Moment of Silence
Pledge of Allegiance
Welcome and Introductions
Approval of September 13, 2016 agenda
Approval of July 27, 2016 minutes
Board Member Updates
Bylaws Committee Update
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

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

<table>
<thead>
<tr>
<th>PROGRAM STATISTICS</th>
<th>2015</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Children Served</td>
<td>6798</td>
<td>5185</td>
</tr>
<tr>
<td>Counties Participating</td>
<td>118</td>
<td>114</td>
</tr>
</tbody>
</table>
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

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Locations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thursday, December 1, 2016</td>
<td>2:00 – 7:00 PM</td>
<td>970 Mansell Road, Roswell</td>
</tr>
<tr>
<td>Friday, December 2, 2016</td>
<td>2:00 – 7:00 PM</td>
<td>4725 Ashford Dunwoody Rd, Atlanta</td>
</tr>
<tr>
<td>Saturday, December 3, 2016</td>
<td>9:00 AM – 1:00 PM</td>
<td>3100 Johnson Ferry Rd, Marietta&lt;br&gt;2717 Hwy 54, Peachtree City</td>
</tr>
<tr>
<td>Friday, December 9, 2016</td>
<td>2:00 – 7:00 PM</td>
<td>5200 Windward Parkway, Alpharetta</td>
</tr>
<tr>
<td>Saturday, December 10, 2016</td>
<td>9:00 AM – 1:00 PM</td>
<td>2635 Pleasant Hill Rd, Duluth&lt;br&gt;1500 Market Place Blvd, Cumming</td>
</tr>
<tr>
<td>Sunday, December 11, 2016</td>
<td>9:00 AM – 3:00 PM</td>
<td>210 Cobb Pkwy S, Marietta&lt;br&gt;4004 Lawrenceville Hwy, Lilburn</td>
</tr>
</tbody>
</table>
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”)

Division of Family & Children Services
Questions?
LUNCH
Division of Family and Children Services

*Budget Overview*
# DFCS Program Budgets

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

Effective Date: 9/15/2016
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

Average Age 37
Average Tenure 4.56
Average Salary $33,426.89

Social Service Specialists Supervisors

Average Age 41
Average Tenure 9.31
Average Salary $41,823.35

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%

88% of FY16 terminations were voluntary resignations; followed by 9% (73) involuntary separations. SS Specialist FY16 Voluntary Turnover Rate is 32%, and SS Specialist Supervisor FY16 Voluntary Turnover Rate is 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.

- Work stress: 121
- Burnout: 99
- Heavy workload: 97
- Low pay: 91
- Pay increases too small: 59
- Work schedule: 59
- Too much overtime: 58
Demographics
Economic Support Specialists

Average Age 41
Average Tenure 7.81
Average Salary $27,155.43

Economic Support Specialists Supervisors

Average Age 47
Average Tenure 16.01
Average Salary $34,576.75

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
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.

- Low pay: 29
- Lack of career growth: 21
- Too long between increases: 21
- No promotional opportunities: 19
- Work stress: 18
- Pay increases too small: 18
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)?

<table>
<thead>
<tr>
<th>ABAWDs:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Are ages 18-49</td>
</tr>
<tr>
<td>Fit for work</td>
</tr>
<tr>
<td>Have no dependents</td>
</tr>
<tr>
<td>Not pregnant</td>
</tr>
</tbody>
</table>
Who are NOT Able Bodied Adult Without Dependents (ABAWDs)?

<table>
<thead>
<tr>
<th>Exemptions include:</th>
</tr>
</thead>
<tbody>
<tr>
<td>50 or older</td>
</tr>
<tr>
<td>Physically or mentally unable to work</td>
</tr>
<tr>
<td>Currently working or doing community service</td>
</tr>
<tr>
<td>Caring for a disabled household member</td>
</tr>
<tr>
<td>Receiving unemployment</td>
</tr>
</tbody>
</table>
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

