

Family Engagement Subcommittee

Minutes 2.11.22

Attendance: Dawn Rockey (CASA), Claire Shin (Boys & Girls Club), Elton Edmond (Mentoring Plus), Cathy Johnson (Family Service), Casey Karges (Mediation Center), Monica DeMent (Better Living Counseling), Matt Baker (OTP), Shayne Pearson (Family Service), Steve Solorio (El Centro), Sara Hoyle (Human Services), and Jenni Ryan (Human Services)

Messaging Discussion:

Matt will be meeting with Dion Jackson. (Dion has a background in music production.) They will be looking at something similar to the “Take time to be a dad” campaign. We can develop an ad or PSA to run on TV, radio, etc. The plan is to come up with several one-liners that the committee could vote on to be our tag line moving forward.

Video Discussion:

Shayne has explored several options. The white board idea hit a dead end due to cost limitations. We have a videographer that could do some video with voice over & text overlay. Not looking at doing interviews. It would be hard to translate using motion text but we could do a voice overlay and captions in different languages. We need to get a script written. We are looking at about 2.5 minutes long.

What bullet points do we want to cover in the video? Jenni will create a shared google doc we can all collaborate on. We want to be thoughtful in being able to use this long-term.

- Want to focus on what families can do to advocate at each point in the process/what their responsibility is.
- Include where to find resources.
- Family peer support piece
- Judge, peer support, caseworker, etc.
- Google Doc: https://docs.google.com/spreadsheets/d/130PxzQYFZcAB51GEaS3g-tPbMcN6LxgZ3G_njSYQ7aI/edit?usp=sharing

Brochure Discussion:

We reviewed the updated brochure. Still need to make Sandy’s recommended changes. Like that it’s simple and to the point. We’ll want to make sure the language in the brochure & the video match each other. We will mention the judge/court pieces in the video only since the plan is to use the brochure earlier in the referral process.

Target Audience:

Are we reaching the right folks? – Yes. We will use the brochure to reach families close to the point of entry (either time of law enforcement contact or shortly after). Video can be sent to families around the same time. PSA’s and general messaging would be wider reaching.

Data:

Matt mentioned trying to pull in data about how parent involvement impacts youth outcomes to include in our messaging. Sara will check what data we have in our Comprehensive Plan. We can also look for data on the OJJDP website.

Next Meeting: April 8, 2022 from 12-1pm via zoom

Submitted By:

Jenni Ryan

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