



Clark County Department of Family Services

Recruitment Meeting

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

Present

Maria Castillo-Couch (City of Las Vegas), Kerri Korin (Kids Peace), Pam Porter (Olive Crest)

DFS Staff – Cynthia Metzger, Denise Parker, Andre Wade, Barbara Straight

Agenda

1. Welcome and introductions were made
2. Meeting minutes from June 9th, 2014
3. Market segmentation update
4. ArcReader-City program
5. Recruitment events- Parallel recruitment
 - Activities- CPE, assessment activities recruitment team
 - City recruitment
6. Strategic Plan- work group
 - Faith Community
7. Marketing tools
 - Tool kit
 - Business Cards
 - ID cards

Minutes

1. Welcome and introductions were made
2. Meeting minutes from June 9th, 2014

- Any questions?

3. Market segmentation update

- Shannon Rooney has the most up-to-date information about this, but Denise will give a brief update as to the information she has.
- The last update we received was that this is still stuck in Contracts.
 - i. Nielsen wanted specific things in the contract that didn't make sense for us.
- We may need to go with another Marketing Segmentation provider.
 - i. There are other companies that we can work with to accomplish this.
 - ii. We initially chose Nielsen because we felt like their services included a lot, and that we were getting more for our money.
- The intent of marketing segmentation is to target particular segments of the community, including not just those that would provide quality care as regular DFS homes, but also those that possess the strengths to provide higher level of care (HLOC).
 - i. The grant project with which we are working on this focuses on teens, large sibling groups, and medically fragile youths. The third group encompasses many HLOC youths.
- When taking an initial look, we have 1,000 homes that met the criteria of a quality home. The first step would be to use those names as part of the market segmentation analysis, and to have everything drilled down further by QA/QI.
 - i. What were the criteria used to determine a quality home?
 1. The criteria used encompassed a number of criteria from the eleven (11) elements used nationally. The criteria have both objective and subjective criteria, and we had data to include the objective but not subjective criteria.

- a. Ex: Licensed for 2+ years, no investigations, have taken 2-3 children
 - b. Subjective criteria we did not have data for would include questions such as “what do your case managers and children say about these foster parents.”
 - ii. What does marketing segmentation accomplish?
 - 1. This analysis will be able to tell us where a group of people (in this case, our quality foster homes) shop, eat, go to church, spend leisure time, etc.
 - a. By knowing this information we can infer where to recruit additional homes that look like those we identified as quality homes (i.e. if all of our quality foster families belong to churches, we should focus on increasing recruiting partnerships with churches.)
 - b. Ex: One group looked at many different demographics of their foster homes and found that many owned their own home, so they started to recruit in Lowes and Home Depot and had great success.
- How is the Community Engagement group different than this (marketing segmentation)?
 - i. That group is looking at what our community partners can step forward and do.
 - ii. This workgroup is trying to look solely at recruiting.
 - 1. There is some crossover; for example, marketing segmentation will help with the creation of HUB homes,

but that would fit into Support and Retention, so they would handle that.

2. Each group focuses on a different priority area.
3. Where would the list that maps churches (see ArcReader update below), etc. fit in?
 - a. This would be used by Support and Retention for the creation of HUB homes, and the information would also be used for by this group for recruitment purposes.
 - b. Denise will follow this up with Andre and the IT department to see how we can potentially connect these things.

4. ArcReader-County program

- Denise spoke to Ron/Ray and learned that about a year ago, the chair of this committee, Kevin, had met with Clark County and had talked to them about the need to be able to develop HUB homes. They discussed identifying the ZIP codes that foster homes are located in so that they could support each other. Kevin had already given the addresses of our homes to this individual, who had pulled up an entire map where every foster home in our county is. This map also includes churches, grocery stores, and other community locations. This map enables us to see where our foster homes are clustered. We can start to identify homes in the same ZIP codes and send letters to them to see if they would like to support each other.
 - i. We can also identify in what area we are missing homes and look at this in conjunction with removal rates per ZIP code and see if we need to “fill in” and recruit foster homes in certain areas.

