



# Clark County Department of Family Services

## Communications Plan Workgroup

Agenda for 06/05/14

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**Present:** André Wade (DFS), Jennifer Erbes (Maple Star), Anne-Marie Abruscato (Mojave Mental Health), Kevin MacDonald (DFS), Denise Parker (DFS/QPI), Brenda Herbstman (DFS), Shannon Rooney (DFS), Carla Bishop (The Adoption Exchange), Barbara Straight (DFS)

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### Agenda

- Caregiver Courier Content Form (André/Kevin)
  - June Courier Content review(All)
  - July Courier Content
  - Communication Plan (All)
  - Marketing Webinar
  - Other
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### Minutes

- A new template for brainstorming and compiling content for the Caregiver Courier was shared, discussed and used. The template recommends up to about 5 stories per issue with overarching topics such as: Top Article, Guest Writer, Caregiver Spotlight, DFS and/or QPI-specific Article and Reminder/"Did You Know" – all of which is a guideline.
- June content: (previously discussed)
  - Same sex adoptions/Pride
  - Bothe family article – Q/A style (questions forwarded by workgroup)(Denise will reach out to family and request)(Deadline is 6/13)
  - Family reunification month
  - Collaboration/partnership article
  - Adoption profiles
  - Father's Day
  - Teen article
  - Summer activities
- July content:
  - Story 1 – Info Article about FAAYT (Andre)
  - Story 2 – Teen Perspective/Q&A of multiple kids (Andre)
  - Story 3 – Caregiver Spotlight (if there is a submission)
  - Story 3a – CCSD Resources (Andre)

- Story 4 – Respite/Vacation (Denise & Jennifer)
  - Story 5 – Back to School Back to Basics Drive
  - Other – Information on City of Las Vegas Back to School drives (Shannon)
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- A discussion was had about adoption profiles listed on websites and out of state adoptions. Barbara Straight had a question about how local families become aware of children in need of adoption, in addition to out of state families. There has been an increase in the number of out of state adoptions.
  - There was a discussion about foster parent reimbursement rates that will change for particular caregivers. Information needs to go out, but how is important as to not confuse people who are not affected. Different communication channels were discussed.
  - The QPI Marketing webinar was discussed.
  - The Communications plan was discussed.

**Next Meeting:**

For the month of July: Thursday, July 10, 2014 – 9a to 11a at the DFS Central Site: 121 S MLK Blvd: Lincoln Room

~~1<sup>st</sup> Thursday of every month from 9am to 1030am at the DFS Central Site: 121 S MLK Blvd: Storey Room~~