<table>
<thead>
<tr>
<th>Counties</th>
<th>2017 Time-Limited 3/36 Counties</th>
<th>ABAWD Waiver Counties</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banks</td>
<td>Fayette</td>
<td>Oconee</td>
</tr>
<tr>
<td>Barrow</td>
<td>Forsyth</td>
<td>Oglethorpe</td>
</tr>
<tr>
<td>Bartow</td>
<td>Gordon</td>
<td>Paulding</td>
</tr>
<tr>
<td>Brooks</td>
<td>Gwinnett*</td>
<td>Troup</td>
</tr>
<tr>
<td>Catoosa</td>
<td>Hall*</td>
<td>Walker</td>
</tr>
<tr>
<td>Clarke</td>
<td>Heard</td>
<td>Walton</td>
</tr>
<tr>
<td>Cobb*</td>
<td>Jackson</td>
<td></td>
</tr>
<tr>
<td>Coweta</td>
<td>Lowndes</td>
<td></td>
</tr>
<tr>
<td>Dade</td>
<td>Madison</td>
<td></td>
</tr>
</tbody>
</table>

*Active in 2016
Current number of ABAWDS in new time-limit counties

<table>
<thead>
<tr>
<th>County</th>
<th>ABAWDS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banks</td>
<td>106</td>
</tr>
<tr>
<td>Dade</td>
<td>132</td>
</tr>
<tr>
<td>Lowndes</td>
<td>1,644</td>
</tr>
<tr>
<td>Barrow</td>
<td>566</td>
</tr>
<tr>
<td>Fayette</td>
<td>282</td>
</tr>
<tr>
<td>Madison</td>
<td>217</td>
</tr>
<tr>
<td>Bartow</td>
<td>976</td>
</tr>
<tr>
<td>Forsyth</td>
<td>244</td>
</tr>
<tr>
<td>Oconee</td>
<td>102</td>
</tr>
<tr>
<td>Brooks</td>
<td>273</td>
</tr>
<tr>
<td>Gordon</td>
<td>429</td>
</tr>
<tr>
<td>Oglethorpe</td>
<td>102</td>
</tr>
<tr>
<td>Catoosa</td>
<td>403</td>
</tr>
<tr>
<td>Gwinnett</td>
<td>996</td>
</tr>
<tr>
<td>Paulding</td>
<td>811</td>
</tr>
<tr>
<td>Clarke</td>
<td>1,276</td>
</tr>
<tr>
<td>Hall</td>
<td>319</td>
</tr>
<tr>
<td>Troup</td>
<td>801</td>
</tr>
<tr>
<td>Cobb</td>
<td>939</td>
</tr>
<tr>
<td>Heard</td>
<td>172</td>
</tr>
<tr>
<td>Walker</td>
<td>606</td>
</tr>
<tr>
<td>Coweta</td>
<td>745</td>
</tr>
<tr>
<td>Jackson</td>
<td>379</td>
</tr>
<tr>
<td>Walton</td>
<td>678</td>
</tr>
</tbody>
</table>

**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?
2016 Foster Caregiver Recruitment Campaign
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 on cities/areas with high need for foster homes.

**Key Target Areas:**
- Atlanta
- NW Georgia
- Athens
- Brunswick
- Savannah
- Augusta
- Macon
- Columbus
- Albany
- Valdosta
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.
Engage the target audience via multiple touchpoints.

**Media Mix**

- 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
October – Foster Parent focused

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

#iamtheblueprint
fostergeorgia.com

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

#iamtheblueprint
fostergeorgia.com
October – Foster Parent focused
November — Adoptive Parents and National Adoption Month focused
I am lucky to have found a mother who wanted my brother too.
Consider fostering or adoption.
fostergeorgia.com

I am grateful to have been given the greatest gift of all.
Consider fostering or adoption.
fostergeorgia.com
Getting Ready

ready. set. go!
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)

<table>
<thead>
<tr>
<th>Date</th>
<th>Market</th>
</tr>
</thead>
<tbody>
<tr>
<td>August 15</td>
<td>Savannah</td>
</tr>
<tr>
<td>August 16</td>
<td>Macon</td>
</tr>
<tr>
<td>August 17</td>
<td>Atlanta</td>
</tr>
<tr>
<td>August 22</td>
<td>Columbus</td>
</tr>
<tr>
<td>August 23</td>
<td>Valdosta</td>
</tr>
<tr>
<td>August 25</td>
<td>Atlanta</td>
</tr>
<tr>
<td>August 30</td>
<td>Rome</td>
</tr>
<tr>
<td>September 7</td>
<td>Macon</td>
</tr>
</tbody>
</table>
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....
Closing Remarks and Adjournment