



Clark County Department of Family Services

QPI Recruitment Workgroup

Meeting Minutes

Tuesday, September 1, 2015 – 12:00pm to 2:00pm

ATTENDEES

Department of Family Services – Cindy Metzger, Denise Parker, Barbara Straight, Sha'Londa Adams

Kid's Peace – Kerri Korin

AGENDA

1. Welcome/Introductions
2. Update Market Segmentation
 - Sub-workgroup
 - Marketing agency
3. Parallel Process Recruitment
 - Upcoming events
4. Other Discussion
5. Next Meeting

MINUTES

1. Market Segmentation

- The first meeting with our chosen marketing company (RNR) will be this Thursday. The sub-workgroup's brainstorming has been productive and we have a draft of our central message. Our hopes in meeting with the marketing company are to:
 - Provide a complete overview of DFS processes from informational sessions to licensure.
 - Have a consistent message, tagline and color scheme in all of our materials that communicates cohesiveness and continuity.

- Communicate specificity in information on special needs, teens, medically fragile children.

2. Parallel Process Recruitment

- Our participation in the “National Night Out” event was a success, and several potential caregivers we talked to at this event attended DFS Informational sessions afterwards.
- “Back to School, Back to Basics” event was a success. Over 1,000 children were served. Four Agencies partnered in participating in the event, and we now have some additional ideas and strategies to improve upon the event next year.
- Upcoming events:
 - We will be participating in the “Step Up for Kids” event on September 28th.
 - We will have a booth at Bite of Las Vegas on September 12th.
 - Possible participation in the PRIDE event at the Government Center.
 - Possible participation in a Book-a-Thon event in which authors come to read to the children and sign books.
- An updated list of events with dates for October will be compiled and sent for distribution in the Caregiver Courier.
- Planning for participation in Kid’s Mix with Mix 94 and CVS in May 2016 has been started.
- The DFS PSA’s we purchased are meant to be currently running, but not many have been heard. We will follow up on this with and attempt to obtain a list of run times from KNPR.

3. Other Discussion

- Effective recruitment strategies and ways to improve recruitment efforts were discussed. Points included:
 - Having each Agency outline their recruitment plan in their Agency binder.
 - Provide incentives to caregivers for referrals.
 - Explore how to address the problem of “Agency hopping”. The estimated total cost to recruit caregivers to licensure is \$2000. Frequently switching agencies creates issues for DFS workers and licensing, discourages other families and brings up ethical issues.
 - Possibility of having required meeting with DFS, involved Agency and caregiver before switching agencies to clarify and justify need for this action.
 - Implement placement agreements.

4. Next Meeting: Tuesday, October 6, 2015 from 12pm-2pm at the DFS Central Office