



## Clark County Department of Family Services

### Recruitment Workgroup Meeting

September 8, 2014 12:00 pm – 1:30 pm

Carson Room

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#### **Attendees**

Maria Castillo-Couch (City of Las Vegas), Jessica Guevara (Bountiful Services), Mike Pochowski (Foster Parent), Susan Vanstaden (SAFY)

DFS Staff- Cynthia Metzger, Denise Parker, Shannon Rooney, Barbara Straight

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#### **Agenda**

1. Welcome and Introductions
2. Meeting Minutes from August meeting
3. Marketing Tools
  - a. Foster Parent ID cards
  - b. Rack cards
  - c. PSA
  - d. Business cards
  - e. Information session
4. Recruitment strategic plan
5. Other

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## Minutes

1. Welcome and Introductions
  - a. Welcome and introductions were conducted.
2. Meeting Minutes from August meeting
  - a. The group reviewed the previous meeting's minutes and no questions or corrections were brought up.
3. Marketing Tools
  - a. Foster Parent Identification (ID) Cards
    - i. Barbara finally got in touch with the Lifetouch gentleman who will donate the software to DFS (The Department of Family Services). Tomorrow he will install it on a PC in Licensing. DFS will buy the printer to create the ID cards by the first of October.
    - ii. Our CPE unit has already designed the foster parent ID and will connect with Barbara to see how to enter it in order to move the cards along.
  - b. Rack cards
  - c. PSA (Public Service Announcements)
    - i. We are in the process of rewriting the PSAs. The message is that we need quality foster parents.
    - ii. The wording is being redone by a contractor.
      1. The idea of "adoption" is being taken out the message, letting listeners know that we need foster parents who will work with the birth families towards reunification.
    - iii. A real foster family has been contacted to speak in the PSAs.
      1. Sam Watkins and his wife will be a part of this. The group noted that he is a great spokesperson for foster care.

2. Sharing stories needs to be an important aspect of our recruiting.
- iv. The PSA will be recorded in both English and Spanish.
  - v. This should be complete within a few weeks.
    1. It will come out in October, around the time the Foster Parent IDs are coming out.
  - vi. Maria wants to help promote what DFS is doing. She has been fortunate to develop relationship with LDS (Latter Day Saints) community, and has been invited to work with them on their attempts to further community engagement. They would like to work with Maria to promote some of the things she is involved in, such as foster care. She proposed adding the PSA to the website they are creating. She also noted that she wants to increase communication with the Mayor's Faith Initiative group, and would like to add a monthly newsletter that perhaps highlighted a foster family in each edition.
    1. Mari and Andre should be included in this, as Andre's group is working on both the PSAs and the newsletter.
- d. Information session
- i. The information sessions have been revamped to emphasize foster care. Facilitators have given input on what they like and dislike, and the group will get together to make adjustments again based on this feedback.
  - ii. It seems that the new message communicated in information sessions is effective.
    1. One of the current classes has thirteen (13) potential licenses, and 13 are potential foster families instead of "adopt only" families

- a. Some are “foster- open to adopt,” but none are “adopt only.” We have let families know that they are here for foster care. Adoption may happen, but the primary focus is fostering.
- iii. We have scheduled information sessions with City of Las Vegas employees, which will be held at City Hall.
- iv. We are finishing with the information sessions for Clark County employees.
  1. These information sessions did not yield the response that the group was hoping for.
  2. One thing we hope to do differently for the City recruitment sessions is to send out reminder emails before the sessions.
- v. We have also started doing reverse matching.
  1. In the past, homes get licensed and give information to Placement, who would then call foster homes and ask them to take children.
  2. We are currently going to PS-MAPP facilitators and telling them to talk to the families about the specific children that we have, and ask them which ones that they think would fit best. We are having families tell us what they think they can do and which children they believe they can help. They will not necessarily foster that specific child, but they can get feel for what the profile of the children currently in foster care looks like.
    - a. Sometimes it is these specific kids that are placed with the families who express that they would be a good fit for these children, sometimes it is other children that are similar.

- b. This practice opens up conversations about a family's capacities and strengths.
- vi. DFS is also meeting with agencies every Friday and discussing children that would meet the criteria for agency placement, and seeing whether there are open beds that could fit.
  - 1. We are also asking what needs to happen in order to make these placements work.
    - a. For example, if we are trying to place a sibling group and there isn't a crib, we are seeing what can be done about getting a crib.
- vii. At the last QPI Recruitment meeting, agencies express that they do not have trouble keeping families, but do have trouble recruiting them. DFS typically experiences the opposite. A conversation about how agencies keep their families can open up a conversation about support for DFS homes.
  - 1. The support that agencies give foster parents (monthly trainings, weekly home visits, etc.) enables them to give more immediate support, which is helpful in keeping families.
  - 2. In DFS licensing, this level of support is difficult due to the size of the case loads. One worker might have 125 cases, instead of 25, like an agency worker typically has.
    - a. The main difference is in how often they are able to visit.
    - b. At DFS, case workers are specific to children, not specific to a home. Licensing workers are specific to a home, but only do visits once a year.
    - c. Mike noted that working with DFS to make changes can be difficult for some foster parents to do, as

there is a stigma associated with working with the government.

#### 4. Recruitment Strategic Plan

a. A Recruitment Strategic Plan has been developed.

i. We are involved in market segmentation.

1. Nielsen will be looking at the demographics of our quality families.
2. A purchase order has been placed, and we hope to have a list of quality foster parents to send to Nielsen next week.

ii. Casey Foundation

1. We have the opportunity to work with The Casey Foundation on recruitment efforts.
2. The Casey Foundation has approached executive management and wants to help solidify our recruitment plan.
3. The Casey Foundation has a copy of our current plan and is looking at it.
4. They will help create a business plan and help fund it by giving us money based on what they think we need.
5. They are excited to partner with market segmentation, and help develop a recruitment plan for community in conjunction with this process. They are excited to help us recruit quality foster parents.
6. The ideas for recruitment will be developed here and sent to Mari's group to design.
  - a. Mari's group is doing the PSAs and some of the "hard" materials as well (i.e. foster parent IDs, information booklets).

7. This group will probably not need to get together again until January.

- a. Until we make steps towards developing this new recruitment plan in conjunction with The Casey foundation and market segmentation, the only thing our recruitment workgroup has is the PSAs and marketing materials, which are already in the works.

5. Other

a. Wet 'n' Wild recruitment

- i. One of the days we were scheduled to recruit, the park was closed due to the weather.
- ii. We have distributed beach balls that advertise for foster parents.
- iii. Last weekend were able to do this for three days.
- iv. More families were signed up through the Back to School event than Wet 'n' Wild.

b. Fiesta Las Vegas

- i. Will be held this weekend, and thousands of people are expected to attend.
- ii. The event is located at the Fiesta Casino.
- iii. We will have a table for 12 hours, and will have at least 1 Spanish-speaking staff member present, as well as Spanish materials to distribute.

6. The Next meeting for this group will be held in January.