Commented [AB1]: Denise was unsure of his name; need to verify.

- ii. We could target churches in these areas that are lacking foster homes with events and try to engage with these people. Churches might be particularly well-suited partners for this.
- iii. Ray/Ron also noted that he can update our information pretty frequently as well, and deliver regular, updated maps.
- iv. Another suggestion made was to figuring out how to marry COGNOS with this data so that whenever someone is opened or closed we have accurate information, and don't have anybody not licensed posted on COGNOS.

5. Recruitment events- Parallel recruitment

- Activities- CPE, assessment activities recruitment team
- County recruitment
 - i. We are currently working on the recruitment of county employees to encourage them to become foster parents.
 - 1. We are working in partnership with Dawn.
 - 2. We will be having a table one week and an information session the following week. County employees can get their supervisor's approval to attend these sessions during work.
 - ii. It was asked whether DFS employees are allowed to be foster parents.
 - 1. DFS used to not be allowed to be foster parents. Now they are allowed to be foster parents but are typically not allowed to take Clark County placements. However, Clark County placements are now allowed with approval from executive management.
 - iii. We are hoping to primarily recruit county employees that are not DFS employees.

- iv. In the future we can recruit through the cities of both Las Vegas and Henderson, and the school district.
 - 1. The county recruitment sessions are currently scheduled through September, and if there is a good turnout we will likely proceed to these other avenues.
 - 2. Maria offered to help out with this process, and to ask Lisa to help organize this.
- v. Tara, Cindy, & Oscar will be the direct contact for this

6. Strategic Plan- work group

- Maria Castillo-Couch gave an update on the mayor's faith initiative.
 - i. This group was organized seven (7) years ago with five (5) churches. It included primarily Christian groups, even though it is designed to be an inter-faith project.
 - ii. This group started organizing and wanted churches to pray together regularly. The group started with five (5) faith leaders and one church would hold intercessory prayer each Saturday. The group has now built itself up to 75 churches, so each church hosts a Saturday less than once a year. People go to the churches to pray, and the idea is that you pray and are successful because the Department of Family Services (DFS) and Clark County School District (CCSD) wants faith leaders to become mentors and work with these organizations. The Department of Corrections' director flies down for the graduation of program Hope for Prisoners, a Christian-based organization that helps pair ex-offenders with mentors.
 - iii. Many doors are opening with the theme "you've prayed enough; start taking action."

1. There was a service in which 80 year-old Bishop Hammond inspired a large number of people by telling them they needed to engage and move to next level.
- iv. This has been the most successful event so far, and they intend to continue to ramp up and promote many different events.
 1. The goal is to help connect families, children, faith leaders, and resources.
- v. They have considered changing the name to “Mayor’s Change Initiative” because it is more of a “community” initiative than a faith initiative.
 1. It was suggested that the name could be expanded to “Faith, Hope & Charity Initiative.”
- vi. Andre noted that he has someone (Carolyn) on the mayor’s workgroup, and Mari attended their event on Saturday.
 1. This event was at East Las Vegas community center.
- vii. DFS is increasing its recruitment partnerships with the faith-based community.
 1. Ex: Foster Friends with UMSM (United Methodist Social Ministries).
- viii. Maria noted that she really wants to highlight all of this work by having some type of “save our children, save our families” event.
 1. A potential opportunity for hosting an event such as this would be “Step up for Kids” Children’s week in September.
 - a. One goal of this group/event is to have some type of strategy/campaign to get people to understand and hold onto.
- ix. Some feedback regarding QPI was that we had a good mission statement, but needed a memorable tagline to associate with empowering our community and helping our kids.

