



U.S. Department of Health and Human Services
Administration for Children and Families
Office of Family Assistance

National
Responsible
Fatherhood Clearinghouse



NRFC Webinar Series: Response to Questions Outreach and Recruitment: Best Practices for Fatherhood Practitioners

July 16, 2014

Moderator:

- Patrick Patterson, National Responsible Fatherhood Clearinghouse (NRFC)

Opening Remarks:

- Lisa Washington-Thomas, NRFC COTR, Office of Family Assistance

Presenters:

- Nigel Vann, National Responsible Fatherhood Clearinghouse
- Barry McIntosh, Young Fathers of Santa Fe
- James Worthy, Consultant

This document addresses questions presented, but not addressed, during this NRFC Webinar. For questions addressed during the webinar, please refer to the Webinar Transcript. For more information contact the NRFC via email at info@fatherhood.gov.

Question

Do you have any recommendations on how we can hire the best/right sort of recruitment staff? There are many options out there, but if you have recommendations, so we don't waste time/money on poor performers, that would be very helpful!

Response provided by Barry McIntosh

There are many facets of a great outreach recruitment performer:

- People skills.
- Positive attitude.
- Self-starter.
- Passionate about the program.
- Ability to articulate the message and connect with the client population.
- Knowledge of the community.
- Great networker.

Trust your intuition when you interview candidates. Look for indications that they possess these characteristics. Past participants can be very effective at recruitment work.

One last thing is to make sure they are able to see the potential in clients. Fathers, especially young fathers, will know hypocrisy when they see it.

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Response provided by James Worthy

One of the best ways to recruit and train staff is to run an internship program. This gives you the opportunity to assess the skills and talents of program completers. We utilized this process to allow my former program to have 25-30% of the total staff to be former participants. The great part is that they are extremely loyal and believe in the program and process. Another benefit is you have totally vetted their backgrounds and skills sets.

Question/Statement

It would be outstanding if agencies would hire some of our fathers that may have completed the program. I believe this sends a major message.

Response provided by Barry McIntosh

Great idea nobody knows the program that someone who's been there and can connect to the client population.

Response provided by James Worthy

Absolutely, this speaks to my prior answer.

Question

Mr. Worthy: Can you explain how you recruit and retain Head Start/Early Head Start (HS/EHS) fathers vs fathers from the community.

Response provided by James Worthy

Head Start gives you a great opportunity to find and recruit dads. It starts with the family assessment done by the Family Services Coordinator (FSC). It must be part of the program's philosophy that the FSC finds out where the father and father figures are in the family. It also helps if you are able to have one of your staff be focused on this aspect. If recruiting dads is "new" to your staff you will have to do some internal training to make sure they know how and what to do when engaging fathers.

Response provided by Barry McIntosh

I'll just add that HS/EHS dads are sometimes easier to reach and connect with since their children are in a program as opposed to fathers in the community. But I think the key is the same: find out their needs and address them as much as you can. Periodically check with the client to see if their needs are still being met, if not adjust as necessary.