



Clark County Department of Family Services

Communications Workgroup

Minutes for July 10, 2014

Present

Brenda Herbstman, DFS / SPU
Kevin MacDonald, DFS / CPE
Margaret Newman, DFS / SPM
Denise Parker, DFS / QPI
Mike Pochowski, Foster/Adoptive Parent
André Wade, DFS / CPE

Agenda

- August/September/October Caregiver Courier Content
- Internal Communications Plan
- Initiatives/Projects to Work On
- Other

Minutes

Caregiver Courier Contents

- July issue was sent today
- No June issue
- Plan is now for Communications Workgroup to build out content at monthly meetings for several months-worth of content

Current Caregiver Courier Schedule/Plan

- Releases third week of month
- Include about five articles per issue

New Caregiver Courier Schedule/Process Proposal

- Release issue same day as monthly QPI Communications Workgroup meetings (1st Thursday of month)
- New review process
 - Third week of month: CPE composes/edits
 - Reviewed by Communications Workgroup
 - Last Tuesday of month: Sent to K. Jourdan for edits
 - Last Thursday of month: Sent to C. Vela & M. Knight for final approval
 - Once approved, Courier is queued for release on first Thursday of month

Caregiver Courier: August Issue “Back to School”

- CCSD resources (on Just In Time website) to kick off Back-to-School
- Register Foster Kids for School ASAP (Brenda)
- Respite care article I: “Changes are coming.” (Denise)
 - Respite payment will be changed within one or two months (not public knowledge)
- Caregiver Spotlight: Middle school teacher Kara Dean
 - Fosters teens (Eduardo Alvarez)
 - Why did you become a foster parent? Inspired by student in class
 - How long?
 - Tell your personal story
- “In your own words...” Call for parents to submit their stories
- FAAYT article (André)
- Caregiver Survey is now closed

Caregiver Courier: September Issue

- Caregiver Survey results (Shannon Rooney)
- Foster Friends Conference: call to action to FPs to learn whom they'd like us to contact
- Caregiver Spotlight: Mike Pochowski
 - 250 – 400 words about being a foster/adoptive parent
- Amanda Haboush (UNLV): Step up for Kids
- Respite article II: Holidays are coming, do you need respite care? (Denise)
 - Underlying point: Child Haven is not for respite care. It's not a hotel!
- FAAYT article (André)

Caregiver Courier: October Issue (Theme: Halloween)

- Upcoming Halloween activities & events for foster kids
- Foster parent holiday crafts ideas
- Respite article III: List of respite care providers, by zip code (Mike Pochowski)
- Halloween costume donations -- Jessica Roe
- Winter coat drive???
- Halloween costume drive
- Foster Friends Conference Recap

Caregiver Courier: November Issue (Theme: Adoption Month)

- Holiday celebrations for foster families
- Interfaith fostering
- Adoption Month

Communications Plan

- AW gave to Christina for her feedback
- Need to discuss internal communications portion
 - Denise: concepts need to be embraced and then integrated

- Frontline employees need to buy into QPI
- QPI is “the way we do business”

Channels

- LRL email
- M team
- Supervisor meeting
- Leadership group
- Unit meetings
- Site meetings
- DFS staff meetings
- Fliers, posters, etc.
- Caregiver Courier
- “Lunch & Learn” sessions
- Town Halls

Messages to Communicate to Internal Audiences

- QPI Branding statement
- QPI talking points
- Read Caregiver Courier
- Projects initiatives

Other Messaging Ideas

- QPI Messaging
- Email signatures
- Voicemail messages

Next Steps

- Develop internal communications plan for QPI
 - Goals
 - Objectives
 - Strategies
 - Tactics

Initiatives/Projects to Work On

“Gifting” Frequent Flyer Miles

- Task C. Potter with learning options
- Other contacts: Carlos Abis and Wendy Wolkenstein

Next Meeting – Thursday, August 7, 2014 10am – 12pm, Lincoln Room, DFS Central 121 S. MLK