- x. Lots of people (for example, retirees) are at home and may start to feel lost, and need to be inspired to get out and help.
- xi. When creating an official tagline, we should consider having one that seems manageable.
 - 1. “Save the children” may be too much and too intimidating.
 - 2. The goal is to motivate people to get out and do something without worrying about being perfect or trying to take on too many things.
- xii. The goal is to work together; we may have a big idea and underneath that, little taglines that each group connects to.
- xiii. We hope to get people to figure out what their strengths are and how they can use them to help the community.
- xiv. Would “Save the Children” be too broad for an event?
 - 1. Should we zero in on something more specific for the event?
 - 2. The mission of the event will be to have people come together and make connections and learn how to make a difference.
 - 3. This would promote an “it takes a village to raise a child” type of attitude, and people would walk away feeling like they can make a difference.
 - 4. We want to help people focus on the little things that they CAN do to help.
- On the strategic plan for the next five (5) years, one of the elements is involvement of our community including faith-based community and what these partnerships mean.
 - i. We need to spend the next few months solidifying what we are doing and what our recruitment efforts are in regards to faith-based community.

- ii. We are currently involved in a few different things, but need to identify specific staff for the different strategies.
- iii. We need to take everything that we have done in the past year and list what the “bang for our buck” was.
 1. This would include things like the Spring Celebration and the Event with Councilman Ross; we can look at the event statistics and get an understanding of how recruiting at these events is going.
 2. Did we get what we needed out of the recruitment activities?
 3. Where are we going to get people and what are we trying to get from them?
 4. We can't haphazardly do events; we need to know whether they are really helping us.
 5. One of the tasks (that has been assigned to Oscar) is to pull the documentation on this and report back at next meeting.
 - a. Ex: how many events we held last year, what events gave us good numbers of people, etc.
 - b. This can help us identify events that are not helpful; for example, we have been tabling at the Jazz Festival but have not had anyone sign up here.
 - c. This will need to be connected to marketing segmentation, as this will be important information to use in conjunction.

7. Marketing tools

- Tool kit
- Business Cards

- i. It had also been discussed that foster parents might want to have business cards to give away as a recruitment tool.
 - ii. We were waiting for the logo change before ordering cards.
 - iii. As data shows that the best recruiters are foster parents, we do want to make sure that once the new logo is complete we continue with this project.
- ID cards
 - i. A sheet with example foster parent IDs was distributed.
 - ii. We will be working on printing these soon. The software for this program is being donated by Lifetouch.
 - 1. This software that can actually save pictures and print onto paper or cardstock.
 - 2. We were previously ready to go and the company bought out other company, but will be ready to install the software in next month or so.
 - iii. Preferences for foster parent IDs?
 - 1. On the badges with more blue, the color pops and looks good.
 - 2. The cards will initially be cardstock until we have the budget for plastic cards.
 - 3. Will foster parents be required to wear these? (For example, at court?)
 - a. We didn't want to make it mandatory that people wear them because it identifies the child as a foster child; the intent is for it to serve as more of a business card that they can pull out and show than an ID badge to wear.
 - b. Foster parents may need to wear them in court, but that would be the one circumstance.

- i. If this is the case, it might be best not to choose the layout that is similar to our badges, as that may give the impression that they are meant to be worn.

4. The Jennifer Lawrence/Badge 2 option seems to be group's favorite version.

- Where are we with logo?
 - i. This is in reference to the DFS logo.
 - 1. The QPI logo will change, but we are not in the process of this yet.
 - ii. The logo has been selected, and they are in the process of selecting the colors.

8. Moving Forward

- We are still in the analytical phase; over the next month we will look at the strategic plan and figure out how to move forward.
 - i. This plan has already been drafted and submitted, and is now being broken down and made operational.
 - ii. The five (5) year plan was the plan for the state, and now we need to make a plan for this group that is realistic and lists what goals we can achieve.
 - 1. Will the goals on this plan drive the work that we will do?
 - a. Yes. They are broad enough that this will fit in with the direction we are headed.
- LGBT recruitment was brought up, as the LBGT center has asked about it.
 - i. Yes, it is in plan.
 - 1. Licensing will be trained on this at end of September, and we will discuss the issue further after the completion of the training.

2. The representatives from the LBGT Center people have not attended any of this group's recent meetings.
3. We are hoping to get more strategic moving forward with this after the completion of the training.