City
Friday, December 9, 2016	2:00 – 7:00 PM	5200 Windward Parkway, Alpharetta
Saturday, December 10, 2016	9:00 AM – 1:00 PM	2635 Pleasant Hill Rd, Duluth AND 1500 Market Place Blvd, Cumming
Sunday, December 11, 2016	9:00 AM – 3:00 PM	210 Cobb Pkwy S, Marietta AND 4004 Lawrenceville Hwy, Lilburn



DFCS Secret Santa Program Websites

Warehouse Volunteers: <http://vhub.at/svdpclarkskids>

Donation Link: <http://dfcs.dhs.georgia.gov/secret-santa-program>
(Click on “Donate Now”)



Questions?



Division of Family & Children Services

LUNCH



Division of Family & Children Services



Division of Family and Children Services

Budget Overview



DFCS Program Budgets

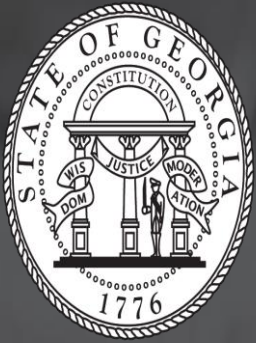
PROGRAM		STATE FUNDS	FEDERAL & OTHER	PERCENT FEDERAL/OTHER
Child Welfare Services		\$158,298,878	\$190,852,275	54.7%
Out-of-Home Care		\$186,536,910	\$91,438,240	32.9%
Adoption Services		\$33,581,624	\$58,838,169	63.7%
Child Abuse & Neglect Prevention		\$1,326,715	\$5,035,253	79.1%
Federal Eligibility Benefits Services		\$118,479,176	\$196,919,711	62.4%
SNF Basic Assistance		\$100,000	\$48,306,610	99.8%
SNF Work Assistance		\$100,000	\$25,567,755	99.6%
Energy Assistance		\$0	\$55,320,027	100%
Afterschool Care		\$0	\$15,500,000	100%
Child Care Services		\$0	\$9,777,346	100%
FFTOA		\$0	\$23,492,930	100%
DFCS Administration		\$8,251,286	\$11,350,847	57.9%



Division of Family & Children Services

Questions?





Georgia Department of Human Services

Office of Human Resource
Management and Development

Human Resources & DFCS Recruitment Overview

Social Service Specialists & Economic Support Specialists

Ann Burris, Assistant Deputy Commissioner

DHS Office of Human Resource Management & Development (OHRMD)

- 60 funded positions serving nearly 9,000 employees
- HR industry “best practice” ratio is 1/100 – 1/120
- DHS/OHRMD ratio is 1/150
- CY 2015 – processed 23,110 transactions
- CY 2016 – processed 21,765 transactions



DHS Office of Human Resource Management & Development (OHRMD)

OHRMD believes the Department, as a whole, can only realize our vision of *Stronger Families for a Stronger Georgia* if its support system is strong.

OHRMD is a large contributor to building a **robust workforce**, as we embrace the Blueprint for Change.

So, we've decided to make some changes to better serve our program employees.



DHS Office of Human Resource Management & Development (OHRMD)

September 15th we're unveiling the new Office of Human Resources, launching Phase I of a number of changes to make the office run more efficiently and help the Department put the right people in the right jobs at the right time.

We're even making the name more efficient! Currently known as OHRMD we will drop the "MD" and simply become "OHR"

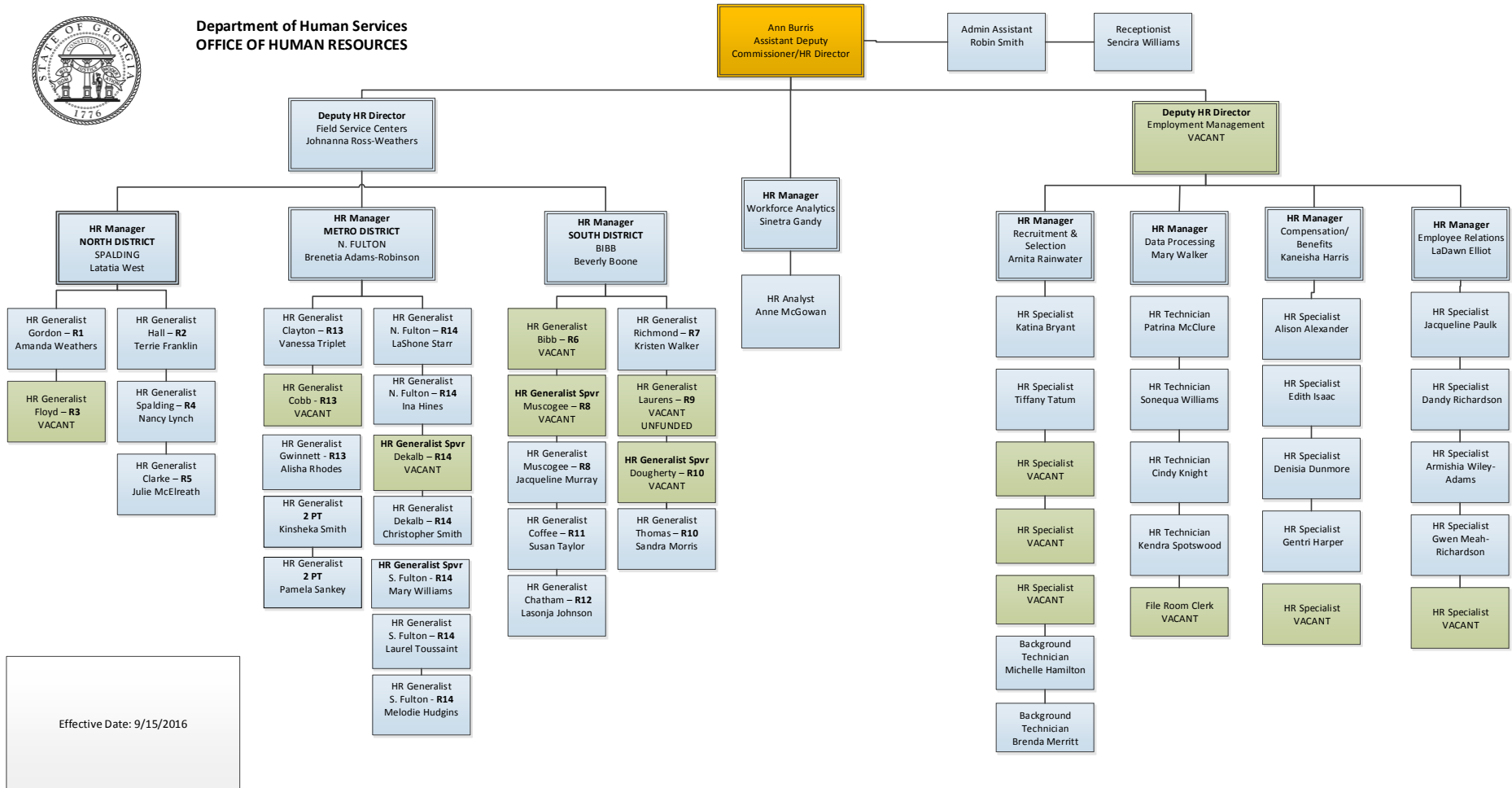
Realigning OHR to better serve by designing our service map to mirror the DFCS regional and district service maps; making our services more local and accessible.



