



Clark County Department of Family Services

Recruitment Meeting

Meeting Minutes from April 14, 2014, 12:00 pm – 2:00 pm

Present

Sam Diaz (Las Vegas Metropolitan Police Department), Jessica Guevara (Bountiful Family Services), Kristina Weckesser (SAFY)

DFS Staff – Oscar Benavides, Denise Parker, Gina Shanks

Agenda

1. Welcome and Introductions
 2. Meeting Minutes from 3/10/2014
 3. Community, Foster Parent Agency involvement
 4. Data
 5. ID Cards
 6. Market Segmentation Update
 7. Parallel recruitment events – Event sub-committee
 - a. Spring Celebration & Foster Connection – April 5th, 2014
 - b. Easter Egg Hunt
 - c. CCFAPA and Walk Me Home – May 3rd, 2014
 - d. Recruitment departments – upcoming events
 - e. Other events in community – One event each month
 8. Marketing tools – status
 - a. Tool kit, Business Cards
 9. Mini Strategic Plan
 10. Other
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Minutes

Meeting Content:

1. Welcome and introductions were made
2. Meeting minutes from 3/10/14 were reviewed
 - a. Asked if there were any questions about the minutes from the last meeting
3. Discussed Identification (ID) cards
 - a. Looks like they are ready to go
 - b. Policy has been written and we are in the design phase
 - c. Back of the card will include something regarding what medical decisions are appropriate for the foster parents to give permission for
 - d. Barbara Straight got the software donated
 - i. It's the same software that the school district uses to take school photos of students
 - e. This will be a two phase process
 - i. First phase the ID card will be printed on card stock as we don't have the money in the budget right now for plastic
 - ii. The cards will be made of hard plastic in the next phase
 - iii. Licensing will take photos when they come to sign their home study for the first phase of implementation
 - iv. Second phase will be done on the next home visit by the case worker
 - f. Dedicated computer and printer will be purchased for next year for one thousand dollars (\$1,000) and the plastic cards for five hundred (\$500)
 - g. Department of Family Services (DFS) hopes is to have this up and running prior to the Implementation Team Meeting on May 13, 2014
 - h. Asked how the agency homes will be able to get the id cards
 - i. Since they are licensed through DFS it will be the same process but will include the agency name on the card

- i. Discussed that on the renewal home visit only one (1) of the parents needs to be present
 - i. This might create an issue with regard to taking photos of everyone
 - ii. This will be something that will be a personal motivational item
 - j. The cards will serve as a way to identify the foster parent as having rights with regard to the child
4. Denise Parker, Quality Parenting Initiative (QPI) coordinator, has been to several of the agencies and met many of our families
- a. She has seen an increase in the numbers of foster families that are getting involved with QPI and decision making
 - b. Foster parents need to be heard
 - c. Denise is asking for ideas for how to motivate parents to get involved
 - d. The statewide Normalcy Meeting has increased by several people as a result of Denise spreading the word to caregivers
 - i. This just shows that there are lots of different ways for the parents to get involved
5. Creation of a quarterly mix and mingle was suggested:
- a. Separated by zip code areas
 - b. Possible Continuing Education Unit trainings (CEUs) available
 - c. People available to answer questions about relicensing
 - d. Additional trainings as well as ones featuring CEUs
 - e. Meeting would allow caregivers to meet others in their area
 - f. Could be an information sharing opportunity
 - g. May be good to pair with the school supply hand out events already in the works
 - h. Could use the gym at Child Haven
 - i. Could have the associations there as well to help boost caregiver participation in associations

- j. Possibly held in a town hall format
 - k. Mentioned that to boost attendance, we can have it be paired with something that we are providing for the families
 - l. When things change at DFS, we need to have a way to communicate that to the families
 - m. This should be rolled out by the time we hand out school supplies
6. Discussed the role communication plays in making sure we can keep our families
 - a. The partnership between workers and families is going to play a big role in helping with communication
 - b. Email addresses will become very important in terms of information sharing
 7. Suggested having upper management record videos advertising upcoming events and make it fun
 8. Flyer will be crafted announcing the upcoming survey will be available for Thursday's Easter egg hunt
 9. Discussed the overload at Child Haven
 - a. Currently there are
 - i. Twelve (12) kids there under the age of two (2)
 - ii. Seventeen (17) kids there under the age of four (4)
 - b. Twenty-eight (28) kids were picked up last night
 - c. Over one thousand (1,000) beds are currently open according to the report
 - d. Fifty percent (50%) of the beds are not really available
 - e. Upper management has a skewed belief that they have enough homes
 - f. We need to have accurate numbers to know what we need to be recruiting for
 10. There will be a meeting with DFS Licensing regarding adoption only homes
 - a. Denise will be crafting a drilled down list of our families
 - b. Adoption only homes will be handed off to the adoption group

- c. Two (2) lists will be created
 - i. One (1) with adoptions only
 - ii. One (1) with a list of families that will foster but also want to adopt
 - iii. This will create a master list for our adoptions group
- d. We need to exhaust our local resources before going out of state for adoptive homes

11. Discussed the April 5th, 2014 Spring Celebration & Foster Connection event:

- a. Sixty (60) families were recruited for DFS per Oscar Benevides
- b. Thirty (30) families were recruited for agencies per agency representatives present today
- c. DFS needs to advertise more in the future
- d. DFS needs to have something that goes on all the time so people get used to knowing and expecting us to be there much like the farmers market that was a part of this event
- e. Mentioned that because agenda was released for the Spring Celebration early, people only showed up for specific events throughout the day and didn't stop by the tables

12. Discussed events

- a. Easter Egg Hunt
- b. Walk me Home
 - i. Only about five hundred (500) people showed up to walk
- c. Wag the Tail
- d. Family Fun Day
 - i. Six or seven (6 or 7) families expressed interest in becoming licensed
- e. Four (4) events will be on April 26, 2014
 - i. Las Vegas Fifty-Ones (51s) event for Clark County Employees
 - ii. Pinwheels Event for the prevention of abuse

- iii. Community Providers event
- iv. Children's Festival
- f. Concerts in the park are coming in May
- g. Parenting Expo is coming up in May at the Cashman center
 - i. The Expo is supposed to bring in thousands of families
- h. Puerto Rican event in May
- i. Event at Nellis Air Force Base is being planned

13. Announced the Market Segmentation project has been approved and we are moving forward

- a. Data wise we have developed the description for what is a quality parent
 - i. Licensed for at least two (2) years
 - ii. Have had at least one (1) child in their home in the last two (2) years
 - iii. Have had no complaints substantiated
- b. We have identified over eight hundred (800) families that meet the criteria
- c. If we expand the criteria, we have around fifteen hundred (1500) families
- d. Next steps involve the work group setting up a sight visit
- e. Should start in early summer and get results in the late summer or early fall

14. Discussed marketing tools

- a. As soon as Ka-Boom is finished we will be pushing forward on producing marketing tools
 - i. Tools will include business cards and tool kit
- b. We won't be waiting until the logo is approved
- c. We need them prior to when the back to school supplies are distributed
- d. We have lots of shirts, but they can only be used while on duty

15. The Mayor of Henderson met with a work group member last week regarding foster parenting

- a. Henderson holds lots of events, many of them family oriented
- b. The mayor is interested in having a dialogue with DFS about fostering
- c. Suggested that representatives of the work group meet with him in September

16. Announced Starbucks is interested in partnering with us for events

- a. Information about how to contact them will be passed along to the Communications work group and Licensing

17. Next meeting May 12, 2014