



## Recruitment Workgroup

### *Minutes*

Monday, August 11th, 2014. 12:00 p.m. to 1 p.m.

DFS Central Carson City Room

#### **Present**

Cindy Degan (Eagle Quest), Kerri Korin (Kids Peace), Jessica Guevara (Bountiful Family Services)

DFS Staff – Cynthia Metzger, Denise Parker

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#### **Agenda**

1. Welcome and Introductions
2. Meeting Minutes from July
3. Market Segmentation Update
4. Parallel recruitment events – Event sub-committee – report out of 2013
  - a. Other events in community – One event each month
5. Marketing tools – status
  - a. Rack Cards
  - b. Business Cards
  - c. Ideas from National meeting – ID cards
  - d. PSA's
6. Faith Community
7. Other



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## Minutes

8. Welcome and Introductions were conducted
9. Meeting Minutes from July
  - a. The group members looked over the meeting minutes, and did not have any corrections or questions.
10. Market Segmentation Update
  - a. The contract with The Nielsen Group has finally been approved.
  - b. The team has been pulling names that meet the criteria of a quality foster home.
    - i. Criteria: have been licensed for at least 2 years, have taken children within the last 2 years, have not had any investigations
    - ii. The team has been reviewing the names that are being given to Nielsen to make sure that they are in fact our quality families that meet these criteria. The committee will be getting together within the next few weeks to get moving on the next steps in this process.
  - c. Cindy M. noted that if this is going to be a big part of the recruitment efforts, she should be included in this moving forward.
11. Parallel recruitment events – Event sub-committee – report out of 2013
  - a. Other events in community – One event each month
  - b. Report out of 2013
    - i. This is the report that Cindy M.'s team put together summarizing events that happened in 2013. Through these events, 4,200 people were reached in total; 3,100 received additional information; 1,300 had attended an Information Session. When conducting this report, the team realized that DFS (The Department of Family Services) had not gathered all of the attendee information that is needed to compile a comprehensive report. Moving



forward, data collection will be updated in order to create a more thorough picture of our events.

- c. The team is currently working on a number of events moving forward.
  - i. Information sessions are being conducted for Clark County employees.
  - ii. We will start recruiting at Wet 'n' Wild this Saturday, August 16<sup>th</sup>.  
Recruitment sessions will be conducted there on ten (10) separate days between now & mid-September.
  - iii. We will also start recruiting with City of Las Vegas employees, and are looking to have three (3) Information Sessions conducted for them.
  - iv. Moving forward, we want to make sure we do a lot of thinking about the events that we want to create in order to bring people in. Currently, we are often joining in with other peoples' events, and we want to have our own events moving forward.
  - v. It is important to work on our data compilation and tracking moving forward.

## 12. Marketing tools – status

- a. Rack Cards
  - i. Denise has an example of the new rack cards for the group members to look at.
- b. Information Sessions
  - i. Information sessions are where people decide whether or not they want to come to the classes and get licensed. These sessions were previously “adoption- heavy”, and they have been reworked to be almost “adoption-absent”. The section that does cover adoption talks specifically about the unique needs of our children who are available for adoption. These session have been changed to emphasize that we are looking for



foster families that can provide for the children until they go back home. We typically have about 30-35 people in each Information Session, and are seeing different types of foster families coming out of them already.

c. Business Cards

- i. The new logo should be out within a few weeks.
- ii. There is currently nothing on back of the card.
  1. We could add the QPI vision statement and include the website.
- iii. We should consider having the same tagline on everything (business cards, rack cards, etc.) to tie everything together.
- iv. The QPI brand statement/tagline is currently being revamped, and we should have this by the end of September. The national marketing person will use our information, and will bring everything back in to get approval.
- v. Once the business cards are done, will they be handed out to foster parents?
  1. Yes- we will give them to foster parents as requested.

d. Ideas from National meeting – ID cards

- i. We are currently waiting on the man who gave us a program for free. He just took on a new business over summer, and should be back within the next two (2) weeks. At that point we can start rolling this out. At the last meeting, we chose the “Jennifer Lawrence” cards (the style of card from our examples that had Jennifer Lawrence’s picture). We will use this card but include the new logo.
  1. The mocked-up ID cards were shown to members who were not at the last meeting.



- e. PSA's
  - i. Our PSA's (Public Service Announcements) were previously about adoption, and we will be changing them so that they are about foster care.
  - ii. Cindy M. spoke with the CPE unit person last week. We are looking at doing these PSAs in next 2-3 weeks. The plan is to modify the adoption PSAs to encompass foster care.

### 13. Faith Community

- a. We are unsure of where we are at with the UMSM (United Methodist Social Ministry) Foster Friends Program.
- b. The faith community is still holding their meetings, and our representative who attends these is Carolyn Potter. They are continuing to work on different recruitment avenues. We are not sure where they are in this. Mari recently attended a big meeting with the ministry leaders. We need to get updates from Mari and Carolyn on where we are at with our faith-based recruitment activities.

### 14. Other

- a. Denise had a meeting with the Casey Foundation last Thursday. DFS has requested that they assist and support in recruitment efforts in Clark County. They are going to look at getting some funding, as well as finding all the ways that recruitment has worked across the nation, and will bring this back to us within the next month or so. Their intent is to coordinate efforts and make sure that we are using what has worked in other communities. This will work in partnership with market segmentation. Casey has done this in other communities, and this experience will help drive their partnership with us in this situation. For example, New York and New Jersey are two areas that they have done very well in.



