



# Clark County Department of Family Services

## Communications Workgroup

Minutes for August 7, 2014

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### Present

Anne-Marie Abruscato, Mojave Adult, Child and Family Services  
Jennifer Erbes, Maplestar  
Brenda Herbstman, DFS / SPU  
Kevin MacDonald, DFS / CPE  
Denise Parker, DFS / QPI  
André Wade, DFS / CPE

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### Agenda

- September/October Caregiver Courier Content
- Constant Contact Email Issues
- Back to School Events
- QPI Communications Plan
- QPI Internal Communications
- August 26 Implementation Meeting
- Other

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### Minutes

#### Caregiver Courier Content

##### September Issue

- Caregiver survey results
  - Shannon/Brenda will provide preliminary numbers
- Foster Friends Conference
- “Taking kids in foster care on family vacations,” article to be written by Mike Pochowski

##### October Issue

- Respite article, by Denise Parker
  - Setting expectations for respite care
  - Children in your foster care are a part of your family; treat them accordingly
  - Child Haven is not a camp and not a Holiday Inn...DO NOT DROP FOSTER KIDS OFF SO YOU CAN VACATION!
  - Foster parents and caregivers must build their own support structure
- Step Up for Kids event at UNLV, article by Amanda Haboush
- FAAYT article, provided by André Wade

- Patricia Nordstrom letter, provided by Shannon Rooney
- Foster Parent Champions
- Educational Surrogate program, article by Jennifer Erbes
  - “Things you should know”
  - Helping kids navigate
  - Contact: Leslie Murdoch
- Changes in CCSD busing
  - Contact: Carolyn Potter (?)
- Nevada Pep, article by Anne-Marie Abruscato

### **Constant Contact Email Issues**

- Brenda H. raised the point that the lists being used in Constant Contact are not current
- Brenda will pull a list of all current foster homes, which will replace the lists in Constant Contact
- Denise Parker will confer with Shannon Rooney to update the foster parents lists in Constant Contact
  - Denise will generate a report of open/closed homes since May 01, 2014
- Moving forward, lists will be updated monthly
- Reiterate to licensing how to properly enter lists

### **Back to School Events**

- To accommodate all those families who did not/could not participate in Back to School – Back to Basics at Peggy’s Attic, CPE will send a list of upcoming back to school events to all foster parents via Constant Contact on Friday, Aug. 8

### **QPI Communications Plan**

- Currently under review by Christina Vela
- Awaiting feedback

### **QPI Internal Communications**

- Move toward a less-siloed environment that helps workers communicate better
- Generate ideas to keep each other better informed
  - Denise suggested more promotion for the QPI Co-Lead Meeting
  - Include monthly updates in Caregiver Courier from QPI workgroups
  - Develop the QPI “elevator speech”
    - Assignment for all workgroups
    - 30 seconds or less
  - Jennifer suggest greater promotion around implementation of programs
  - Include QPI discussion in management site meetings
  - Hold a town hall meeting
  - Provide a branding message “script” for outgoing voicemail

- Develop a QPI email signature message to include in all outgoing email messages
  - Brenda is sending her outgoing email sig. to Denise

### **Aug 26 Implementation Meeting**

- Denise is taking suggestions to make the meeting more interactive
  - Ideas:
    - Giveaways
    - Set up workgroups in “stations” for attendees to circulate and interact
    - Less presentation, more conversation

**Next Meeting – Thursday, September 4, 2014, 9 – 11am, Storey Room, DFS Central 121 S. MLK**