

**Cuyahoga County Division of Children and Family Services
(CCDCFS)
Policy Statement**

Policy Chapter: Legal, Juvenile Court & Custody Issues
Policy Number: 7.05.03
Policy Name: Creation, Use and Distribution of Video Recruitment Materials

Original Effective Date: 03/31/2011
Revision Date(s): 09/01/2015
Current Revision Date: 10/01/2018
Approved By: Cynthia G. Weiskittel

PURPOSE: To increase Cuyahoga County Division of Children and Family Services (CCDCFS) staff knowledge regarding the creation, use and distribution of video recruitment materials for children in the Permanent Custody of CCDCFS.

SCOPE: This policy pertains to all staff of the Cuyahoga County Division of Children and Family Services and any contracted employee of Cuyahoga County Division of Children and Family Services, including, but not limited to, child specific recruiters, all foster parents and all private foster care or community based agencies.

POLICY

The creation, use and distribution of video recruitment material (VRM) are an essential function to the overall recruitment strategy for all permanent custody youth without an identified permanent family. The use of video recruitment material is a recruitment strategy that can be utilized along with other traditional and non-traditional recruitment methods.

Based on the premise that every child deserves a family, CCDCFS staff and child specific recruiters must exhaust all options in connecting children with potential families. These options include the creation, use and distribution of VRM.

A VRM, sometimes referred to as “Digital Me’s”, can be an effective tool that showcases the individuality of a child and can be seen by potential adoptive families nationwide. CCDCFS staff and child specific recruiters encourage children, who are available for adoption, to participate in creating a VRM and support the youth and their caregivers through the process of creation and distribution of the material.

PROCEDURES

1. WOR and/or child specific recruiters make a referral to an outside partner agency for the creation and editing of video recruitment material (VRM).
2. WOR and/or child specific recruiters work with the partner agency to identify a date and time for VRM to be created.
3. WOR and/or child specific recruiters complete the Child Preparation Form in two sessions. The first session consists of the WOR and/or child specific recruiters and youth completing the Child Preparation Form together. The second session consists of the WOR and/or child specific recruiters, youth and a representative from the partner agency reviewing the completed Child Preparation Form prior to creating the VRM.
4. WOR and/or child specific recruiters discuss and provide an information sheet to the foster parent regarding expectations and guidelines for the youth participating in the VRM.
5. WOR and/or child specific recruiters accompany the youth to the creation of the VRM to provide process oversight and support the youth during the creation of the VRM.
6. Approximately 60 days after creation of the VRM, WOR and/or child specific recruiters contact the partner agency if a finalized VRM is not received by Division of Children and Family Services.
7. WOR and/or child specific recruiters review the VRM for content and quality and report any inappropriate material to their Supervisor and Senior Supervisor. Portable DVD players are available for this purpose through the Adoption Matching Coordinators. The outside partner agency is not permitted to use or distribute the VRM until approved by DCFS Senior Supervisory staff.
8. WOR and/or child specific recruiters report any concerns with the VRM to their Supervisor, if necessary. The Supervisor reviews the VRM and contacts the Senior Supervisor and partner agency with the concerns.
9. If no concerns are noted with the VRM, WOR and/or child specific recruiters request an additional 5 copies for future recruitment activities, including but not limited to, Neighborhood Collaboratives, Northeast Ohio Adoption Resource Exchange, Adoption Events, and the Statewide Matching Expo. Under **no** circumstances can outside providers make additional copies at their own discretion or expense. Requests for additional copies must be made by a Senior Supervisor.

10. All inquiries received regarding a youth with a VRM will be directed to the AdoptUsKids website, www.adoptuskids.org, to view the VRM. WOR and/or child specific recruiters should **not** mail a copy of the VRM to the inquirer.
11. Upon termination of permanent custody, the WOR and/or child specific recruiters provide a copy of the VRM to the youth or adoptive family. WOR and/or child specific recruiters notify all recruitment contacts, if the child is no longer available. The partner agency returns all copies of the VRM to CCDCFS.
12. The youth may revoke the right to utilize or disseminate the Video Recruitment material at any time. Once the youth has determined that they no longer wish to participate in recruitment efforts involving video recruitment materials, the WOR and/or child specific recruiters collect all copies of the VRM and places them in the youth's record.

SEE ALSO:

FORMS

Photograph/Video Recruitment Material Referral
Youth Participation Form
Digital Me: Script
Digital Me Interview Questions