

Clark County Department of Family Services

QPI Recruitment Workgroup

Meeting Minutes

Tuesday, April 4th, 2017 – 11:30 am to 12:30 pm

Mt. Charleston Room

ATTENDEES

Sha'Londa Adams, Eduardo Alvarez, Neiuifi longi, Dawn Sanchez, Amanda Schmidt, Vanessa Lindsey, Amanda Spletter, Amy Meedel, Oscar Benavides, Roene Abrums

AGENDA

1. Welcome visitors
2. Recap Recruitment Bootcamp held 3/23/17
 - a. Action Items
 - i. Everyone's a recruiter
 - ii. Know your data
 - iii. Booths done right
 - iv. 10 brochure challenge
3. Recap Meeting with R&R Partners
 - a. Action Items
 - i. Identifying Brand Ambassadors
 - ii. Communication Calendar (for public viewing)
 - iii. Social Media (create agenda)
4. AFC Updates
5. Identify Co-Lead for Workgroup
6. Workgroup Challenge- Set 1 focused goal for the month of April (ie. School-aged, Teens, Medically fragile, sibling groups, AFC, demographics etc.)
7. Other
8. Next Meeting –Wednesday, May 3rd, 2017, 12:00 pm- 1:00 pm

Minutes

1. The Recruitment QPI Workgroup welcomed 5 newcomers to the team this week.
2. The recap of the recruitment boot camp was shared with everyone understanding that we all as DFS employees are recruiters. The team took on the challenge of handing out 10 brochures each in their daily paths. The team was challenged to keep abreast of the number and demographics of children in need of placement for specialized and focused recruitment efforts
3. The suggestion was made that incentive hours be offered for recruitment efforts.

4. The team identified the most needed area of recruitment for DFS as of right now. It was agreed that recruiting for families that are interested in fostering children ages 6 and under with siblings was an area that we needed to target. There are currently 40 children on campus that fall into this category. Taking lead from the recruitment boot camp we identify one area that we would like to focus on. we then identified the specific targets of currently licensed foster parents that were not licensed for this age range, PTA, Youth Sports, Daycare Centers, and businesses that Target kids- Barnes and Nobles, Libraries, Toys R' Us and Zappos. We Identified the messaging of:

-Help- You're expertise and experience is valued and needed

-Data of the number of children currently on campus- and the number of children currently at their schools and surrounding neighborhood that would be in care

-Grow your team

-Care for your own and others- share the love

-Learning is fun

The strategies we would use included give ways, business cards

Provide daycare options, we will help build the relationship with daycare providers through urban league. Find out if we are able to help with cribs, car seats or provide a starter kit to those who have never taken younger children before. Checkout handyman services

-Contact principals and find out zip code removals

-Meet with Youth team coaches- they have passed backgrounds- meet with team moms

-Urban league shared supports

-Reach out to hotels- volunteer coordinator

-what are the current event Barnes and Nobles have

-Zappos- focus on the community –focus on strengthening area of downtown.