DHS Office of Human Resource Management & Development (OHRMD)



Department of Human Services
OFFICE OF HUMAN RESOURCES



DHS Office of Human Resource Management & Development (OHRMD)

Restructuring activities focusing on People, Processes, and Technology:

1. New OHR organizational chart (Right Person, Right Job)
2. Move towards a Generalists and Specialist model
3. Backfilling vacancies
4. Redesigning and streamlining action forms: Request to Fill, Position Action Request, and Personnel Action Request
5. Reviewing and mapping functional area processes
6. Establishing templates for Job Announcements
7. Designing HR Service Portal for HR field and state office interaction
8. Re-engineering an approval tracking system for faster and easier approvals. This will also provide auditing and accountability



DFCS FY16 / FY17 Recruitment

CHILD WELFARE - Social Service Specialists & Supervisors
OFI - Economic Support Specialists & Supervisors

➤ **DEMOGRAPHICS**

➤ **HIRING ACTIVITY**

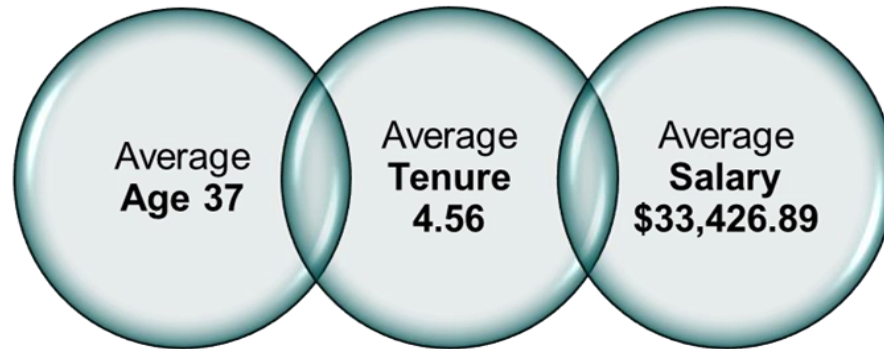
➤ **TURNOVER BY CATEGORY**

➤ **TOP FACTORS INFLUENCING RESIGNATIONS**



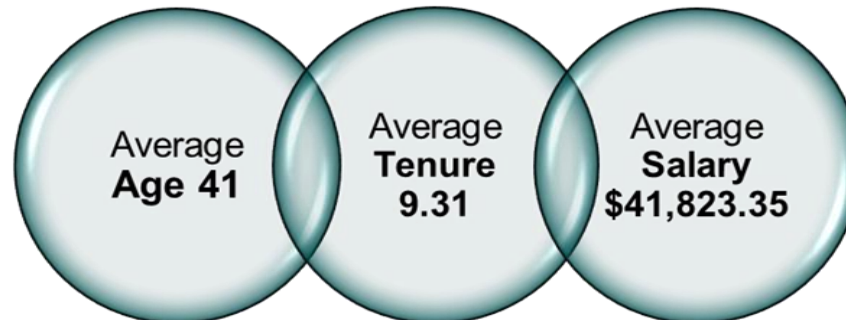
Demographics

Social Service Specialists



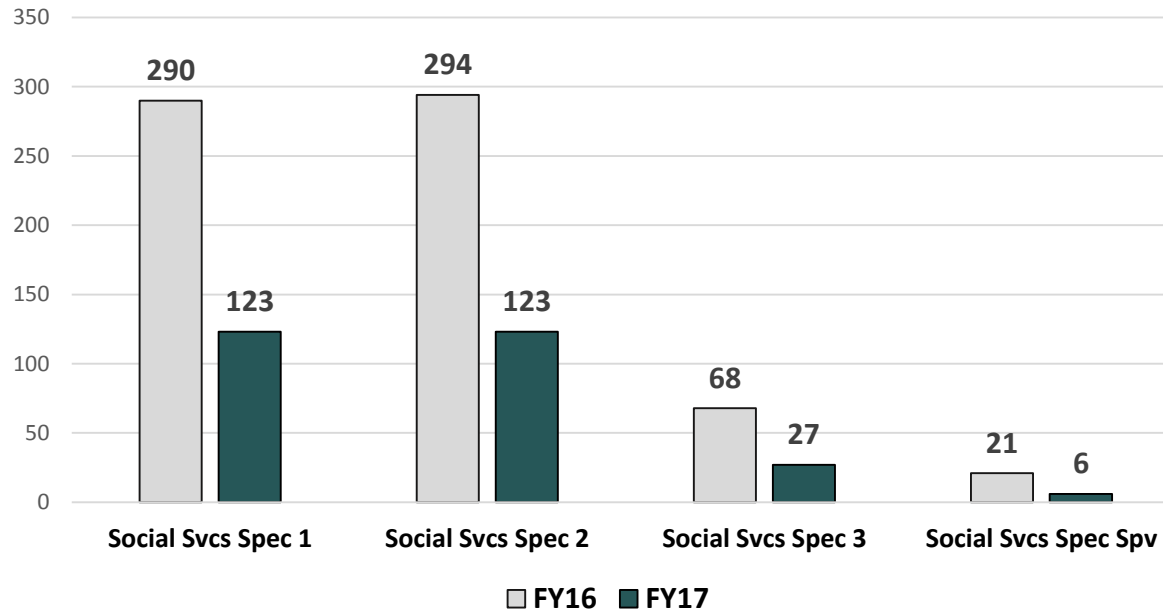
Social Service Specialists Supervisors

Note: Tenure includes overall state of Georgia service



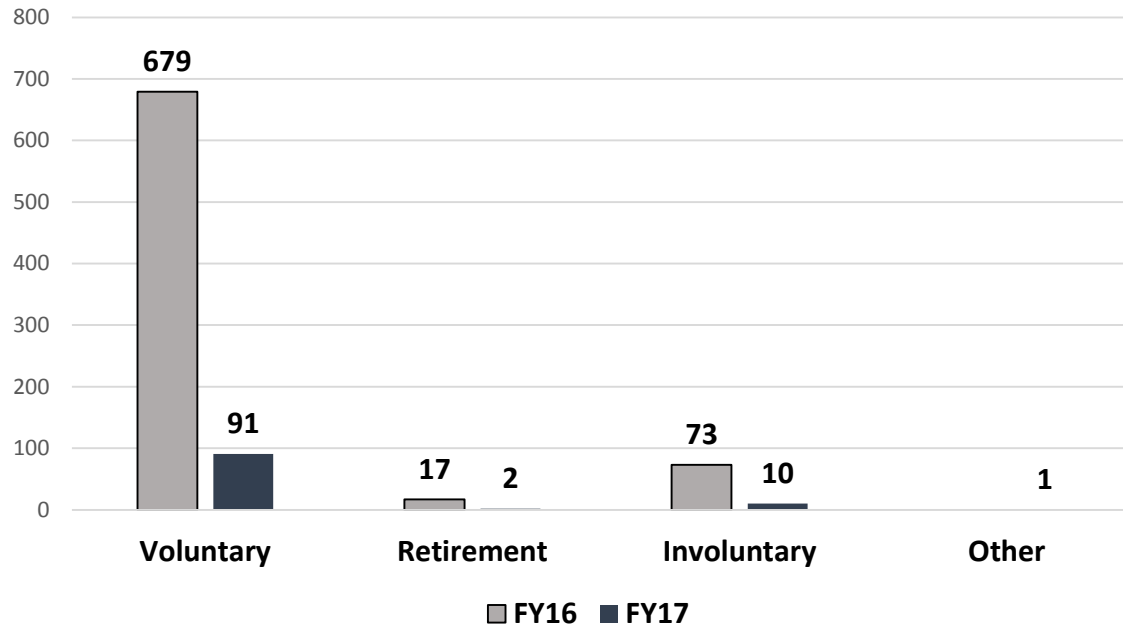
Social Service Specialists Hiring

- Thru 8/31/16 of FY17, there have been 279 additions or replacements to staff; representing 41% of FY16 hiring (673)
- Totals includes new hires, rehires and transfers in – does not include internal promotions



