



Clark County Department of Family Services

Recruitment Meeting

Tuesday, July 7, 2015 – 12:00 pm – 2:00 p.m.

Attendees

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

Eagle Quest – Celeste Aupied, Foster/Adoptive Parent – Catalina Pericon, SAFY Recruiter – Antone Dotson

Agenda

1. Welcome/Introductions
 2. Update Market Segmentation
 - Next steps
 - Sub-workgroup
 - Marketing company
 - Potential focus groups
 3. Parallel Process Recruitment
 - Calendar of Events
 4. ID Cards Draft Policy
 5. HUB Homes – goes to retention unit
 6. Other
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Minutes

Review of minutes from previous meeting

- There were no changes to the minutes of the previous month.

Update Market Segmentation

- July 8 and 9 are the next onsite visits with representatives of NRC; this will probably be the last onsite meeting with them. The prior meeting was very productive and the group intends to wrap up the meeting and focus on the writing of the recruitment plan and how we will attract quality Caregivers.
 - The workgroup is aware that they are not bringing in enough quality Caregivers and hope that Market Segmentation will help to alleviate this problem.
 - The initial information sessions may have 20 people attend, but the class only ends up with 5 people in attendance. We have high numbers coming in, but they are not quality Caregivers, therefore retention is significant and should be our primary focus.
 - DFS has to develop a plan for retention, Tara Donahue and the Renewal Unit are currently working on this and everyone needs to be onboard.
- Once Caregivers are licensed, they are not sharing their stresses and problems. The Foster Parent Champions are a good support unit in helping with this by communicating with the families and helping to resolve their problems.
 - The critical retention period is during the time of transfer to Licensing Renewal Units. There is usually no support, Licensing only ensures whether they are in compliance.
 - Three Recruitment staff are being transferred to Licensing, therefore there may be more support given to Caregivers.
 - A suggestion was made to pair a first time Caregiver to someone with one year or more experience.
- It was mentioned that the various Agencies retention rates may be higher due to the fact that they have bi-monthly meetings, various training sessions and they are familiar with each other as well as the staff. Also the Agency's staff is more accessible to their Caregivers.
- The workgroup is currently looking for professional assistance from a marketing group to help us out.

Parallel Process Recruitment

- Fire Department event – Sha'Londa did not attend this event, she attended another event that was scheduled on the same date and time.

- In lieu of attending the Fire Department event, Sha'Londa attended the Allstate Family Fun Day event in the community.
 - Several companies were represented at this event and they had various activities available for the children.
 - At the Family Fun Day event, Sha'Londa received four signatures from people who were interested in becoming foster parents and coming to the DFS foster care information sessions. While attending this event, she also obtained another 35 contacts as well.
- Sha'Londa will be attending the Faith Based Initiative Breakfast Event this weekend on June 11. She has attended this event in the past and it has always proved to be beneficial and good to have DFS represented.
- The National Night Out Event will be held next month in August; this is another community event in which the Police Department is involved. This event is considered a take back the city type of event.
- Back to School Event – Sha'Londa will not be attending any back to school events this year since they are short on staff, don't provide her with any perspective leads and are considered retention events.
- Other events Sha'Londa and Eduardo will be attending are:
 - Bite of Las Vegas
 - Step Up For Kids
- The Recruitment team is sending out emails trying to get in touch with organizations that are holding events that would bring in Caregivers.
 - They team is also trying to use the Market Segmentation information to judge which organizations they should contact. Sha'Londa asked the workgroup to reach out to her and share information on any events they think would be good recruitment events.

Foster Parent ID Cards

- IDs are currently being issued to all licensed Caregivers every Wednesday by appointment from 3:30 – 6:30 pm at the MLK building. The phone number to make an appointment is 702-455-0181.
 - Initial licensing is requesting Caregivers to come in during that time to get their IDs.
 - Agencies can use the allocated Wednesday appointment time if they have less than 20 homes. Agencies with more than 20 homes, DFS will go to those Agencies to make their IDs.

- DFS will give Caregivers a card with their IDs to let them know what discounts they can get from the Foster Friends.
- The CPE unit will ensure that we are not saturating our community with numerous people contacting the same Foster Friends for discounts.
- Denise will send out the format of the ID cards to Police, Schools and Hospitals.

Other

- Cynthia asked that everyone update their information on the Recruitment sign in sheet.

Next Meeting:

- **The next Recruitment meeting will be held on August 4th at 12:00 – 1:30 pm in the Lincoln Room at MLK.**