



Clark County Department of Family Services

Communications Workgroup

Minutes for Thursday, 17 September, 2015

Present

Anne-Marie Abruscato, Mojave Adult, Child and Family Services
Brenda Herbstman, DFS
Jennifer Erbes, Olive Crest
Elizabeth Freeland, DFS
Kevin MacDonald, DFS
Paula McConico, Foster parent

Agenda

Introductions
Implementation Meeting Report
Caregiver Courier October Issue Review
Caregiver Courier: November, December Content
2016 Caregiver Courier Planning

Meeting Minutes

Implementation Meeting Report Review

Changes in 2015

- Established more regular publication schedule (first Thursday of month)
- Increased collaboration with caregivers, child care professionals and DFS units
- Highlighted personal interest-type stories and issues relevant to caregiver community (respite, school, etc.)
- Put “call to action” information behind a link, enticing readers to click

Results

- Increased readership
 - Year-over-year numbers show and **18 percent increase in average number of readers per issue**—2014: 388.13, 2015: 458.89
 - Five of nine issues surpassed most-read issue of 2014 Courier (August)
- Click-thrus increased in Q2/Q3 issues, thanks to aforementioned tactics
 - Two issues eclipses more than 100 clicks (benchmark achieved only once in 2014)

Opportunities heading into 2016

- Increase readership to 500 per issue average
 - Expand audience
 - Solicit input from additional partner organizations and caregivers

QPI Communications Workgroup Meeting Minutes, continued
Thursday, 17 September 2015

- Include interactive features (surveys, etc.)
- Increase clicks per issue to 25 percent
 - Provide content our audiences want (family activities, inexpensive entertain, events targeted toward our caregiver audience)
- Increase collaboration
 - Provide more content from our partner organizations and agencies
 - Develop more content directly from caregivers (we want to tell your story)

Caregiver Courier October Issue review

- Awaiting Education article from L. Murdock
- Awaiting Angel Tree information from D. Parker/J Bluit
- Holding on Spotlight article until November issue

Caregiver Courier November Issue

Caregiver Courier November 2015 Issue		October 2015 Issue Schedule	
Article	Author		
Holiday Stress Article Review/Revise	A. Abruscato	Assigned	17-Sep-15
Independent Living Update	G. Shanks	Submission Deadline	5-Oct-15
Angel Tree Registration	K. MacDonald	Workgroup Review	15-Oct-15
Spotlight: Danielle	K. MacDonald	CPE/M. Knight Review	22-Oct-15
Education Corner	L. Murdock	Publication Date	5-Nov-15
Project Independence	J. Erbes		
"Dee Dee" update (tent.)	B. Herbstman		

Caregiver December content

- Angel Tree reminder
- Holiday activities
- Education article
- Independent Living article

Caregiver January content

- Training videos from FPC
- Training hours for foster parents

2016 Caregiver Courier Content

- February: Wait No More event
- April: Child Abuse Awareness Month (pinwheels)
- May: Foster Care Awareness Month
- June: National Foster Parent conference, June 16 – 18
- MacDonald will build out 2016 editorial calendar for next meeting

Next Meeting

9:30 a.m. Thursday, 15 October 2015
 DFS Central Storey Room
 121 S. Martin Luther King Blvd.