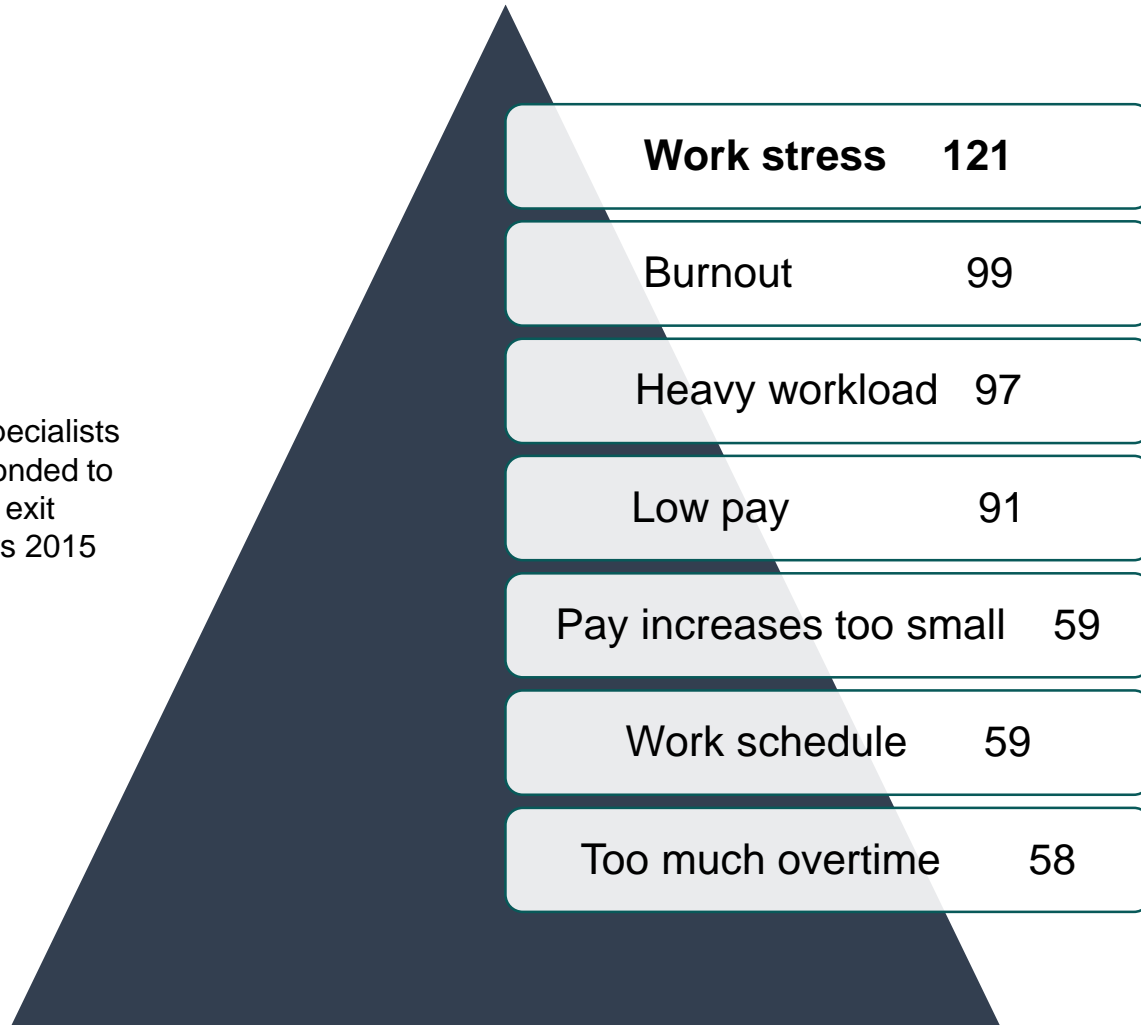
Social Service Specialists / Supervisors Separations By Category

- 88% of FY16 terminations were voluntary resignations; followed by 9% (73) involuntary separations
- SS Specialist FY16 Voluntary Turnover Rate – 32%
- SS Specialist Supervisor FY16 Voluntary Turnover Rate – 17%



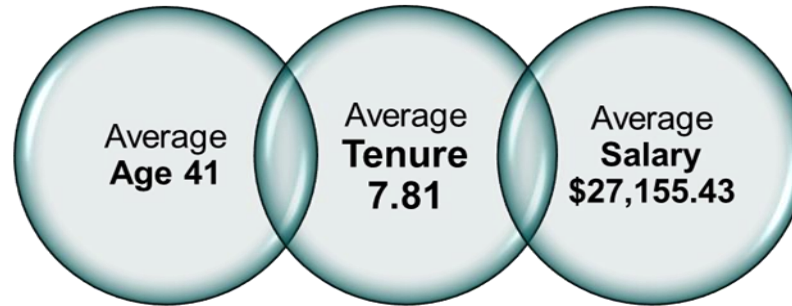
SS Specialists / Supervisors Top Factors Influencing Turnover

A total of 181 SS Specialists & Supervisors responded to this question on the exit survey in fiscal years 2015 and 2016.



