



## Clark County Department of Family Services

### QPI Recruitment Meeting Minutes

Tuesday, August 4<sup>th</sup>, 2015 – 12:00pm to 2:00pm

#### ATTENDEES

Department of Family Services - Dianne Kramer, Cynthia Metzger, Denise Parker, Barbara Straight

Kerri Korin - Kid's Peace

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#### AGENDA

1. Welcome/Introductions
2. Update on Market Segmentation
  - Next Steps
    - Sub-workgroup
    - Marketing company
3. Parallel process recruitment
  - Calendar of events
4. ID card draft policy
5. Other
6. Next steps
7. Next meeting date, time and location

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#### MINUTES

2. Update on Market Segmentation
  - We are getting closer to a completed contract. A draft was submitted to R & R Partners for review with their attorneys. Once completed R&R Partners will work with the County to develop a Foster Parent Recruitment campaign.
  - Next steps:
    - Sub-workgroup meetings are being held every other week to continue progress on the contract.

- A marketing company is still in the process of being selected. The search has been narrowed down and we will be selecting a marketing company within the next few weeks that will use our market segment information to come up with a marketing and advertising plan.

### 3. Parallel process recruitment

- Partnership agreement with CBS Radio Broadcasting has been set. Department of Family Services will have a series of thirty second public service announcements about becoming a foster parent.
- Jocelyn's group is currently working on writing the foster care page for the Department of Family Services website, designing the banner and selecting the proper wordage.
- Calendar of events
  - Two upcoming events to keep in mind: Take Back the City, Bite of Las Vegas, and there will be an additional third event in the spring that will be determined.

### 4. ID card draft policy

- A draft of the policy for Foster Parent ID cards has been written. We are still receiving input from agencies in what they would like in this policy statement. Caregivers will have a chance to do their ID cards at the back to school fair. If agencies have more than twenty children we will go to them to have cards made and if they have less than this they will have to make an appointment to come in and have them made. So far we have received good feedback from caregivers and agencies about ID cards.
- Additionally, it could be helpful to use the list of those registered for the back to school event to aid in identifying who there is that still needs ID cards. Relative caregivers are priority in getting their ID cards, then agencies

### 5. Other items discussed

- Back to school event registration ends on August 6<sup>th</sup>.
- Anything related to HUB homes is now handled by the support and retention workgroup. This workgroup will be in charge of putting together a draft budget for HUB home activities and events. HUB homes may be eligible for stipends. They are based upon the definition of quality homes.
- A new QPI workgroup for placement utilization is being worked on. Leadership has approved this and we are aiming to have it up and running by September. The purpose of the workgroup is to examine what houses are not being utilized, where they are located and why this is so. Additionally, the workgroup will try to determine the best type of placements for these homes. One strategy for determining this can be comparing the utilization vs. availability of homes.
- The statewide QPI conference will be held October 20-21<sup>st</sup> in Reno, Nevada.
- The national QPI conference will be held February 16, 2016 in Tallahassee, Florida

- The National QPI conference will be held in Las Vegas at the Flamingo on June 16-18<sup>th</sup>, 2016. As the home state we have some financial responsibility in this and will be heavily involved in the planning.
- The National Foster Parent conference will be held in Las Vegas at the Flamingo on June 16-18<sup>th</sup>, 2016. As the home state for this event, we will be heavily involved in the planning, and we will have some financial responsibility for the conference.

#### 6. Next Steps

- Follow up with work on the DFS website and the PSA's through CBS broadcasting
- Continuously chronicle what works in terms of recruitment.

**Next Meeting: Tuesday, September 1<sup>st</sup>, 2015 – 12:00pm – 2:00pm at the Central Office**