



Clark County Department of Family Services

Recruitment Meeting

Meeting Minutes from May 12, 2014, 12:00 pm – 2:00 pm

Present

Maria Castillo-Couch (City of Las Vegas), Cindy DeGan (Eagle Quest), Jessica Guevara (Bountiful Family Services), Genesis Jameson (Coldwell Banker Premier), Denienne Leed (Cross County Mortgage), Catalina Pericon (Foster Parent), Ryan Staggs (Coldwell Banker Premier)

DFS Staff – Virgil Clark, Cynthia Metzger, Denise Parker, Gina Shanks

Agenda

1. Welcome and Introductions
2. Meeting Minutes from April meeting
3. Market Segmentation Update
4. Foster Parent Identification Cards
5. Parallel recruitment events – Event sub-committee
 - a. CCFAPA and Walk Me Home – May 3rd, 2014
 - b. Recruitment departments – upcoming events
 - c. The Center - June
6. Marketing tools – status
 - a. Tool kit
 - b. Business Cards
7. Retention analysis – reasons for closure – Support and Retention group, licensing time lines – Data analysis
8. Faith Community – Sam/Oscar, Ray B. Mayor's group.
9. Strategic Plan
10. Other

Minutes

Meeting Content:

1. Welcome and introductions were made
2. Meeting minutes from April were reviewed
3. Discussed community partnerships
 - a. There are a lot of things that we can do with the community partners
4. Quality Parenting Initiative (QPI) Coordinator, Denise Parker, identified the Recruitment and Retention work group as the hardest of the QPI work groups
 - a. QPI is about setting, and holding people to, a higher standard which makes the work of recruitment and retention harder
5. An update on the market segmentation project was given
 - a. Market segmentation is moving forward
 - b. The National Resource Center for Diligent Recruitment (NRCDR) is who we are working with in cooperation with The Nielsen Group
 - c. Market Segmentation will identify where the Department of Family Services (DFS) has drawn successful, quality parents from so that DFS can target those segments for recruitment going forward
 - d. DFS has identified over nine hundred (900) quality homes to be evaluated by Nielsen
 - e. DFS is in the process of getting the contract approved
 - f. DFS is hoping by the end of the summer they will have the process completed and by the end of the year will have a recruitment plan in place
 - g. DFS will have recruitment plans for each of the harder to place segments
 - i. Teens
 - ii. Higher Level of Care (HLOC)
 - iii. Larger sibling groups

- h. As DFS is putting together a strategic plan, DFS needs to look at how they are recruiting now
- 6. Identified that DFS Recruitment is attending approximately two (2) events a month
- 7. Discussed that while DFS is using a dual process of recruitment, there is a third option for recruitment
 - a. The third option would involve recruitment efforts within the community at hospitals and schools
 - b. Could include any large place where there are lots of families coming to it
 - c. Connections will need to be developed between schools and hospitals, etc.
- 8. DFS wants to make sure they recruit quality families and have them stay with DFS a lot longer
- 9. DFS is looking at where they have had their greatest success in recruiting quality parents
 - a. All of the data isn't in yet
 - b. DFS seemed to have greater success when they were doing presentations to captive audiences
 - c. DFS had lots of success when they did presentations to the Mormon (LDS) community at their Fireside events
 - d. DFS also used to do events with the MGM Grand who allowed their staff to attend in shifts
 - e. Mentioned how important it is for employers to support their employees fostering because they need more time off than other employees
 - f. The caregiver survey and market segmentation reports will help the work group to know where to focus
 - g. Asked if we have reached out to other faith-based organizations
 - i. Yes, there are a few others

10. Announced the City of Las Vegas will be doing a presentation on May 22, 2014 to the LDS community through the Strengthening the Family workgroup
 - a. After the presentation additional ones will be held with other LDS groups and partnerships will hopefully evolve
11. Discussed the Spring Celebration and Foster Connection event
 - a. Sixty (60) people signed up as interested in receiving information about fostering
 - b. Interviews with foster parents were video-taped and are being edited
 - i. Once complete, they will be uploaded to the City of Las Vegas Mayor's website under the tab for Strengthening the Family
12. Discussed the Walk Me Home event
 - a. Thirty (30) people registered to walk
 - b. The money earned at the event goes toward fees not covered by Medicaid for foster kids
 - c. While this is not the only event the association holds, it is by far the largest
 - d. The event was an eye opener regarding possible community partners
 - i. There are a lot of community resources that were in attendance at this event
 - ii. As we attend events and meet these resources, we are working to get them on to our QPI workgroups
 - e. There was a great outpouring of donations for the silent auction
13. The location was changed to a new location this year as it was less expensive
14. Discussed the Just in Time website
 - a. All foster/adoptive events are listed on the website
 - b. All of the minutes from every QPI meeting are posted on the website
 - c. All summer events that are affordable for our families will be uploaded to the site soon