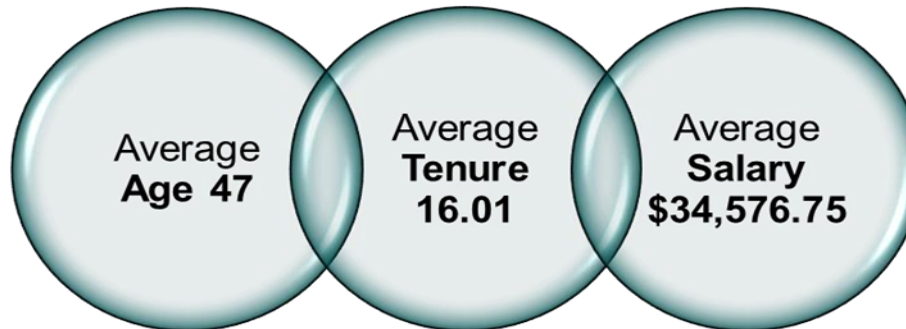
Demographics

Economic Support Specialists



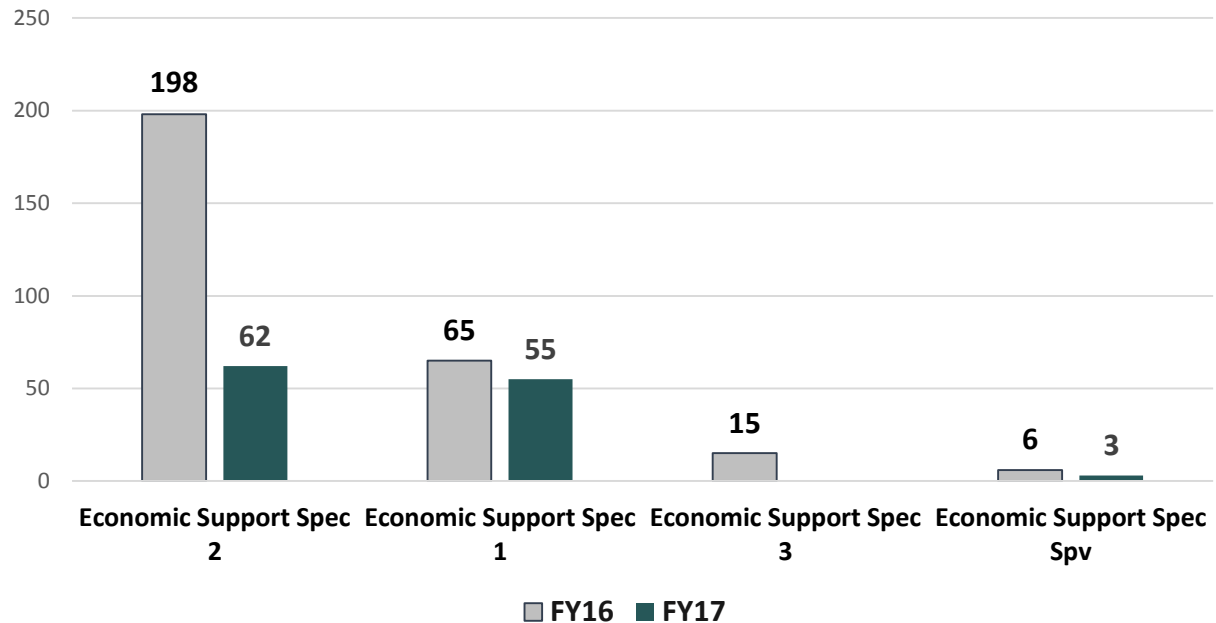
Economic Support Specialists Supervisors

Note: Tenure includes overall state of Georgia service



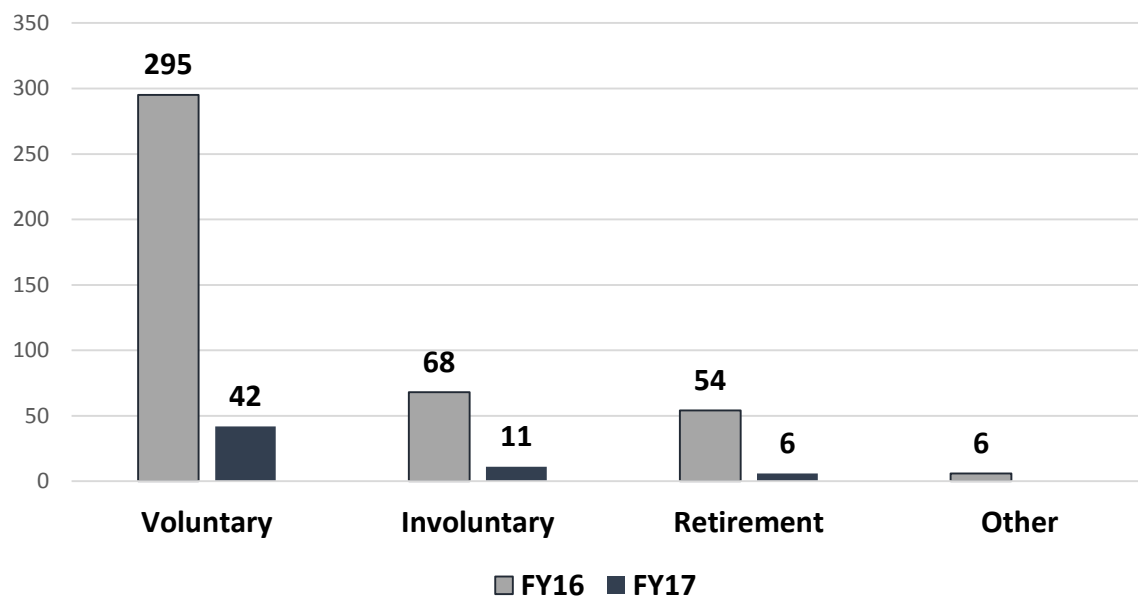
Economic Support Specialists Hiring

- A total of 120 ESS and Supervisors have been hired through 8/31/16; 42% of total hires for FY16 (284)
- Totals do not include internal promotions to staff