- b. Recruitment in foster care is very fragmented. Even the plans that we draw up tend to be not pointed enough. We all do same things (table at community events, put ads on the radio and the newspaper, etc.).
- c. Casey has good history of having success with recruitment.
- d. Each community is different in response to recruitment styles. Right now, the internet, as well as word-of-mouth, is a big way to recruit. What works in one area might not necessarily work elsewhere. Las Vegas is a transient, 24-hour town, and our culture is different than other cities. We have found that retention needs as much effort as recruitment.
  - i. What is the role of outside agencies in the community? How can they further partner in what DFS is doing?
  - ii. QPI is about collaborative efforts. There is a different type of child being placed in the Higher Level of Care (HLOC) agencies that requires a different level of training to properly care for. This match is why we need to work as a community instead of as different entities. Quality parenting means that if an agency sees something that works, they should identify how they can use it to help us meet our needs and the needs of our children. Currently, the biggest goal is to get children out of Child Haven. How are we not recruiting the right people to take these children? We (private agencies, DFS) are missing something in not be able to find homes for these kids. What do we (all of us, collaboratively) need to do to accomplish this?
    - 1. It can be frustrating for those in recruitment that retention of the families that they license is not always happening.
    - 2. If we don't retain the families we recruit, we are just spinning our wheels.



- a. Maybe the support & retention group needs to join with the recruitment group, as both groups are tied together.
- iii. Last year, DFS lost 180 homes, and 40% of these homes were licensed fewer than two (2) years.
  1. This data doesn't include homes that were closed due to issues for which a foster home should be closed by the agency.
  2. Agencies are in their foster homes more frequently (about once a week), and provide 24 hour support to their families.
    - a. Agencies do find that they have higher levels of retention.
    - b. They provide a lot of extra support (calls, extra visits). The same person takes a family from inquiry through licensure and helps support this family.
  3. Agencies have had more trouble with recruitment now that TIPS-MAPP is implemented with AB348. Once the requirements and the commitment are discussed, families are getting scared off more easily. For new parents, the idea of committing to the level that they are asked to is too overwhelming.
  4. DFS had that problem when first implementing PS-MAPP, and are now finding that afterwards families are very happy with training they received.
  5. Families learn a lot about themselves, including their strengths and their needs, over the course of the training.
  6. Do we know what statistics are for agency retention?
    - a. No one knew any statistics off the top of her head, but one agency representative noted that they have been licensing families for 4-5 years and still have first group of families



that came through. A system where one person does all of training, the home study, and supports the family all the way through the process helps with retention. Each Family Consultant has around 8-10 kids on his or her case load. These Family Consultants provide services in-home as well as outside of home.

7. One agency representative noted that she has experienced working with great families who had horrible experiences with DFS. Sometimes a family will feel satisfied with the agency, but is too frustrated with DFS and will close its license anyway. This specific instance that she is referencing was mainly case worker-related. The family went into the process wanting to work with a specific child, and had problems working with system. This feedback has already been provided to DFS.
8. Denise asked for agencies to email her if they hear of issues with specific case workers and to identify who is involved and what the problems may be.
  - a. Denise has been tasked with keeping track of instances where she hears complaints about specific case workers. Management wants to know the names and the issues that are occurring, so that we can recognize and address them. This is not always about “we need to get rid of this person,” but instead about trying to educate him/her in order to help him/her provide quality services.
  - b. When Cindy hears about problems like this, she typically will call the person and their supervisor and initiate a



discussion about what workers aren't providing support to foster parents. Cindy tries to make sure these issues are addressed as quickly as possible.

9. Another thing that is important is the amount of support that agency homes get. After the licensure phase is done, the DFS case load for one worker may be 125 children. This has come through in the surveys; families are happy with the support that they receive in beginning, but they feel like they lose their support after this process is over. Hopefully the FPCs (Foster Parent Champions) will be able to help with this.
10. Calculations recently conducted showed that it costs about \$3,000 to license a foster family. Agencies try to act as a bridge/liaison between DFS and the families, but they are limited in the things that they can do.
11. One issue that has been brought up multiple times is the travel letter. Travel letters are currently being addressed in one of the work groups. The group is coming up with recommendations that will be followed.
12. Families are being asked "if you have children that can go with you on vacation (as opposed to going into a stranger's home), what do we need to do in order to make sure that this happens?"
13. We are trying to prevent our children from being further traumatized by going to a strange home instead of staying with their foster parents.
15. On August 26<sup>th</sup> is the Implementation Team meeting for this quarter. This meeting will consist of fair-style, round table discussion. Instead of having people stand and report,



we would like to have each workgroup have their own table to discuss their area and give updates. This format will give people the opportunity to go around to each group and give their input. Our Partnership Agreement will be available, the Child Transition Survey will be available, there will be the mock-up of the Foster Parent ID, etc. We are hoping to get things finished at this meeting.

16. We are also looking at the description for this workgroup. When the Recruitment workgroup was first set up, our description was drafted, and that may be different now. Denise will send the description to the group members and collect everyone's feedback. We want to make sure we have our "elevator speech" that we can communicate succinctly in order to let people know what this workgroup is about. We want to make sure that our description is accurate, and that it covers what we are doing.
17. Does anybody know of any upcoming community events?
  - a. We are signed up for Latino Festival, Step up for Kids (last week of September), and the Foster Friends Conference.
    - i. The Foster Friends Conference is put on by those who have been helpful in the foster community. For example, doctors who work with foster children will share their stories, and potentially encourage other doctors to help as well.
    - ii. CPE will organize this event.
  - b. The Recruitment Unit is significantly short-staffed; one of the current discussions is that if Recruitment wants to start attending more events, they need more staff.
    - i. We need to license homes in order to place the children currently in Child Haven. In order to do this, Recruiters need to finish licensing foster



parents in the training/licensing process. We also need Recruiters out in the community to attend events and recruit new foster parents.