



Clark County Department of Family Services

Recruitment Meeting

Meeting Minutes from June 9, 2014, 12:00 pm – 2:00 pm

Present

Jessica Guevara (Bountiful Family Services), Pam Porter (Olive Crest), Kristina Weckesser (SAFY)

DFS Staff – Cynthia Metzger, Denise Parker, Andre Wade

Agenda

1. Welcome and Introductions
2. Meeting Minutes from 5/12/14
3. Market Segmentation Update
4. Parallel recruitment events – event sub-committee
 - a. Recruitment departments – upcoming events
 - b. Other events in community – One event each month –The Center
 - c. June 14th – Father’s Day event
 - d. June 22nd – Foster Friends – event with UMSM
5. Strategic Plan
 - a. Review – Third level of recruitment – hospitals etc.
 - b. Marketing tools – status
 - i. Tool kit
 - ii. Business Cards
 - iii. Ideas from National meeting – ID cards – Update
6. Retention analysis – reasons for closure – going to Licensing Department
7. Faith Community – Sam/Oscar, Ray B. Mayor’s group
 - a. Update on LDS presentation on May 22nd

8. Other

Minutes

Meeting Content:

1. Welcome and introductions were made
2. Minutes reviewed
3. Market Segmentation
 - The Department of Family Services (DFS) has reached a deadlock between the contract review department and Nielsen
 - Details of the contract are being worked on now
 - We are going to proceed, but can't do anything until the contract is resolved
 - DFS has no desire to go with a different company
 - Denise Parker, Quality Parenting Initiative (QPI) Coordinator, is hoping that it gets resolved quickly
4. Recruitment Events
 - Parenting Expo at Cashman was held from 10:00 am – 4:00 pm on May 31, 2014
 - i. Several vendors were there
 - ii. SAFY only had about seven (7) quality parents expressing interest
 - iii. With the cost, SAFY didn't feel it was worth it for the outcome
 - iv. Might combine agencies for future events
 - v. Age range of parents at this event were between thirty and sixty (30-60)
 - Oscar Benavides will be looking at the effectiveness of past events
 - DFS' targeted audience is the professional adult
 - If we combine agencies and just create a Foster Parenting table, it would reduce the cost

- Denise will evaluate what is most cost effective and which events are working and producing licensees
- DFS Licensing is working on establishing a tracking system that will track inquiries from the first call through licensing
- Father's Day event
 - i. June 14, 2014
 - ii. There will be resources for haircuts, cook outs, etc.
- June 22. 2014 event is being worked on by the Community Partnership and United Methodist Service Ministry (UMSM)
 - i. They will be offering respite for foster families in the future and the event will be a kick off to their program
 - ii. This will give foster families the opportunity to meet the volunteers who will be providing the respite
 - iii. After that future events will allow foster parents to drop off kids for respite time
 - iv. This event will kick off the Foster Friends Program
 - v. It is a passive recruitment event as well
 - vi. There will be activities for the kids and an ice cream social
 - vii. Announcement about this event will be sent out via Constant Contact shortly
 - viii. DFS will be sending workers to answer questions
 - ix. There will be a portion of the day that will allow people to speak to the recruiters
 - x. UMSM has lots of churches in the valley and their members are eager to volunteer
 - xi. The volunteers will be trained and back ground checked prior to providing respite
 - xii. It will allow the foster parents to spread the word about fostering to large groups of people

- DFS is meeting with other church groups as well
 - i. The Foster Connect Program is supported by five (5) different churches
 - Foster Friends Program has been born out of QPI and is supported by DFS
 - i. UMSM is creating a model for future members
 - ii. Discussed what kind of recognition is available for the people who donate
 - 1. Currently going to be either a certificate or a plaque
 - iii. The Mayor of Henderson is interested in working with DFS to get Henderson more involved in recruitment
 - iv. Planning a Foster Friends event/conference to get the word spread about what DFS is trying to do
 - 1. This might be in mid-fall
 - School supplies are an issue for many foster families
 - i. There are many places that are helping out with free school supplies and Denise will be posting them to the Just In Time site so that people get the information about where each location is and when they are happening
 - Denise mentioned that the meeting that was to be held at the Lesbian, Gay, Bi-sexual and Transgendered (LGBT) Center never happened in January
 - i. They want to hold a family friendly event there
 - ii. It is a future event that will be worked on by this work group
5. Strategic plan was presented to the group
- It is a pared down version of the total plan that the DFS Recruitment Department is putting into place
 - It does include a baseline and measurable goals
 - It is a five (5) year plan

- DFS needs to be able to identify exactly where our licensees are coming from
 - DFS also needs to look at why we are losing so many families
 - This is an overview, not all the specific action steps
 - All we know at this time is that the data is incorrect
 - Goal three (3) number three (3) will require the communication team to assist with recruitment communications
 - The state is requiring all the jurisdictions create their five (5) year plan and submit it on a state level for review
 - Many of the goals outlined in the strategic plan are already underway
 - Next recruitment meeting we will pull out some of the goals and have QPI take them on
 - Requested that with things like the strategic plan be run past the communication team prior to submittal so that they can see what their responsibilities will be
6. Discussed the development of a list in Constant Contact that is for adoption only families
 - One hundred forty-four (144) are fostering but want to adopt and forty-four (44) are adoption only
 7. DFS is working on developing a baseline of our foster parents to see why it is that so many haven't taken any kids in a year
 8. Discussed fees that potential licensees have to put out up front
 9. Third level of recruitment will be discussed at the next meeting
 10. Marketing tools have been on hold while we wait for the new logo
 - The licensing department needs to identify the amounts of marketing supplies they currently have and how much they need to order to make due until the logo is approved
 - Temporary options were discussed
 - Business and rack cards are needed

11. Foster Parent Identification (ID) card update

- The program needs to be loaded on one computer that is not hooked into the server
- There is an issue with the printer not being compatible with the program
- Also waiting for the final version of the card that is being developed
- Cards will be distributed at licensing or relicensing time
- They will have expiration dates that match the license expiration date
- There will be some appointment times available for people who want the ID cards before their relicensing date
- Suggested the addition of a contact number for DFS for after-hours emergencies to the cards
 - i. Agencies were concerned that they might be kept out of the loop if the foster parents have a direct line to DFS

12. Retention analysis

- Denise is meeting with Tara Donohue regarding the renewal unit and making sure that the data can be drilled down and accurate

13. Next meeting date July 14, 2014 12:00 – 2:00 pm at DFS Central Carson City Room