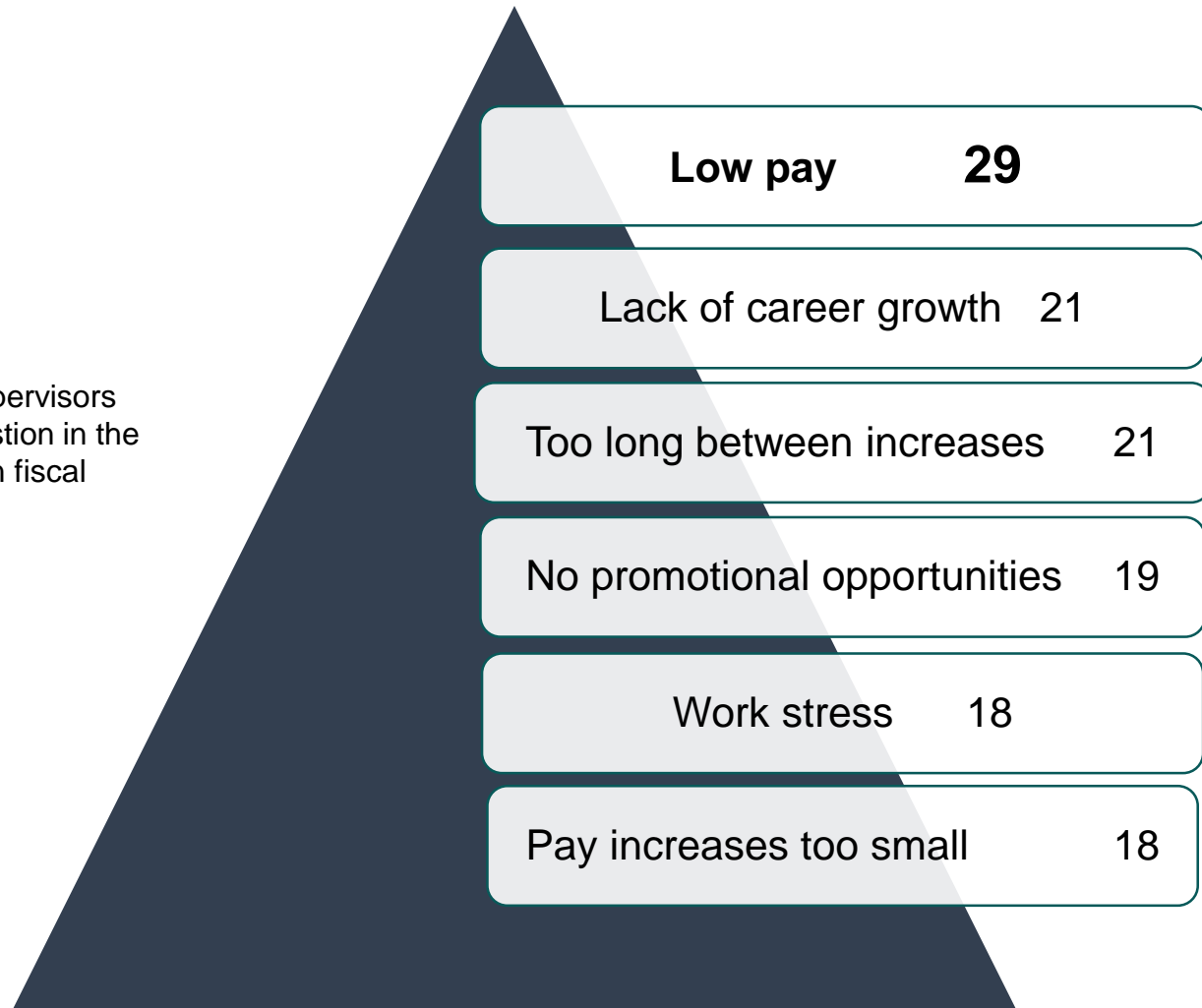
Economic Support Specialists / Supervisors Separations By Category

- 69% (295) of FY16 ESS separations were voluntary resignations; followed by 16% (68) involuntary
- ESS FY16 Voluntary Turnover Rate – 13%
- ESS Supervisor FY16 Voluntary Turnover Rate – 6%



OFI ESS/Supervisors Top Factors Influencing Turnover

A total of 49 ESS / Supervisors responded to this question in the voluntary exit survey in fiscal years 2015 & 2016.



Retention Strategies for Consideration

- 1) Incentive and Career Path project for Economic Support Specialists (ESS) job series
- 2) Incentive and Career Path project for Social Services Specialists (SSS) job series
- 3) Predictive analysis project for hiring



Questions?






Division of Family and Children Services

Office of Family Independence

SNAP Time-Limited ABAWD Expansion




Who are Able Bodied Adult Without Dependents (ABAWDs)?



ABAWDs:
Are ages 18-49
Fit for work
Have no dependents
Not pregnant



Who are NOT Able Bodied Adult Without Dependents (ABAWDs)?



Exemptions include:
50 or older
Physically or mentally unable to work
Currently working or doing community service
Caring for a disabled household member
Receiving unemployment



What does the time-limit mean?

ABAWDS are allowed to receive benefits for only three (3) months in a 36 month period without meeting an ABAWD work requirement:

- employment of 20 hours per week, or
- participation in a qualifying E&T work activity.



Time-Limit Program for Able Bodied Adults without Dependents (ABAWDs)

Effective February 1, 2009, Georgia was approved for a statewide waiver due to the economic downturn. All ABAWDS who lived in Georgia were waived from the time-limits.



Statewide Waiver Ended in 2016

- Effective January 1, 2016, due to the improved economy, Georgia was no longer eligible to waive all 159 counties.
- Due to lower unemployment rates in Cobb, Gwinnett and Hall, these counties were required to operate the ABAWD time-limited program.



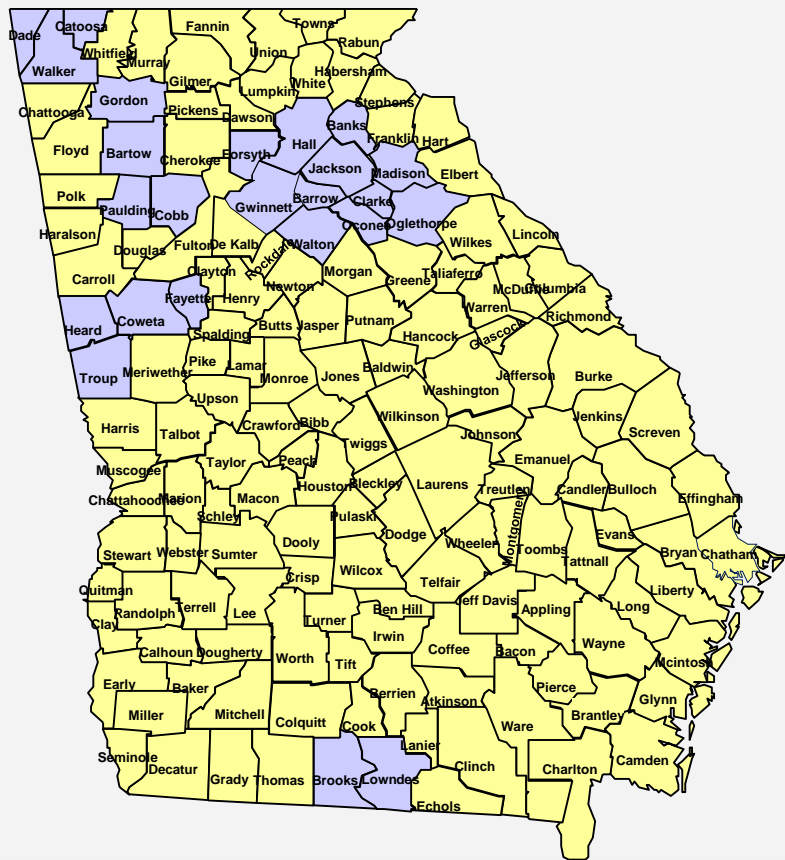
More counties required to participate in 2017

