



Clark County Department of Family Services

Communications Workgroup

Minutes for 16 July, 2015

Present

Anne-Marie Abruscato, Mojave Adult, Child and Family Services
 Brenda Herbstman, DFS
 Jennifer Erbes, Olive Crest
 Denise Parker, DFS
 Kevin MacDonald, DFS

Agenda

Introductions
 Caregiver Courier August Issue review
 Caregiver Courier September, October, November content
 Caregiver Courier readership update
 Internal (DFS) QPI communications
 Other

Meeting Minutes

Caregiver Courier August Issue review

- Include Education Corner from L. Murdock
- Spotlight on YOU article
- Add Meadows Mall & Galleria Mall to Back to School information
- Video of the Month: Help for the Hurting

Caregiver Courier September Issue

Caregiver Courier September 2015 Issue		September 2015 Issue Schedule	
Article	Author		
Back to School Photos	MacDonald	Assigned	16-Jul-15
QPI Statewide Conference application	D. Parker	Submission Deadline	13-Aug-15
QPI National Conference reminder	D. Parker	Workgroup Review	20-Aug-15
Education Corner: School Bus Transportation	L. Murdock	CPE/M. Knight Review	27-Aug-15
Vacation Planning for Families (AAA Travel)	J. Erbes	Publication Date	3-Sep-15
QPI Spotlight	B. Herbstman		
DREAMR project	G. Shanks		
Feature Video: Bullying	Herbstman		

***QPI Communications Workgroup Meeting Minutes, continued
Thursday, 16 July, 2015***

Caregiver Courier October, November content

- *October content*
 - Step Up for Kids review/photos
 - Halloween events for the family
 - Any Thanksgiving deals
 - Angel Tree Save the Date
 - Greg Ivie Article (lawyer...will follow up w/ workgroup)
- *November content*
 - Angel Tree reminder
 - Adoption Day article, coverage
 - Spotlight: Adoption story
 - Holiday events and activities for the family
 - Holiday stress article (Anne-Marie)

Caregiver Courier readership update

- Our average open rate is trending higher than last 2014
- Average readership is up 12 percent over 2014
- Average clicks per issue is down 25 percent from 2014
- **HOWEVER:** our past two issues have yielded our second and third highest number of clicks ever.
 - First five months total clicks: 256; average clicks: 51.2
 - Last two months total clicks: 212; average clicks: 106
 - In other words, we've doubled our clicks in two months.
- **Conclusion:** Overall, engagement with our foster parent audience has increased over last year.

Internal (DFS) QPI communications

- Community Partnerships & Engagement is currently working with upper management to develop internal communications processes that will include pushing QPI news and information to the internal-facing audience as well as the caregiver audience.
- Will share details with workgroup at a later date.

Next Meeting

9:30 a.m. Thursday, 23 August 2015
DFS Central Storey Room
121 S. Martin Luther King Blvd.