



# Clark County Department of Family Services

## Community Partnerships Workgroup

Minutes for 08/12/14

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### Present

Chair Mari Parlade, DFS  
Co-Chair Leslie Murdock, Legal Aid Center of Southern Nevada  
Co-Chair Denise Tanata Ashby, Children's Advocacy Alliance  
Cindy Lubiartz, Care Meridian  
Mike Pochowski, Foster Parent  
Jessica Roe, The Adoption Exchange  
Shelia Parks, CASA  
André Wade, DFS  
Carolyn Potter, DFS  
Denise Parker, DFS – QPI  
Tara Donahue, DFS  
Samantha Charles, DFS  
Kevin MacDonald, DFS

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### Agenda

- Tour Care Meridian facility
- Thank you to Care Meridian for hosting lunch
- Minutes from July 8, 2014 QPI Community Partnerships Workgroup Meeting distributed
- Foster Friends Program and Conference Updates
- Foster Friends Structure & Process
- Identify Subcommittees and Next Steps

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### Minutes

#### Partner Updates

- Recognition: Cindy Lubiartz of Care Meridian for generously sponsoring this luncheon meeting and providing a tour of the facility
- Introduction: Denise Tanata-Ashby with Children's Advocacy Alliance stepping in for Shauna Davis

#### Minutes from July 8, 2014

- Minutes were distributed from last meeting for review

## **Foster Friends Conference**

- To be held the week of Nevada Step-Up for Kids (9/22/14). Dates for conference to be 9/23 and 9/24 at Wynn Las Vegas. Wynn is generously sponsoring and hosting this conference. In doing so, they are spearheading what the business engagement component of Foster Friends looks like.
- Meeting with marketing consultant to rename conference – any ideas from attendees? We took Foster Friends name from other jurisdictions that conduct this type of program.
- We have received preliminary responses to Caregiver Survey Results, answering our question as to what types of support foster families would like to receive from community partners.
- Inviting non child welfare members to the table requires different messaging than our traditional child welfare partners require.
- The committee has developed a preliminary invite list of individuals and representatives to invite to the conference; initial list has been forwarded to Wynn representatives. Committee to review list and provide feedback on any additional invitees.
- DFS Community Partnerships & Engagement Team: Samantha to work on media relations and overall campaign perspective; Carolyn will manage donor relations angle; Kevin will handle collateral materials; and André will oversee structure and process.
- Project WE and Jeff Penix's role at conference – video diaries to be presented at beginning of session. Jacobi's & Alexis' story about growing up in foster care and the role the community had on their success.
- At conference, the committee should find a mechanism for allowing foster youth to tell their stories to community partners in the opening portion of the conference.
- Foster parents can speak to rewards and challenges of fostering; business leaders can speak to the benefits of why they support what we do. The three Community Partner co-chairs will speak as to the importance of this program. Each of the three groups will speak to the collective group in 15 minute tradeshows, facilitated by Tom Waite.
- Tom Waite will facilitate group exercises that involve attendees completing an individual exercise on how this Program would be successfully implemented; with report-outs to subgroups to identify recurring themes; with a final report-out to the large group. By the end of the conference, we will have created a consolidated model that provides the roadmap to how this Foster Friend Program will be a success.
- Part of the Foster Friends program should include creating a business guide that includes sponsorships, donations, mentoring, CASA volunteering, educational tutoring, etc. The conference will serve as the point of soliciting additional ideas – beyond those being suggested or exemplified by DFS.
- The Foster Friends Conference is a byproduct of the Building Connections conference - representing one element of systemic change that arose from that effort last year.
- Building Connections established the dialogue; this conference will identify the solutions. Title conference "Building Solutions."
- Additional commentary regarding having a different youth voice at the conference – bringing in kids that are struggling to make it. Perhaps look for former foster youth who are struggling in today's world. They could either participate in a fourth tradeshow, or be part of the intro.
- Marketing campaign was introduced and discussed at length. Commissioners Brager & Giunchigliani would like to participate in news conference. News conference to take place after

Building Solutions – campaign to then run for the first two weeks of October. Elements of Foster Friend program to stand alone – aside from volunteer opportunities, recruitment, etc.

- 6 categories were previously identified as how people interested can help – these categories should be put on either the Foster Friends application or interest card at end of conference.
- Workgroup suggested adding to interest card, contact information of other individuals/businesses that attendees know of who would be interested in participating.
- Revisit Community We Will education component to better align with long-term impact.
- Brief request for community partners currently at the workgroup table to assist with covering costs of collaterals (i.e. pad folio that includes logos of Workgroup partners). Request made to provide individual items to add to giveaways to Carolyn. Children’s Advocacy Alliance and Adoption Exchange to support costs of conference items – such as messenger bag.
- Two subcommittees being established – (1) Structure & Process and (2) Conference Planning Committees.
  1. Structure Subcommittee involves orchestrating how we are going to market to volunteers; will take a look at how LACSN and CASA do it. First meeting scheduled for **Monday, August 18, at LACSN at 2pm.**
  2. Conference Planning Subcommittee will attend regular, weekly meetings up until the conference date. **First meeting scheduled for Friday, August 29, at DFS Central at 10am.**
- QPI Community Partnerships workgroup members to be emailed to identify which committee they can, if any, participate in.

#### **Foster Friends Speaking Points**

**Foster Friends** is a program the Department of Family Services is currently developing to provide an opportunity for businesses, the faith community, LGBT community, charitable organizations; etc. to support children in foster care - and their caregivers - in ways other than becoming a foster parent. Examples of support and partnerships include:

- Local businesses can provide discounts to foster parents and/or display foster parent recruitment materials
- Faith-based organizations can recruit members who may be interested in providing supervision of children at Foster Friendly events or other types of support to families
- Organizations or individuals can organize a donation drive

The opportunities are nearly limitless based upon what the partner has to offer. No idea is too small. If you are interested in learning more about the Foster Friends program, which will be rolled out in September, you are welcome to call 702-455-1196.

**Next Meeting – Tuesday, September 9, 2014 10pm – 12pm,**  
**DFS Central located at 121 S Martin Luther King Blvd.**