



# Clark County Department of Family Services

## Recruitment Meeting

Tuesday, June 2, 2015 – 12:00 pm – 2:00 p.m.

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### Attendees

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

Bountiful Family Services – Jessica Guevara, Eagle Quest – Celeste Aupied

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### Agenda

1. Welcome
  2. Update Market Segmentation
    - Next steps
      - Sub-workgroup
      - Marketing company
    - Potential focus groups
  3. Parallel Process Recruitment
    - Calendar of Events
  4. Foster Parent ID Cards
    - Agencies
    - Relatives
    - Non Licensed Caregivers
  5. Other
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### Minutes

#### Review of minutes from previous meeting

- It was agreed that there were no changes to the minutes of the previous month.



## Update Market Segmentation

- Cynthia had a two day onsite very productive meeting with John McIntert (sp?) and another person from NRC. She spent two days working on strategies and getting information and a clearer view about market segmentation is all about and how it relates to Clark County and the nation.
  - During this meeting they identified eight recruitment strategies and the steps to make them happen.
  - We discovered that it is imperative that we hire a professional marketing person.
  - Foster care agency's has marketing as recruitment function and usually advertise via:
    - Billboards – can get about two calls per month, name recognition is important on billboards.
    - Online websites are very important to reach people.
    - Craigslist – 80% of the agency's inquiries are from Craigslist.
    - Foster care agency's occasionally put notices in their Caregivers paychecks reminding them of their referral bonus program.
    - Word of mouth is very effective.
    - Backpage, [www.nevadasuperads.com](http://www.nevadasuperads.com), are some of the sites that agencies use to recruit.
    - Free ads on Facebook – you only pay if people click thru the ad.
    - Market saturation is important – DFS tree logo needs to be marketed better.
- Market Segmentation is aiming at getting the right people into the door, most people that inquire about fostering do not qualify for licensure.
  - The new FIT program will track people from inquiry to licensure.
  - The sub-workgroup has been meeting on a regular basis, last week they created the FIT protocol, and it went live on June 1<sup>st</sup>.
- Potential Focus groups – As we get further along once we have material and direction, they will be looking for specific focus groups. They will get Caregivers together as a focus group and look at ways to spare head initiatives for DFS, i.e., market segmentation, etc.
  - Will be guided by marketing company
  - Want Caregiver families that can see the big picture
  - Will invite all of the Foster Parent Champions



### **Parallel Process Recruitment**

- Two calendar events are happening in June:
  - Fire Department event
  - Calvary Church event
- Sha'Londa is in the process of doing more outreach.

### **Foster Parent ID Cards**

- Everyone who attended the Passport to Partnership event got their ID cards. Those who did not receive their ID cards can come to the DFS office on Wednesdays from 3 – 7 pm.
  - New licensed homes will be given an ID badge, as well as renewal licensing.
- The Foster Friends program is expanding their benefits and will give discounts to Caregivers with an ID card. DFS has obtained the following Foster Friends:
  - Titan Roofing – 20% discount to all Caregivers.
  - Dunn Family Landscaping – 25% discount on all landscaping and fencing.
  - Piece of Cake – 50% off on 6” pound cake.
  - Firehouse Subs – free medium drink and children in foster care can receive a sub for \$.99.
  - Pampas Brazilian Steak House – children can eat free, lunch or dinner with an adult purchase.
  - Super Pizza – children can get \$.99 kids meal and small drink and/or \$3 off large pizza.
- Non-licensed (Relative) ID cards – non-licensed families with placements. Relative Caregivers are the next group that we would like to give ID cards to.
  - Non-licensed relative Caregivers need more help since they are not being paid.
  - It was stated that it is not a good idea to give ID cards to non-licensed Caregivers since they need a different type of support and it would be hard to regulate.
    - There is a relative Caregiver program (Ally's program); maybe this program should be expanded.
    - Peggy's Attic gives extra items to non-licensed families.
  - The workgroup determined that the next step was to refrain from giving ID cards to non-licensed relative caregivers at this time.
- Agency ID Cards - DFS will be providing ID cards to agency Caregivers.



- It is not a requirement for agencies or individual Caregivers to get an ID card. Agencies can feel free to develop their own ID cards – cost is approximately \$3,000.
- DFS will add the agency name to the agency ID, but will not add the agency logo.
- The plan is to have all ID badges completed by the end of the summer. Information will be in the Caregiver Courier and on the QPI website.

### **Other**

- HUB Homes – moving forward, ARC reader software is being installed on the recruitment staff's computers. Once we do the ARC reader, the HUB homes will be on the retention side to give us a more developmental approach.
- Agenda item for the next meeting with the foster care agency's will be ID cards.