



Clark County Department of Family Services

Communications Workgroup

Minutes for February 5, 2015

Present

Anne-Marie Abruscato, Mojave Adult, Child and Family Services
Julie Dahlen, DFS/Foster Parent
Brenda Herbstman, DFS
Felicia Jackson, DFS
Mark Lissor, DFS
Kevin MacDonald, DFS
Denise Parker, DFS
Regina Wyman, DFS

Agenda

QPI Overview
Upcoming QPI National Conference
Caregiver Courier February Issue Review
Caregiver Courier Content Review
Communications Workgroup Mailing List Review
Other Workgroup Business

Meeting Minutes

QPI overview

- QPI has been a part of DFS since 2011.
- Denise Parker was recruited from Tampa to assist DFS with its QPI implementation.
- Primary goal: integrate and understanding of QPI across both internal and external audiences
- QPI Workgroups
 - Child Welfare – Partnership agreement, etc.
 - Communication—Advise on methods of reaching all DFS audiences, integrating the QPI message
 - Community Partnerships – Involve community within child welfare system (Foster Friends)
 - Recruitment – Market Segmentation
 - Support & Retention – Example of work: Caregiver survey
 - Training

Upcoming QPI National Conference

- Breakout sessions
 - Foster parents
 - Recruitment
 - Leadership
 - Case management
 - Changing the whole mindset about fostering teens

Caregiver Courier February Issue Review

- Content
 - Spring Fling
 - “Spotlight on Quality”—Nominate a case manager or caregiver
 - Quality caregiver, quality case manager
 - Nominations sent to FPCP
 - Shoot a video (once per quarter)
 - B. Herbstman will confirm and approve
 - Minnie Hill will be featured in this issue

Caregiver Courier Content Review

- March
 - Spring break with children in foster care (Mark Lissor)
 - Commissioner Weekly’s Egg Hunt reminder (MacDonald)
 - Councilman Ross’s Spring Fling reminder (MacDonald)
 - Passport for Partnership save the date (D. Parker/B. Herbstman)
 - Spotlight on Quality profile (B. Herbstman)
 - Dr. Zeanah event recap (D. Parker)
 - Youth Corner/Independent Living update (R. Wyman)
 - Deadline for article submission: Feb. 12 (second Thursday)
 - Courier draft review to workgroup: Feb. 13
 - Changes submitted to MacDonald: Feb. 17
 - Final draft sent to mgt. for approval: Feb. 19
 - Publication date: March 5 (First Thursday)
- April
 - Child Abuse Prevention Month
 - Community events
 - Article about child abuse (Anne-Marie)
 - If you’re stressed
 - Things quality caregivers do to cope with behavior***
 - If you see abuse
 - Coping mechanisms
 - Dr. “Xena” summary
 - Workgroup Spotlight: Support & Retention
 - Youth corner: IL Update (Regina)
 - Focus on visitation (DP)
 - Passport or Partnership
- May
 - Foster Care Awareness Month

Communications Workgroup Mailing List Review

- Review agencies
- MacDonald to add new workgroup members' contact info
- Denise will review any additions/changes

Other Workgroup Business

- B. Herbstman is installing bulletin boards at all DFS locations
 - 3 x 5 on each site
 - Updated monthly
 - 10 boards, total
 - Will focus on QPI communications
- Communications Workgroup meetings will now be held the third Thursday of each month
 - Starting with Feb. 17
- Voicemail/email inconsistency
 - DFS employees need to manage out-of-office voicemail messages to reflect QPI

Next Meeting

9:30 a.m. Thursday, February 19, 2015
DFS Central Storey Room
121 S. Martin Luther King Blvd.