

Brian Sandoval
Governor

STATE OF NEVADA

Tracy Guinn, Chair
Louise Helton
Denise Abbey
Christa Mike
Mary Hausch

Don Soderberg
DETR Director



**Department of Employment, Training, and Rehabilitation
BOARD FOR THE EDUCATION AND COUNSELING OF DISPLACED HOMEMAKERS
NOTICE OF PUBLIC MEETING**

Name of Organization: **Board for the Education and Counseling of Displaced Homemakers**

Date and Time of Meeting: **June 12, 2017
3:00 p.m. Video Conference Board Meeting**

Video Conference Locations: **Nevada JobConnect Conference Room
Reno Town Mall
4001 So. Virginia Street, Suite H
Reno, NV 89501**

**DETR/Stanley P. Jones Building, Conference Room C
2800 E. St. Louis Avenue
Las Vegas, NV 89104**

**Nevada JobConnect Conference Room
475 West Haskell Street, #1
Winnemucca, NV 89445**

**Nevada JobConnect Conference Room
150 Avenue F - Suite 1
Ely, NV 89301**

This meeting will be conducted by videoconference. The public may observe this meeting and provide public comment at any of the above-cited locations.

I. Roll Call and Confirmation of Quorum

Those present in the Las Vegas location were:

Louise Helton, (Board Member)

HELP of Southern Nevada: Denise Gee, Fuijala Riley

Those present in the Winnemucca Location were:

Tracy Guinn, (Chair)

Frontier Community Action Agency (FCAA): Janine Robinson, Alaine Kliewer-Nye

Those Present in the Reno Town Mall were:

Denise Abbey (Board Member)

Truckee Meadows Community College (TMCC): Sidney Sullivan, Camille Vega

Those Present from Carson City were:

DETR WISS: Samantha Hill-Cruz, Teena Park

Those not present:

Christa Mike (Board Member)

Mary Hausch (Board Member)

Community Chest: Kelly Ibarra and Erik Schoen

WISS: Odalys Carmona

Quorum was established by Tracy Guinn

II. Verification of Posting

Samantha Hill-Cruz verified posting of the agenda per NRS 241.020 3(a)

Welcome and Introductions:

Sidney Sullivan introduced the new staff member at the TMCC Re-Entry Center; Camille Vega.

Public Comment(s) Tracy Guinn opened the floor:

There was no public comment in either Carson City or Las Vegas locations.

III. Review – Displaced Homemaker Program Grantee Reports:

TMCC: Presenter Sidney Sullivan

TMCC has become aware of some abnormalities with reporting. With some investigation they realized that their database was malfunctioning. They have provided Samantha with corrected reports that look much better and provide corrected information.

Going forward one of the changes at TMCC is making is bringing Camille Vega on board July 1, 2017. She has a background in case management and working with special populations. She is currently handling the Suicide Prevention Grant at TMCC. She has a base of contacts in the community that would serve the DH Program well in the area.

There has definitely been a lack of outreach in the last year due to staff changes at TMCC. By bringing Camille on board there is the hope for a shift in incoming Displaced Homemakers as well as handling those that are currently Displaced Homemakers in the program.

Denise Abbey asked about the zero participants in the current report. Sidney said that it was due to a data base error. The database was taking those that were applicants and once they were marked as DH there was no longer a record. There was a data entry error as well. Two applicants this last quarter and had one who was made Displaced Homemaker. Also had four that exited as DH in particular one that gained a nursing position at Renown a local hospital. She was a four year DH in the program. Corrected reports have been sent to Samantha. Samantha Hill-Cruz, for the record, has emailed the new corrected reports to the board members previous to the meeting.

HELP of Southern Nevada: Denise Gee and Paula McDonald

Increasing outreach efforts to increase class sizes. Have had some staffing changes and have a current open position for the Displaced Homemaker Coordinator and plan to select an applicant. Denise and Rita Toni, Job developer, have been facilitating and instructing the classes. Reviewing the curriculum and looking at different things to change and update and continue to look for more things to improve.

Men's Warehouse Suit Drive. Five stores are collecting donations. Donors receive 50% off of a second suit. Last year HELP received over 800 suits and suiting pieces. Those go out to the male participants. HELP is also offering pre-screening opportunities by the job developer every other week to help the clients fine tune areas prior to sitting in front of an employer.

Denise Abbey; commended the center on exciting and good work.

Community Chest – Kelly Ibarra

Ms. Hill-Cruz presented for Community Chest. Ms. Ibarra is in court with another program. Community Chest staff apologized for not being able to attend as Kelly is unavailable due to a Domestic Violence Trial in Yerington.

