



# Clark County Department of Family Services

## Communications Workgroup

Minutes for Thursday, 20 August, 2015

### Present

Anne-Marie Abruscato, Mojave Adult, Child and Family Services  
 Brenda Herbstman, DFS  
 Jennifer Erbes, Olive Crest  
 Denise Parker, DFS  
 Kevin MacDonald, DFS  
 Paula McConico, Foster parent  
 Caleb, Orton, DFS

### Agenda

Introductions  
 Caregiver Courier September Issue review/approval process review  
 Caregiver Courier October, November, December content  
 2016 Caregiver Courier content  
 Implementation Meeting Report  
 Internal (DFS) QPI communications

### Meeting Minutes

#### Caregiver Courier September Issue review

- Include Education Corner from L. Murdock
- Add Dr. Zeanah invitation
- Put Spotlight article on hiatus; will determine future subjects instead of wait for nominations.

#### Caregiver Courier October Issue

Caregiver Courier October 2015 Issue		October 2015 Issue Schedule	
Article	Author		
Upcoming Halloween Events for Families	J. Erbes	<b>Assigned</b>	20-Aug-15
Taking Kids on Vacation over the Holidays	Paula McConico	<b>Submission Deadline</b>	10-Sep-15
Angel Tree Save the Date	K. MacDonald	<b>Workgroup Review</b>	17-Sep-15
IEP Process (Greg Ivie Article)	K. MacDonald	<b>CPE/M. Knight Review</b>	24-Sep-15
Education Corner	L. Murdock	<b>Publication Date</b>	1-Oct-15

***QPI Communications Workgroup Meeting Minutes, continued  
Thursday, 20 August 2015***

**Caregiver November, December content**

- *November content*
  - Angel Tree reminder
  - Adoption Day article, coverage
  - Spotlight: Adoption story
  - Holiday events and activities for the family
  - Holiday stress article (Anne-Marie)
  
- *December content*
  - Angel Tree reminder
  - Adoption Day article, coverage
  - Holiday events and activities for the family

**2016 Caregiver Courier Content**

- MacDonald will bring binder with all previous issues to next meeting to help determine 2016 issues

**Caregiver Courier readership update**

- Average open rate continues to trend upward, exceeding 2014 results
  - 536 opens (August 2014: 462)
- Clicks dropped from previous month (July 2015: 118) to 87 (August 2014: 98)
- **Conclusion:** Engagement has maintained at levels exceeding 2014...more people are reading.

**Implementation Meeting Report**

- Will share update on Caregiver Courier readership, successes and future plans
- Co-leads will develop report; J. Erbes will present

**Internal (DFS) QPI communications**

- Caleb Orton will follow up on current policies (if any)
- MacDonald will work with Shannon Earls to modify Courier updates to DFSNet
- Denise Parker will discuss with DFS managers and supervisors about adding their teams to Caregiver Courier mailing lists

**Next Meeting**

9:30 a.m. Thursday, 17 October 2015  
DFS Central Storey Room  
121 S. Martin Luther King Blvd.