Due to our economy further improving, effective January 1, 2017, Georgia will add 21 counties to the time-limit program, for a total of 24 counties.

The USDA Food and Nutrition Services (FNS), accepted our waiver to exempt the remaining 135 counties.



ABAWD Time-Limited Expansion for 2017



 **2017 Time-Limited 3/36 Counties**

 **ABAWD Waiver Counties**

2017 Time Limit Counties

Banks	Fayette	Oconee
Barrow	Forsyth	Oglethorpe
Bartow	Gordon	Paulding
Brooks	Gwinnett*	Troup
Catoosa	Hall*	Walker
Clarke	Heard	Walton
Cobb*	Jackson	* Active in 2016
Coweta	Lowndes	
Dade	Madison	



Division of Family & Children Services

Current number of ABAWDS in new time-limit counties

106 Banks	132 Dade	1,644 Lowndes
566 Barrow	282 Fayette	217 Madison
976 Bartow	244 Forsyth	102 Oconee
273 Brooks	429 Gordon	102 Oglethorpe
403 Catoosa	996 Gwinnett	811 Paulding
1,276 Clarke	319 Hall	801 Troup
939 Cobb	172 Heard	606 Walker
745 Coweta	379 Jackson	678 Walton
ABAWD Total = 13198		
as of 7.31.16		



How are we preparing for implementation?

- Currently hiring staff in new counties.
- Beginning in October 2016, monthly notices will be sent to ABAWDS in new counties, alerting them of upcoming time-limit requirements.
- Effective January 2017, a detailed notice will be sent monthly to ABAWDs, with contact information for their case manager.



SNAP Works

SNAP Works is the Division's Education and Training (E&T) program specifically to support the SNAP ABAWD customers.



Time Limit Myths vs Facts

MYTH: The Division is closing cases without proper notification to the ABAWD.

FACT: The Division sends multiple notices to the customers asking that they reach out to us to discuss their exemption or to request assistance in participating in the program.



Time Limit Myths vs Facts

MYTH: The Division is closing cases of ABAWDs without ensuring they are truly able bodied.

FACT: The Division has multiple levels of assessment, however since this is a voluntary program, the participant must take the initiative to come in and be assessed for work readiness.



Time Limit Myths vs Facts

MYTH: The Division has no resources to assist those that wish to participate.

FACT: The Division has many resources, however, the customer must take the first step and reach out to their case manager.



Time Limit Myths vs Facts

MYTH: The ABAWD will have trouble getting in touch with their case manager.

FACT: SNAP Works staff are identified on every notice the ABAWD will receive. Contact information for those case managers are included.



Time Limit Myths vs Facts

MYTH: The ABAWD population currently affected is a majority of SNAP Cases.

FACT: The total ABAWD population subject to time limits in 2017 is 13,198. The total number of individuals receiving food stamp benefits in Georgia is 1,677,429 in July 2016. The total ABAWD population in the state is 90,561.



Important to Remember

We have many resources to offer SNAP recipients that will be affected by the time limits, but they have to ask for our assistance.



Questions?



Division of Family & Children Services



Division of Family and Children Services

Office of Child Welfare

Foster Care Recruitment





2016 Foster Caregiver Recruitment Campaign



Division of Family & Children Services

Preparation

- Conducted six focus groups in Northwest, Metro Atlanta, and Southeast Georgia
- Composed of current foster parents and non-foster parents to assess perceptions, motivations, and behaviors related to fostering.
- Recommendations:
 - ☐ Show positive messages and why it's great to foster
 - ☐ Provide statistics of current needs
 - ☐ Provide success stories
 - ☐ Show the positive impact of foster care
 - ☐ Provide a vision that foster parents can help drive change
 - ☐ Show multicultural families to combat stereotypes



Target Audience

- ***Primary Audience:***

- ☐ Females: 35 – 64, HHI: \$30k+

- ***Secondary Audience:***

- ☐ All Adults: 35 – 64, HHI: \$30k+
- ☐ Current Foster Parents
- ☐ Relatives of Foster Children

- ***Tertiary Audience:***

- ☐ Community Influencers/Organizations
- ☐ Schools- Administration, PTA, etc.
- ☐ Media (General Market, African-American)



The campaign will be statewide with major focus cities/areas with high need for foster homes.



Key Target Areas:

Atlanta
NW Georgia
Athens
Brunswick
Savannah
Augusta
Macon
Columbus
Albany
Valdosta



Division of Family & Children Services

Campaign Goal & Objectives

Goal:

- To generate a 20% increase in inquiries (foster and adoption) from 877-210-KIDS and www.fostergeorgia.com.