Kelly has reached out to other surrounding counties to offer DH services including information on trainings and social services, etc.

Community Chest had 5 clients with 100% success. They have all attended training and are now certified with the ability to obtain decent paying jobs.

Training consisted of:

- 2 Clinical Medical Assistants
- Ophthalmic Assistant
- Grant Writer
- Certified childcare worker

All of the above women are victims of Domestic Violence. It took some time to build their confidence before they began to believe in themselves and go back to school. Community Chest is very proud of all of them.

Denise Abbey: noted that the letter also attached in the packet was very impressive and a testament to what DH has to offer.

Frontier Community Action Agency (FCAA): Alaine Nye

Have 10 reported participants but one has gone into treatment leaving 9 and is being corrected on the reports. Alaine is on a stiff learning curve. She will be reaching out to more that would be possible for the DH program. Alaine will be training with Samantha on Thursday June 15 for training on DH. Once she completes training she will be providing training to Ely, Eureka and Lander Counties making sure they understand the process. They are already partnering with JobConnect in Lander County and things are going really well. Plan on numbers coming up more than planned.

Denise Abbey for the record; 10 Participants with 9 Females. Very good for just starting out.

IV. * Discussion/For Possible Action

1. Approval of the March 13, 2017 meeting minutes: Tracy Guinn opened the topic for discussion, no one offered any changes.

VOTE: To approve 03-13-17 Face To Face board Meeting Minutes as presented

MOTION: Ms. Helton

SECOND: Ms. Abbey

All in Favor - None opposed.

2. Brochure Update, Short Videos, New Provider Press Release.....Odalys Carmona
Odalys not in attendance, Ms. Hill-Cruz reported in her absence.

Brochures: Labels adding FCAA's contact information were done and brochures mailed to FCAA to update existing stock.

Short videos in hand Dr. Spangler with CSN will have videographer, Jeffery Miller edit DH videos.

Action Item: The Chair selected Louise Helton to review videos and choose what spots are to be included in the compilation video. Louise will need to select start and stop times for the portions to be included from each video. Once completed they will be forwarded to Jeffery Miller to splice together by WISS Staff member Ms. Carmona

New provider press release to announce FCAA as new center is completed:

Action Item: Per Samantha the draft of the press release to be reviewed by Karlene Johnson.

Denise Abbey asked to be included in the review of the Press Release. Samantha believes that the time frame will only allow for the Chair to review. It cannot be discussed in an email and it is three months until the next meeting.

Action Item: Ms. Carmona to contact May Worthey regarding PSA.

3. Purchase of brochures.....Tracy Guinn
Tracy asked which budget will be used. Samantha verified that printing brochures would come out of the Boards budget with the balance of 8,603.32.
Last purchase was for 3,000. Louise proposed the next order to be for 5,000.

VOTE: To use reserve funds to order 5,000 DH Brochures

MOTION: Tracy Guinn

FIRST: Ms. Abbey

SECOND: Ms. Helton

All in Favor: None opposed

4. Marketing plan report/opportunities.....Louise Helton
Ms. Helton suggested for the board to review moving money out of the board reserve and into the program. She felt that after reviewing the center's reports and how much money was being spent per applicant that the main issue in common with all of the centers is the lack of applicants. Louise suggested that money be used for advertising to bring in more applicants. This would save the centers from having to spend dollars on marketing. Ideas were discussed to get the news out by looking at media buys (PSA, radio spots, television and any other possibilities.
Ms. Helton recommended setting back some funds to promote the program while looking at possibilities.
A spot or add would need to be created for statewide, cost not known at this time.

Action Item: Chair Guinn asked Ms. Hill-Cruz to contact Mae Worthy to get an idea of cost.

Ms. Sullivan with TMCC brought up the idea of Facebook. Ms. Vega has used Social Media in the past with good results. Marketing can be set up to only show up on Facebook to specific targeted groups. The cost ends up more affordable than radio. You can upload a video and you only pay for those that click on the ad. It is suggested that each center target their own zip codes and use their own videos.

Action Item: Ms. Sullivan and Ms. Vega to get information together for the other centers to provide; detail on cost, benefits and setting up Facebook and will include screen shots for direction. They will include a spreadsheet to show the type of data that is gathered when using Facebook.

Action Item: Ms. Helton asked that Ms. Hill-Cruz assist in getting all of the center's together to have a telephone call with Camille for direction regarding using Facebook so that everyone is on the same page.

