

QPI Recruitment Workgroup: Minutes

Date: October 4, 2017

Time: 12:00 pm -1:00 pm

Location: Mt. Charleston Room, 701 Pecos Rd.

Meeting Results

By the end of the meeting, participants will:

- 1) Participants will discuss a recruitment brand & campaign
- 2) Create the first phase of campaign development

Preparation

- Review the attached Recruitment Plan document
- Think about action items/activity steps for supporting the objectives
- October meeting will adjourn 30 minutes early at 1:00 PM
- Lunch is on us! Annie E. Casey will be graciously providing lunch once again.

Agenda

Date of the Mtg.	
Timeframe 12:00-12:15 pm	<p>Task: Welcome, Introductions and Check-In. Everyone will share: name, unit/agency/business, most memorable or your favorite campaign slogan of all time and why.</p> <p>Results: <i>Ice breakers will ready Participants for the work.</i></p> <p>Team members shared their favorite slogans that have stuck within them over the years. The common thread amongst all the slogans was that they were all positive, realistic, catchy, have longevity, impactful, had a sense of community, and could easily be interwoven to into daily life. Sharing these favorite brands, campaigns & slogans allowed the team to get in the mind frame of recruitment branding for DFS</p>
Timeframe 12:15-12:50 pm	<p>Task: <i>Team will brainstorm brand names for recruitment URL (i.e. #VegasFosters) & discuss recruitment campaign ideas based around the concept of the "Best You You'll Ever Be"</i></p> <p>Results: <i>Team will have agreed to a brand URL name and will have identified at least 2 Ad Concept Headlines.</i></p> <p>Today's meeting focused on recruitment branding for DFS. Ideas were shared about a brand name as well as a campaign/slogan to develop and create. The brand name would be a resounding name that would act as a call to action to Clark County. This brand would encompass all the characteristics outlined as the commonalities of those expressed in the team's favorite brands. Ideas of creative concepts were shared for campaigns that would target audiences of prospective parents and the types of children in care.</p> <p>Demographics of prospective parents would include: current & past foster parents, employees, community, media, elected officials, African Americans, Asian, faith-based, Hispanic/Latino, LGBTQ, multi-generational families, senior citizens</p> <p>Demographics of children in care would include: medically fragile, sibling groups, teens as well as the demographics listed above.</p>
Timeframe 12:50- 1:00 pm	<p>Next Steps and Check-Out</p> <p>Results: <i>Overview of responsibility of tasks who will do what and set time frames of completion. No meeting for November.</i></p> <p><i>Meeting for November only will be moved to a different date (TBD)</i></p> <p><i>Assignments prior to next meeting:</i></p>

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Of the following demographics each person is responsible for developing a creative concept that will include:

- 1) a headline*
- 2) a full description of what photo/imagery would complement that headline*
- 3) a paragraph (or elevator speech that would tie the headline, imagery and topic demographic*

Demographics:

Multi-generational- Sha'Londa

Asian- Neiufi

Senior citizen- Amanda Spletter

*LGBTQ- *completed in workgroup*

Disabled (medically fragile)- Amanda Schmidt

Faith-based- Madison

Siblings- Amanda Schmidt

Teens- Sha'Londa