15. DFS wants to make sure that our quality families are the face of our recruitment efforts
16. DFS hasn't been consistent with the data and reporting out to the public what they are doing
17. DFS needs to evaluate how many people expressed interest in fostering at each event to determine if the event was worth the effort
18. Some upcoming events were announced
 - a. Parenting Expo May 31, 2014
 - b. Puerto Rican Festival May 25, 2014
 - c. If there is a good response to these events, DFS can consider attending again
19. The caregiver identification (ID) cards have been approved by DFS management
 - a. The card software was donated to DFS
 - b. The ID will be paper for the remainder of this year and then it will be budgeted to change to the hard plastic ones next year
 - c. The back of the card will outline the medical component of fostering
 - d. There will be an agreement with the families that the card will be for identification only to be respectful of the child's normalcy
 - e. The Community Partnership work group is working with community partners to accept the card for discounts for foster families
 - i. Asked if Flipping Out would be a good partner
 1. Yes, we will examine all possibilities
 - f. The card will be discussed at the Implementation Meeting
20. The current DFS Recruitment Plan was distributed and the group was tasked with reviewing it and providing feedback
 - a. Once a draft of the new plan is created, we will bring it back to the group
21. Data was discussed
 - a. DFS has looked at the attrition rate for license closure
 - i. In 2013 DFS had one hundred and eighty-six (186) closures

- ii. DFS opened one hundred and sixty-six (166) new licenses
 - iii. DFS had a net loss of twenty (20) homes
- b. In the first quarter of this year fifteen (15) have closed
- c. Only forty-five percent (45%) of the 2013 closures were for acceptable reasons
- d. Fifty-five percent (55%) closed for other reasons and we are examining them as to why they closed and looking for “teachable moments”
- e. DFS Licensing Unit is calling the ones that closed for reasonable issues to see if they want to come back

22. Discussed possible reasons for license closures

- a. Nevada doesn't require as much relicensing training as all the other states and suggested that might be a reason for some of the closures
 - i. Training work group has had approval to increase the number of training hours needed for relicensing to twelve (12) hours
 - ii. This will be announced at the Implementation Team meeting
- b. Suggested that perhaps homes closed because they don't belong to support groups
 - i. Support needs to be provided to the foster families
 - ii. Still only ten percent (10%) of our families are members of the associations
 - iii. We need to have our families feel it is important to belong to the associations
- c. In 2013 we had fifteen hundred (1,500) people that expressed an interest in fostering
 - i. Only four hundred ninety-eight (498) attended an orientation
 - ii. Only four hundred twenty-one (421) started the classes
 - iii. Only two hundred fifty-four (254) completed the training
 - iv. Only one hundred and sixty-six (166) became licensed

- v. That means only eleven percent (11%) of the people that called in got licensed
 - d. It is necessary to identify where DFS is losing families in the process
 - e. Stated the person answering the inquiry calls needs to be a salesperson not a machine
 - i. Asked if we are at a place, with regard to staffing, where we can have the phone line answered rather than go to voice mail
 - 1. Yes, in part
 - 2. It is now staffed most of the time
 - f. Mentioned there needs to be honesty in the trainings so parents aren't surprised when a placement arrives
 - g. Suggested adding a foster parent and foster child coming in to talk to the last pre-service training class
 - h. It currently takes DFS nine (9) months to get people licensed
 - i. This is a very long process and might turn people off
 - i. We have to treat our families better
 - j. Discussed adding the orientation dates on the ID cards so caregivers would have that information at their fingertips if asked by interested people
 - k. Suggested adding a code on the ID card that links to the DFS website
 - l. The data needs to drive DFS' focus going forward
 - m. DFS management is open to making changes
 - 23. Discussed what has been successful in recruiting foster parents in the past
 - a. Nationally it is known that the best way to get new parents is through word of mouth
 - b. Second is through faith based communities
 - i. That is because there is a support system there both emotionally and financially

- c. People need to hear about it five to seven (5-7) times before they take action
- d. This really speaks to the need to do the three (3) different types of recruiting

24. Discussed the marketing tools

- a. DFS' new fiscal year starts in July
- b. Making sure that we figure out where we need to go as we develop our plan is very important
- c. DFS needs to know what the work group needs in order to purchase specific marketing tools
- d. The marketing material out there now is not QPI friendly and dated
- e. Once we decide what we want to have made, we have to run it past the DFS Communication group
- f. We need to make sure that we also target the Spanish population
 - i. Twenty-seven percent (27%) of the kids in our system are Hispanic

25. A sub group will be looking at the current Recruitment Plan

26. Discussed the Implementation Meeting

- a. This is an opportunity to have the work groups report out initiatives that have been completed
- b. This group meets quarterly
- c. This is the overview of everything QPI for the quarter
- d. Everyone is welcome
- e. Discussed the six (6) workgroups
 - i. Child Welfare
 - ii. Recruitment
 - iii. Support and Retention
 - iv. Community Partnership
 - v. Communication
 - vi. Training

- f. A seventh (7th) was developed out of the National Meeting
 - i. This is a statewide work group
 - ii. This work group is covering four (4) topics
 - 1. Confidentiality and information sharing
 - 2. Normalcy
 - 3. Foster Parent Handbook
 - 4. Looking at the UNITY system being changed to include what licensing needs

27. Next meeting June 9, 2014 from 12:00 pm – 2:00 pm at DFS Central Carson City Room