Objectives:

- **Raise** awareness of the need for foster (and adoptive) parents.
- **Celebrate** and honor foster (and adoptive) parents.
- **Shift** perceptions of the children in DFCS care.
- **Build** awareness of the 1-877-210-KIDS hotline and fostergeorgia.com.
- **Communicate** the *Blueprint for Change*.

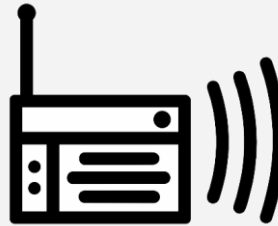


Media Mix

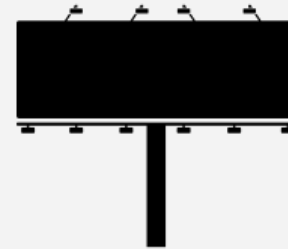
Engage the target audience via multiple touchpoints.



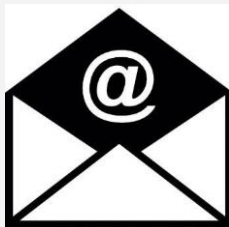
TV



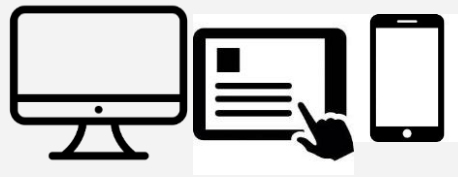
Radio



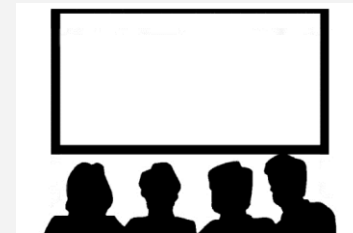
Outdoor



Email



Digital



Cinema



Media Strategy

Television and Radio PSAs

- Disseminate 30 second public service announcements to local broadcast partners throughout the state of Georgia to build campaign awareness.
- Announcements will air during a six (6) month window, September 2016 – March 2017.

Geo-Targeted Digital

- Generate frequency with statewide geo-targeted digital campaign to reach prospective foster/adoptive parents. Channels include desktop, mobile and tablet.



Media Strategy continued

Out-of-Home

- Transit
 - Position the campaign message on the sides of buses in Atlanta and Athens over eight (8) weeks.
- Posters
 - Strategically place the campaign message on poster units throughout the neighborhoods in the remaining markets over eight (8) weeks.

Ambient

- Direct Mail Email Blast
 - Electronic email invitation to become a foster/adoptive parent.
- Cinema
 - Video on screens during the pre-show on 350 screens.
 - Focus on family-friendly movie premieres



Community Outreach Strategy

- Use grassroots community outreach to build awareness of foster/adoption needs within local communities.
- Penetrate local communities by participating in key community events
- Utilize Community Outreach Teams (COT) to generate excitement, provide one-on-one interactions and collect contact information.
- COT interact directly with prospective foster parents and key influencers via events and high traffic locations. They will provide information and direct prospects to the toll-free number or website.



The focus and messaging will change monthly throughout all media to provide synergy and greater impact as the campaign evolves.

- **October:** Foster parent focused
- **November:** Adoption & National Adoption month focused
 - Kids/Teens awaiting adoption
 - Adoptive parent success stories
- **December:** Child-focused stories



Division of Family & Children Services

October – Foster Parent focused



I AM A FIRM BELIEVER IN FAMILY,
LOOKING OUT FOR FAMILY.

CONSIDER FOSTERING A RELATIVE.

fostergeorgia.com



Division of Family
and Children Services



I AM WILLING TO STEP UP, UNTIL
A PARENT CAN STEP BACK IN.

CONSIDER FOSTERING.

fostergeorgia.com



Division of Family
and Children Services



Division of Family & Children Services

October – Foster Parent focused



Division of Family & Children Services

November — Adoptive Parents and National Adoption Month focused



I AM ONE OF MANY TEENS
WHO HOPES ADOPTION'S
STILL POSSIBLE.

CONSIDER ADOPTION.

fostergeorgia.com



Division of Family
and Children Services



Division of Family & Children Services

December — Child focused/Success Stories



I AM LUCKY TO HAVE FOUND
A MOTHER WHO WANTED
MY BROTHER TOO.

CONSIDER FOSTERING OR ADOPTION.

fostergeorgia.com



Division of Family
and Children Services



I AM GRATEFUL TO HAVE BEEN
GIVEN THE GREATEST GIFT OF ALL.

CONSIDER FOSTERING OR ADOPTION.

fostergeorgia.com



Division of Family
and Children Services



Division of Family & Children Services

Getting Ready



Division of Family & Children Services

Prepare to Respond

- Train 14 Regional Resource Development Teams
- Create partnership with 29 CPA providers across the state for onboarding of prospective caregivers



DFCS Resource Developer Training

Full-day training to show RDs how to implement marketing/PR tactics, when and where to utilize the *DFCS*

Fostering/Adoption Recruitment Toolkit, etc.

Communications Training: Foster Parent recruitment campaign overview, marketing 101, recruitment strategies

Media Training: Brand perception exercises, creating an elevator pitch, key messages and mock interviews (for select employees)

Date	Market
August 15	Savannah
August 16	Macon
August 17	Atlanta
August 22	Columbus
August 23	Valdosta
August 25	Atlanta
August 30	Rome
September 7	Macon



Improved Response to Inquiries

- Info session attendance available within 7 days of inquiry.
- IMPACT Pre-Service available within 30 days of inquiry.
- Home assessment approved within 2 weeks of submission.



Questions....



Division of Family & Children Services

Closing Remarks and Adjournment



Division of Family & Children Services