



Clark County Department of Family Services

Recruitment Meeting

Tuesday, May 5, 2015 – 12:00 pm – 1:00 p.m.

Attendees

DFS – Cynthia Metzger, Denise Parker, Barbara Straight, Marti Rayner

Bountiful Family Services – Jessica Guevara, Eagle Quest – Celeste Aupied

Agenda

1. Welcome
 2. Review of minutes from previous meeting
 3. Update Market Segmentation
 - Next steps
 - Development of goals focused on Market Segmentation
 4. Parallel process recruitment
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Minutes

Review of minutes from previous meeting

- It was agreed that there are no changes to the minutes of the previous month.
- DFS relative and agency Caregivers are not getting badges at this point in time. Agency Caregivers are not getting ID badges from DFS but should get them from their respective agencies. Denise would like to keep this item on the agenda and take a look at it each month.

Market Segmentation

- Cynthia is having an onsite meeting on May 19th and 20th with John McInturf to talk about the next steps related to Market Segmentation and Recruitment.



- We are working on protocol to implement the FITT tracking system which is a family intake adoption system that Adoption Exchange is using in Nevada to adopt US kids. Our implementation goal date was May 1st; by May 20th we will have outlined clear goals and actions.
- The HUB home project is all foster homes that are mapped on a map by the county. It will show community partners and resources along with schools are mapped on this map. It will be ready to be rolled out by the end of this month.
 - The map will have a lot of information on it, i.e., Caregiver homes, home day care centers, etc.
 - The HUD home project will be updated on a quarterly basis, and will be married with COGNOS.
 - This project will change how we do our Recruitment and Retention because it becomes support for the Caregivers.
 - The plan is to do a different color for the agency homes.
 - This will give us a good overview of homes per zip code and by zone.
- ID badges
 - Barbara showed the first draft of the Caregivers ID badges, she will be printing a prototype and practicing with a live body with pictures with the Foster Parent Champions. She is suggesting that ID badges be put in holders with three business cards for all to have. This will be done at the Passport to Partnership event.
 - Barbara also shared the draft ID agreement each Caregiver will sign when given their ID badge. If the badge is lost, it can be dropped in the mail which will be stated on the back of the final version of the badge.

Parallel Process Recruitment

- Two Pinwheels events were completed – no caregivers were provided, no one stopped at the table.
- Autism event on April 15th, we did not attend this event.
- Healthy Henderson event – was not worthy, location wasn't adequate. Re-evaluating the events, want to go to the events that invite perspective Caregivers.



- Pirate Fest event – you have to commit for all three days, each day is 8 – 10 hour days. Could not justify attending since it was during Foster Parent Awareness month.
- Faith based churches are a good resource to recruit Caregivers. Faith based community and word of mouth from Caregivers are good for recruiting Caregivers.
- Haven't had a lot of success with walks and runs.
- Booths in malls are not an effective recruitment method.
- Certificates and pins will be handed out to the agencies toward the middle of this month. Recognition of Foster Care month, to say thank you to the families. Get Blue Ribbon pins for free. This year's theme is the many faces of foster care.
- Next month we will be back on schedule to meet from 12 – 1:30.