

QPI Recruitment Workgroup: Agenda

Date: December 6, 2017

Time: 12:00 pm - 1:30 pm

Location: Mt. Charleston Room, 701 Pecos Rd.

Meeting Results

By the end of the meeting, participants will

- 1) Participants will discuss 2018 calendar of events
- 2) Participants will review creatives of new campaign

Preparation

- Review the attached Recruitment Plan document
- Think about action items/activity steps for supporting the objectives
- Please be sure to bring your lunch to this meeting ☺

Agenda

Date of the Mtg.	<i>Attendees: Sha'Londa Adam, Eduardo Alvarez, Neiuji Iongi, Amanda Schmidt, Amanda Spletter, Madison Sandoval-Lunn, Joe Rajchel, Gina Shanks, Michael Sanders, Laura Griffin</i>
Timeframe 12:00-12:15 pm	<p>Task: Welcome, Introductions and Check-In. Everyone will share: name, unit/agency/business, and what instantly makes them smile.</p> <p>Results: <i>Ice breakers will ready Participants for the work.</i></p> <p>Sharing of the things that make the participants instantly smile helped to them to focus on what would make potential foster parents feel the sense of urgency to get involved in supporting children in care.</p>
Timeframe 12:15-12:50 pm	<p>Task: <i>Team will review creatives produced for recruitment branding and provide feedback for PIO to move forward</i></p> <p>Results: <i>Team will have made forward progress decisions to push brand to next step.</i></p> <p>When last the workgroup met the team was given the task to develop the marketing concept of "The Best You You'll Ever Be". As materials were developed it was determined the concept did not translate that well in all forms of print. This is a campaign that would need to be accompanied with a lot of explanation. Recruitment shared the concept of "Count Me In" with printed samples of postcards and posters. Feedback was solicited from the workgroup. The concept was well received and suggestions to make the print materials better were provided. Recruitment will proceed with implementing these suggestions and then provided to management for approval.</p>
12:50-1:20pm	<p>Task: <i>Review attached recruitment plan. Identify 2018 calendar of events/activities in January, February, March (possibly May) for recruitment to focus on that will support the goals and objectives of the recruitment plan.</i></p> <p>Results: <i>Team will have identified a minimum of 3 events/activities for each of above months for recruitment to plan focused activities for.</i></p> <p>The team was asked to identify at 3 events/activities in Jan, Feb & Mar that they may have connections to provide in which recruitment could start to pursue those leads. Some leads give were:</p> <p>Enterprise Rental Car-post material in the breakrooms of their locations of DFS high removal/foster parent areas of need.- Eduardo Alvarez</p> <p>January- look into Divas Day Out. Connect with Sally Alfonso from Team Network to have all the businesses launch info regarding foster care needs. -Sha'Londa Adams</p>

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	<p>Reach out to Southwest Airlines- they raise monies through golf tournaments. They may even be willing to come and do trainings for youth in care through some of their company youth development programs. – Madison Sandoval-Lunn</p> <p>February- Connect with Alicia Hines (DFS Eligibility) for connections within Social Services for events/activities regarding Black History – Sha'Londa Adams</p>
<p>Timeframe 12:50- 1:00 pm</p>	<p>Next Steps and Check-Out</p> <p><i>Results: Overview of responsibility of tasks who will do what and set time frames of completion.</i></p> <p>Recruitment will follow up on all suggestions provided</p>