



# Clark County Department of Family Services

## Recruitment Meeting

Meeting Minutes from March 10, 2014, 12:00 pm – 2:00 pm

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### Present

Larry Bowen (Foster Parent), Maria Castillo-Couch, PHD (City of Las Vegas), Jessica Guevara (Bountiful Family Services), Catalina Pericon (Foster Parent), Pam Porter (Olive Crest), Kristina Weckesser (SAFY)

DFS Staff – Tara Donohue, Denise Parker, Gina Shanks

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### Agenda

1. Welcome and Introductions
2. Meeting Minutes from 2/13/2013
3. Market Segmentation Update
4. Parallel recruitment events – Event sub-committee
  - a. Spring Celebration & Foster Connection – April 5<sup>th</sup>, 2014
    - i. Details on table how we can help, what is needed
  - b. CCFAPA and Walk Me Home – May 3<sup>rd</sup>, 2014
  - c. Recruitment departments – upcoming events
  - d. Other events in community – One event each month
5. Marketing tools – status
  - a. Tool kit
  - b. Business Cards
  - c. Ideas from National meeting – ID cards
6. Retention analysis – reasons for closure – Support and Retention group, licensing time lines – Data analysis
7. Faith Community – Sam/Oscar, Ray B. Mayor's group.
8. Mini Strategic Plan

## 9. Other

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### Minutes

#### Meeting Content:

1. Welcome and introductions were made
2. Meeting Minutes from 2/13/2013 were reviewed
3. Market segmentation update was given by Denise Parker, QPI Coordinator
  - a. It is a very formal process
  - b. Department of Family Services (DFS) is in the process of hiring the Nielsen Company
  - c. Discussed Nielsen will take a look at the families that are currently meeting the quality parenting expectations for DFS' hard to place children and then tell DFS where to look to recruit more of them
  - d. The demographic information provided will be a wonderful tool for this work group
  - e. Asked how to serve the best practice of keeping our kids within the same zip code they are taken from and if market segmentation will address this
  - f. Nielsen will be able to produce demographics with five (5) different variables
  - g. Market segmentation specialists and the QPI Communications work group need to look at how DFS words things to ensure that the message is consistent and appeals to those we are looking to recruit
    - i. Consistent messages are going to be centered around quality parenting and the QPI vision
  - h. A group has been put together to define the quality parenting expectations
  - i. Market segmentation results should be done in about three (3) months
4. Parallel recruitment events and efforts were discussed
  - a. Discussed that while we expect Nielsen's market segmentation reports to be a powerful tool that will help to develop the recruitment strategic plan, however we need to keep recruiting.

b. Discussed upcoming events

i. Spring Celebration & Foster Connection is scheduled for April 5<sup>th</sup>, 2014

1. Discussed details of how we can help and what is needed
2. Discussed ideas for marketing and recruitment for the celebration
3. Event is for families hosted by the City of Las Vegas
4. Foster parents will have an opportunity to have a chance to talk to groups about fostering
5. Foster parents are being honored from 10:00 am – 12:00 pm
6. Last year the attendance was about two thousand (2000) people
7. QPI work group co-leads that are foster parents and foster parents on any of the QPI workgroups are going to be invited to participate
8. The Faith Initiative group is promoting the event and has presented it to a variety of groups within its membership
9. Maria Castillo-Couch is working to get the word out through a website set up by the communication office of the mayor
10. Discussed producing “Ask Me About Fostering” t-shirts for the attending foster parents to wear

ii. Clark County Foster and Adopting Parent Association (CCFAPA)

Walk Me Home event is scheduled for May 3<sup>rd</sup>, 2014

5. Discussed what to do in the short term for recruitment events now

- a. Brochures
- b. Business cards
- c. Wristbands
- d. Foster parents walking around at the events could wear the “Ask Me about Fostering” t-shirts

- e. Make sure anyone representing the fostering community has the information as to the differences between DFS and the agencies
    - i. Asked if we could get out a list of agencies
    - ii. This is on the QPI website
    - iii. Make sure the message is clear and not exclusive to either DFS or agencies
  - f. Currently there are six (6) events that where we need to have some presence
  - g. Reminder was given to attendees that this is about the kids
    - i. Suggested that this message be included at events and on marketing materials
  - h. Suggested it would be good to have DFS staff involved at events for foster parents so that they don't just see the foster parents for home visits
  - i. Foster parents that want to help with events are to contact Denise
    - i. Positive people only please
  - j. There is approximately one (1) event each month
6. Marketing tools statuses were discussed
- a. Tool kit was explained and discussed
    - i. Gina Shanks discussed each item in the tool kit
      - 1. Twenty (20) brochures
      - 2. Twenty (20) business cards
      - 3. Welcome card which has the QPI branding
      - 4. Give away items (magnet, book mark, post it notes)
      - 5. Fact sheet about fostering
      - 6. Frequently asked questions (FAQ)
    - ii. Currently using a plain brown paper bag with a sticker affixed which may be changed for something else
    - iii. Suggested DFS give out tool kits at the last Permanence and Safety Model Approach for Partnership in Parenting (PS-MAPP) class
    - iv. Toolkit is going to be further down the road
  - b. Business cards for foster parents are being discussed
7. Reasons for closures of licenses was discussed

