



## Clark County Department of Family Services

Recruitment Workgroup

Meeting Minutes

Tuesday, January 5, 2016 – 12:00-2:00pm

### ATTENDEES

Cindy Metzger, Denise Parker, Marti Rayner, Antone Dotson, Sha'Londa Adams, Neiufi langi, Eduardo Alvarez, Brittany Daffron, Jocelyn Bluit-Fischer, Lauren Soskin, Heather Brockway, Barbara Straight, Dawn Sanchez

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### AGENDA

1. Welcome/Introductions
  2. Update on Blue Ribbon Panel
  3. Sub-workgroup: Placement utilization
  4. Update on Market Segmentation
    - Next Steps
  5. Parallel process recruitment
  6. Next meeting
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### MINUTES

#### **2. Update on Blue Ribbon Panel**

- The Blue Ribbon Panel has been working on breaking down and examining placement.
  - They are hoping to have placement data updated by March 2016.
  - They are also exploring reverse-matching programs and the practicality of implementing one in Clark County. They are currently researching companies that offer these services.

#### **3. Sub-workgroup: Placement utilization**

- Issues we are exploring:
  - Court involvement in placement decisions
  - Planning for sibling reunification
  - Does a child's profile move properly with the child?
  - Competition between case workers

- Miscommunication of referrals

#### **4. Update on market segmentation**

- Workgroup viewed the proposed new ads. The ads aim to serve as a call to action, with tag lines such as:
  - “If you enrich a child’s life, you enrich your own.”
  - “Sharing your passion could become a new one.”
- Next steps:
  - Answer: Where will these ads go? We can use the Diligent Recruitment data to understand what both current and potential foster parents are interested in and where they will see these ads.
  - Continue to establish a cohesive brand in our marketing.
  - January 30<sup>th</sup> is the proposal deadline for Diligent Recruitment.

#### **5. Parallel process recruitment**

- We are in the brainstorming stage of what to do for our own recruitment event.
  - Answer: How do we communicate the need for our cause? Who do we want there?
  - We want the event to be family oriented, educational and to include community partners.
  - The goal is to spread awareness vs. a call to foster.
  - There is potential for partnership with retention unit to make this happen.
  - Spring’s Preserve is a potential partner as they are already a Foster Friend.

#### **6. Next Meeting: Tuesday, February 2<sup>nd</sup>, 2016 – 12:00-1:30pm at the DFS Central Office.**