



# Clark County Department of Family Services

## Community Partnerships Workgroup

Minutes for 05/06/14

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### Present

Chair Leslie Murdock, Legal Aid  
Chair Mari Parlade, DFS  
Carolyn Potter, DFS  
Denise Parker, DFS – QPI  
Vickie Wilson, DFS  
Shelia Parks, CASA  
Tracy Damewood, Foster Parent  
Cindy Lubiarez, Care Meridian

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### Agenda

- Minutes from April 1, 2014 QPI Community Partnerships Workgroup Meeting
- KaBOOM! update
- Foster Friends and Ambassador Program
- Next Steps

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### Minutes

#### **Minutes from April 1, 2014**

- Minutes were distributed from last meeting for review

#### **KaBOOM! update**

- Mari provided a recap of the playground build at Child Haven. From the water main pipe getting drilled into on the first Prep Day, to 800 volunteers arriving on Build Day, a comprehensive review of the event was discussed.
- New alliance forming with The Cosmopolitan as a result of KaBOOM! Although registration had already closed when The Cosmopolitan Co-Stars reached out to volunteer, Mari has since met with their Community Sustainability coordinator to discuss future partnering efforts.
- Director Lisa Ruiz-Lee fully supports creating events to engage community partners moving forward.

#### **Foster Friends & Ambassador Programs**

- Lunch-and-learns discussed as a great way to engage the community, especially with medical and healthcare providers. Make presentations to groups during lunchtime.
- United Methodist Social Ministries (UMSM) discussed as beginning model for Foster Friends program. They want to have their membership become part of supporting friendships to foster families. UMSM would like to spearhead a respite day to grow into foster friendships that can eventually lend support in other ways. Goal is to get congregation introduced to foster families and children.

- 6.22.14 event to be held at a United Methodist Church; ladies of UMSM to identify a church located in the zip code that has the biggest number of families and reach out to host the first event.
- The UMSM event will follow a simple model that we will be able to duplicate throughout the community to change the culture and show foster families that they are supported.
- Foster friend businesses would be businesses that either currently support or want to be supportive of foster families. They may want to extend a donation, or offer discounts or services to foster care providers and foster children.
- Ambassador program would be more advanced version of Foster Friends. Ambassadors are identified as those individuals and businesses that vocally support fostering, and engage others in the community by spreading our messages. Ambassadors and Foster Friends can be one in the same.
- Ambassador program can be organized into small subgroups of individuals (experts) who go out and present what we do. Imperative to capture and retain these individuals.
- We must develop a package that outlines the foster care experience, and provides individuals with knowledge about the Foster Friends or Ambassador program. This material needs to get distributed. Items to include are volunteering, respite, foster friend, and donation opportunities.
- Focus on external communications and messaging to fulfill our goal of acquiring more quality parents.
- Exit interviews are great resource for learning and identifying reasons why people are choosing to not foster anymore.
- Only 11% of people expressing an interest in foster care are completing licensure.
- The workgroups need to partner to manage packaging and dissemination of a Foster Friends and Ambassador program. Community Partnerships workgroup needs to focus on cultivating the relationships; the Communications workgroup needs to develop the plan and collaterals; Recruitment workgroup will get the information out via Market Segmentation.
- Foster families don't need free stuff; they need more people to call if they are having a problem. Foster families need loss and grief counseling. They need more opportunities to receive Behavior Modification training.

### **Action Steps**

- Compile list of opportunities for programs so we can begin accessing supports and services.
- Mold Education event with The Cosmopolitan – give Co-Stars information to educate kids for a couple of hours; they get volunteer hours and our children get mentors.
- Establish relationship with area movie theaters for summer offerings for our kids in care.
- Follow-up with Cindy from Care Meridian on Pro Bono Daycare concept?
- Look at way we are advertising QPI Community Partnerships, both internal and external communications. Great events won't be attended if we don't change our attitudes and operating practices. Enhance our web presence; create a facebook page for foster families.
- Work on top Google placement for foster parenting related webpage – create simple, cute website and reduce the confusion that is consistent with governmental websites.
- Make simple yet informative flyers for Foster Friends Program, Ambassador Program and upcoming events.

**Next Meeting – Tuesday, June 3, 2014 10pm – 12pm, Lincoln Room, DFS Central 121 S. MLK**