- a. DFS staff is pulling together this information and will be getting it to Denise soon
- b. We will need to contact the foster parents that checked “other” to find out their reasons for closing
  - i. This will give us teachable moments
- c. It was thought the number one (1) reason for licenses closing would be adoption, but it isn't
- d. Denise will have this information at the next meeting

## 8. Other

- a. Discussed the DFS logo is changing and this will affect our marketing materials
- b. Discussed that QPI is an initiative, a culture change, a process that is integrated in how we do business
- c. Discussed DFS needs to make sure that once they recruit people they have good customer service in place
- d. Training was discussed
  - i. Suggested having a calendar of classes available for the year at the recruiting events
  - ii. DFS has to track the numbers of attendants at the class and people have to stay with the specific class so it makes it difficult to produce a calendar for a long period of time
    - 1. December has a heavier volume for training
    - 2. Summer is low for training
    - 3. DFS has to stagger the training to support these times
  - iii. On line training was suggested
    - 1. Written assessments are being done during classes that have to be live classes making on line initial training impossible
    - 2. There is a larger amount of discourse between foster parents in live classes and connections are made
  - iv. Discussed that the training doesn't really prepare foster parents for fostering
  - v. Suggested DFS hold a training during the summer focused on teachers as they are not in school at that time

- vi. Suggested turning last PS-MAPP class into a resource fair
- e. Suggested DFS set up a Facebook page or some sort of a presence in social media
  - i. Suggested that DFS could have a foster parent that is very engaged administer the page
- f. Discussed an on line presence is really required in business today and we have to do business differently
- g. Suggested that DFS develop an application for smart phones
- h. Quick Response (QR) codes were suggested
  - i. These are codes that appear on materials and can be scanned by a smart phone which then directs the user to a web page
- i. Discussed that money is an issue for some people interested in fostering and we need to recognize that it is a concern for people
  - i. If the motivation for becoming a foster parent is money that is not quality parenting
- j. Discussed a goal of the work group is to create a movement where we develop a presence in the media in a positive way
  - i. Mentioned there will be an interview taped for Telemundo tonight with one of DFS' more active foster parents about fostering
  - ii. Discussed that the Mayor's Faith Initiative would like to partner with us in regard to media exposure
  - iii. Discussed that we could disseminate information on the Mayor's web site
  - iv. Mentioned DFS needs to take a more proactive approach to the presence we have in the community
    - 1. Not just react to a bad situation DFS is trying to soften
    - 2. Mentioned that DFS has a bad reputation in the public's opinion
    - 3. Discussed a proactive approach was taken with regard to the QPI National Meeting
      - a. Media managed to twist this to include photos of hurt children

- v. The Fox Five (5) Rant was approached by Larry Bowen who mentioned that the media blew up in support of finding homes for the dogs that needed to be adopted from the pet store that was set on fire but nothing about kids that need homes
  - 1. Discussed how they are doing it right by including a face, story and information on how to become involved
- vi. Maria wants to create videos like *The Face of Fostering* and would like to put them on the mayor's web site
  - 1. DFS had these videos at one time, but they need to be updated
  - 2. Stories are what motivate people to take action
  - 3. Asked if Channel Four (4) could create these videos
- vii. Maria suggested the creation of a talk show style program discussing fostering
- viii. Latino Network is working on partnering with the Mayor's office
- ix. Discussed the need to have connections made with all the different factions in the community
- x. Asked for an update on the event at the Lesbian, Gay, Bisexual and Trans-gendered (LGBT) center
  - 1. Andre Wade and the QPI Communications work group are working on it
  - 2. No further update at this time
- xi. The Communications work group was discussed
  - 1. Communication work group is working on internal and external communication processes
  - 2. Public Service Announcements (PSA) are being created by the communications work group
- xii. There are many ways people can assist even if they aren't willing to become a foster parent
  - 1. Discussed the Commitment Card
- xiii. Suggested a town hall meeting quarterly for foster parents
  - 1. This is already in the works
  - 2. This may be mandatory

- a. If foster parents are not educating themselves about the changes that are being made in foster care they aren't being quality parents
- xiv. Discussed supporting our current foster parents by providing a list of the support groups that exist in the community
- xv. A mentoring program is being created for foster parents
- xvi. We don't have a high enough representation within the fostering associations
  - 1. We need to get our families involved
  - 2. There is only a ten percent (10%) of our families represented now
  - 3. Discussed the need to find a way to motivate people
- xvii. Discussed the opinion out in the community is it takes a very long time to become a foster parent
  - 1. The perception needs to be altered
  - 2. Suggested that when we present the amount of time involved in the licensing classes we say ten (10) sessions rather than ten (10) weeks as it sounds like a shorter commitment of time
- 9. Next meeting is Monday, April 14, 2014, 12:00 pm – 2:00 pm (room to be determined)