



Clark County Department of Family Services

Recruitment QPI

Tuesday, April 7, 2015 – 12:00 p.m. – 1:30 p.m.

Attendees

DFS – Sha'Londa Adams, Marti Rayner, Cynthia Metzger, Denise Parker, Barbara Straight
SAFY – Susan Vanstaden

Agenda

1. Welcome / Introductions
2. Review of minutes from previous meeting
3. Update Market Segmentation
 - Next steps
 - Development of goals focused on Market Segmentation
4. Parallel process recruitment
5. Goals for this year
6. Other

Review of minutes from previous meeting

- The minutes were reviewed from the previous meeting and there were no changes.

Update Market Segmentation

- The Market Segmentation group broke up into five small workgroups to assess the FITT tracking system. The workgroups were very productive in developing protocol for when a recruitment inquiry comes in. The group is



going line by line and writing protocol for FITT to outline the recruitment process.

- Jackie Pray has left the NRC. John McInturf was second in command and he will lead the Market Segmentation group in this project.
- Recruitment needs to develop a recruitment plan for Clark County that includes goals related to market segmentation. Clark County now has a five-year recruitment plan. The new plan should be a subset of the larger recruitment plan. Denise feels we should make revisions to the overall five-year plan.
- The next Market Segmentation meeting is from 2:30 – 4:00 on April 7, 2015.

Parallel Process Recruitment

Recruitment Events:

- Easter Egg Hunt – this event was for current children in care and their families. The event was very successful.
- Go Blue Events – these events are designed to raise awareness about child abuse and will be held at the Container Park and Town Square. The state is paying for both of these events. We are expecting a lot of interest in the Town Square event.
- Pirate Fest – Recruitment cancelled attendance at this event because they could not commit to all three days. Recruitment did not attend the Pirate Fest last year either as they could not afford for staff to be there for three days. Recruitment is currently understaffed.
- City of Henderson event – there was not a lot of foot traffic at the City of Henderson event.
 - There were a lot of political people invited to the event but not many came. Recruitment was sitting at the entrance of the Henderson Pavilion. Most of the foot traffic was at the Amphitheater and the Recruitment table was at the opposite end at the entrance.



- Information was presented on how to be healthy; they also raffled off a couple of adult beach bicycles. Sha'Londa felt if they were able to get closer to the Amphitheater they would have been able to reach more people. Sha'Londa was pleased that she was able to get a full page of names of people who were interested in becoming foster parents.
- Sha'Londa felt it is important to know who attends these events so she could send them a thank you email.

Upcoming Events:

- Pinwheels – symbol of rotating partnerships for prevention of child abuse. Recruitment will not be doing this event in the future. Retention will take this over.
- Autism – April 25th, there is a \$25 setup fee for the space.
- Another autism event is scheduled for the end of October. Susan will send the information to Sha'Londa. Susan stated they are trying to reach out to the southeast/southwest side of town to find events where they can go to recruit Caregivers.

Goals for this year

- Work with Market Segmentation to develop recruitment goals to increase and target quality caregivers.
- Utilize a parallel recruitment process to continue recruitment events within the community.
- Update and revise current marketing materials to reflect targeted recruitment, from a market segmentation perspective, to ensure materials convey the information it was designed to communicate.
- Implement Caregiver ID badges.



- The badges will look nothing like DFS badges. They will be horizontal, not vertical and will be a different color. Badges will have the Caregivers' picture, and will identify them as a foster parent for Clark County only.
 - Agency caregivers will not be given ID badges.
 - Badges will expire the month of re-licensure.
 - When foster parents get their Initial license, they will get an ID badge.
 - Caregivers do not carry around their custody letters; therefore this will help solve identity problems.
 - Discounts will also be received from some community partners and the Caregivers can be identified to receive these discounts with their ID badges.
 - The Foster Parent Champions will be used as a test group to try out the process for making the ID badges.
 - The ID badges will be first handed out at the Passport to Partnership event in May.
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- (Hub Home) Zip Code Recruitment Strategy; Enhanced effectiveness and efficiency of recruitment efforts, increased awareness about becoming a foster/adoptive parent. Build positive community relations, utilize current foster homes to assist with recruitment efforts, team with retention units, and enhance retention efforts/support to foster parent community.
 - Hub Homes – plotting all of the foster homes on a map to separate them into sub-sections to provide data. Information gives us an idea where our licensed homes are.
 - Goals were to identify strong Caregivers and ask if they can be support for other Caregivers in the community.
 - The team has mapped homes, churches and community centers; we need to find out where community centers are in relationship to the mapping. It will determine which areas we need to get more homes. Donna Smith does this twice a year, her church provides a meal and they bring people together who want to be foster parents. The church typically sets everything up and Recruitment usually attends.
 - Faith-based support is a good partner in foster parent recruitment.
 - A question was asked if Hub homes are more retention than recruitment. Denise feels that it should stay with licensing and it can be good for recruitment.