



# Clark County Department of Family Services

## Communications Plan Workgroup

Minutes for 03/05/14

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### Present

André C. Wade (DFS), Jennifer Erbes (Maple Star), Anne-Marie Abruscato (Mojave Mental Health), Kevin MacDonald (DFS), Denise Parker (QPI/DFS), Brenda Herbstman (DFS), Kristi Jourdan (DFS)

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### Agenda

- Caregiver Courier (content, themes, editorial timeline, process)
- Documents from Christina Vela
- New initiatives
- Calendar of Events
- DFS Calendar of Events

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### Minutes

- The Caregiver Courier that was e-mailed out had a 35% open rate; 16% click through rate out of about 800 ppl with about 100 bounce backs.
- The workgroup reviewed the proposed timeline to creating, editing and disseminating the Courier.
- The printed copy of the Courier will start to be developed once Adobe Creative Suite has been obtained.
- Agency directors were sent the Courier. Jennifer will send it to them again.
- Idea: Tweet out Caregiver Courier by Erik Pappa (County Public Relations) and have it go out on Facebook.
- Video: Denise Parker to ask for submissions for caregiver nominations by video.
- Will need to contact Erik Pappa to see about uploading the videos on You Tube. Will have to have the videos completed on a separate timelines than the written articles.
- The random acts of kindness article that was featured in the Courier will be included in the DFS all-staff newsletter.

### Caregiver Courier Content Discussion

- Prevent Child Abuse as theme.
- Pinwheels for Prevention
- Anne-Marie will work to have someone write an article on self-care.

- General child abuse prevention month – perhaps ask a youth to write an article from their perspective.
- Calendar of events.
- QPI – white paper
- Hotline
- Video
- Urban League information
- List of foster parent groups.
- Brenda will contact Anya for more information regarding the article about the worker helping out with an adoption – May?
- Ask Larry Bowen to write an article encouraging foster parents to have on-line access.
- Internal communication – what can be done to spread the word about QPI?
  - Ongoing all-sups meetings
  - Talking more to sups about living the brand
  - E-mail caregiver courier to managers to disseminate to their staff
  - Quarterly director site-visits (touch upon QPI)
  - Go to unit meetings
  - New-hire trainings
- Idea: Channel 4 video – talk about QPI. Maybe someone like Alexandria Vrelea could host.
- Review of documents from Christina Vela
- Discussed creating a communication plan
  - Task: Workgroup is to send bullet points to Kevin by 3/12.
- Discussed what are the goals and objectives of DFS
- Key message points
- Audience
- Youth engagement idea – ongoing youth component
- Craft speaking points for specific audiences:
  - Staff, foster parents, agencies
- Calendars
  - Denise handed out a copy
  - QPI Calendar on-line
  - Kristi to send out in DFS newsletter.

**Next Meeting:** Thursday, April 3 at 9a at the DFS Central site in the Storey Room.