FCAA was in favor and have Facebook in Winnemucca and Battle Mountain already.

Ms. Helton suggested setting a specific amount per center location (\$200 each) so that the centers could be responsible for themselves and report back to the board. It was discussed that rather than disbursing dollars equally to centers that it be proportioned by population.

Action Item: Ms. Hill-Cruz to ask Community Chest for input on Facebook advertising dollars amount.

\$325 HELP per month for three month
\$200 TMCC per month for three months
\$200 FCAA per month for three months
\$75 Community Chest per month for three months
\$800 X 3 months = \$2,400

Ms. Hill-Cruz- asked Ms. Helton to clarify the above costs at three months.
Chair Guinn asked if there would be money left for radio spots or any other ideas explored after the Facebook test run. Ms. Helton said that there would be.
Ms. Helton suggested that the board have someone come speak regarding radio spots and other possible other marketing ideas for future use.

VOTE: Using reserves dollars for advertising by centers

MOTION: Tracy Guinn

FIRST: Ms. Helton

SECOND: Ms. Abbey

All in Favor: None Opposed

Action Item: Sam to contact FM for guidance on advertising funds.

- 5. Strategic Plan Assignment Updates; Assign Author of Law Publications, Assign Presenter UNLV Law School Meeting..... Tracy Guinn

Chair Guinn asked if any of the above has been done since the last meeting. Samantha said that nothing had been done that she knew of.

Ms. Helton mentioned that Barbara Twitchell was a part of the Law Publications and assigning a presenter.

Chair Guinn and the board agreed to table item 5 until the next meeting when Ms. Carmona is present and could speak to above items.

Action Item: Schedule for the next meeting to write something for the publication. It was suggested to ask board member Ms. Hausch.

- 6. Review/approve new participant eligibility form and instructions.....Samantha Hill-Cruz Ms. Hill-Cruz presented the new Eligibility and Verification form with instructions in the packet.

She has already presented to all of the programs for feedback. Suggested changes have been made. Ms. Hill-Cruz asked for any further input from the board. She pointed out that the purpose is to prevent any more ineligible clients from being entered into the program.

Ms. Helton said that the form is perfect.

VOTE: To approve the Eligibility and Verification form and instructions.

MOTION: Louise

FIRST: Ms. Guinn

SECOND: Abbey

All in Favor: None opposed

- 7. Vote to retain or release Board funds to Centers.....Tracy Guinn

VOTE: To retain funds remaining after the purchases discussed at this meeting for marketing and brochures.

MOTION: Tracy Guinn

FIRST: Ms. Helton

SECOND: Ms. Abbey

All in Favor: None opposed

8. Chair Election.....Tracy Guinn

VOTE:

Ms. Abbey nominated Tracy Guinn Chair.

Ms. Helton Seconded.

Tracy Guinn accepted the position.

V. Suggested Agenda Items for Next Meeting..... Tracy Guinn

Tabled item of the Strategic Plan

Discuss further the FaceBook Marketing over the summer.

Action Item: Ms. Helton offered to provide Kids Count information.

VI. Public Comment (*may be limited to 3 minutes per person at the discretion of the Chair*) Tracy Guinn

No one present for public comment.

VII. * Adjournment..... Tracy Guinn

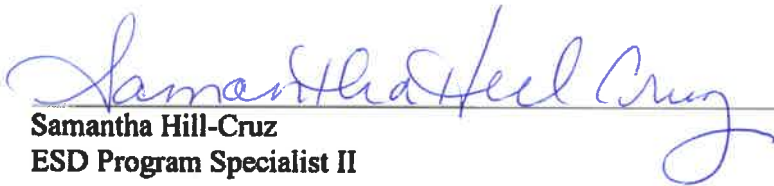
MOTION: Ms. Helton

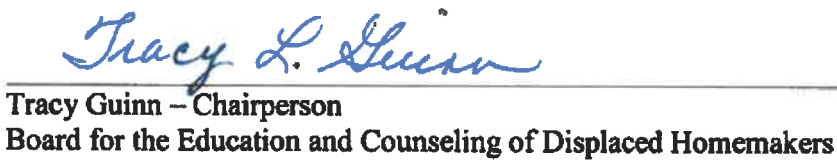
FIRST: Ms. Abbey

SECOND: Tracy Guinn

All in Favor: None opposed

Respectfully Submitted By:


Samantha Hill-Cruz
ESD Program Specialist II


Tracy Guinn – Chairperson
Board for the Education and Counseling of Displaced Homemakers