



Council on Child
Safety and
Family Empowerment

GOVERNOR DUCEY'S OFFICE OF YOUTH, FAITH AND FAMILY
COUNCIL ON CHILD SAFETY AND FAMILY EMPOWERMENT

Outreach Subcommittee

October 4, 2018
10:00 AM

1700 West Washington Street Suite 230
Conference Room A
Phoenix, AZ 85007

A general meeting of the Outreach Subcommittee was convened on October 10, 2018, at the Governor's Office of Youth, Faith, and Family, Suite 230 Conference Room A, Phoenix, Arizona, 85007. Notice having been duly given.

Members Present (5)	
Katie O'Dell, Chair	
Jenica McMaster, Co-Chair	
Richard Yarbough	
Julie O'Dell	
Steve Vogel	
Members Absent (5)	Staff/Guests Present (3)
Warren Stewart, Jr.	Marie Khalaf
Laura Magruder	Kecia Meyers
Paul Mulligan	Berisha Black
Cody Fort	
Christine Slomski	

MEETING MINUTES

1. CALL TO ORDER

Mrs. Katie O'Dell, Chair, called the Outreach Subcommittee meeting to order at 10:28 AM with five members and five members absent.

2. WELCOME/INTRODUCTIONS

Ms. Jenica McMaster, Co-Chair, welcomed the Subcommittee members and guests.

3. APPROVAL OF MINUTES

Ms. Katie O'Dell requested a motion to approve the minutes from the May 3, 2018, Outreach subcommittee meeting. Mr. Steve Vogel moved to approve the minutes. Mr. Richard Yarbough seconded. Motion passed with no dissenting votes.

4. UPDATE: Video Process

Ms. Katie O'Dell and **Ms. McMaster** reported to the subcommittee about the updates from the last workgroup meeting in regards to the video. Ms. Katie O'Dell stated that all the money for the video was committed with half in the bank. Ms. Katie O'Dell continued to say that there had been some decisions made about the actors in the video and what they would look like. The work group decided that the children would be an older boy and younger girl, both mixed race. The fostering parents would be a mixed race couple and the birth mom would not be seen, just heard, in the video. Ms. McMaster also mentioned that they wanted the foster home to not fall into any stereotypes and just be an average home environment. It was also decided by the work group that the last slide would point back to prevention methods and it would be a call-to-action page as well.

5. DISCUSSION: Plan to Move Forward

Ms. Katie O'Dell opened up the discussion about the call-to-action page and what details would be included in the last couple slides of the video. The group agreed that the last slides should be bullet points with concise wording, include some important statistics, and have the call-to-action statement on it. The whole group discussed different options for the final statement with members giving many examples. The line that all members present agreed was the most powerful was: "Our kids and families need you to..." which allows organizations to include what they want the audience to do at the end of the sentence.

Ms. McMaster stated that the video should be made in a way that whoever was showing it could edit the last couple slides to make it more specific to their organization. There was continued discussion about making sure to keep the statics and message big picture to ensure organizations can tailor it to their specific needs, but making sure that it was still focused on prevention. Ms. Katie O'Dell informed the members that they would need to make sure to get permission from the company to make edits to the video.

Ms. Katie O'Dell asked the members if they felt statistic were absolutely needed in the video. Mr. Yarbough stated that he believed it is very important because it leaves an impact for someone who might not know how bad the problem is. The members had a discussion about what statics were the most important to include. The numbers everyone agreed on were as followed: number of kids who never get reunited, number of kids who age out, and the number who never find a forever home. Mr. Yarbough stated that he does not think the video needs a lot of details as its purpose is to point people, via links, to the website, where they will get information on how to help.

6. 2019 Outreach Subcommittee Goals Brainstorm

Ms. Katie O'Dell brought up the idea of waiting until the next subcommittee meeting to decide the plan for next year, this way hopefully more members will be present, but opened the floor for discussion. Mr. Vogel asked if the subcommittee could know the direction of the council and learn about what the other subcommittees are doing before their next meeting. The members discussed what they felt that the subcommittee should be doing and the direction they want to take.

Mr. Yarbough stated that it is important to learn how other subcommittees focus on the faith community, suggested that could be what the subcommittee focuses on. The subcommittee members discussed the idea of shifting the main focus of the subcommittee to be faith-based outreach. Ms. Katie O'Dell stated that she would confirm the rules of what they are allowed to decide for the subcommittee mission. Ms. Katie O'Dell mentioned that there would be an email sent out as soon as possible before the next meeting to make sure that more of the members are able to attend and give input.

7. FUTURE MEETING DATES

Ms. McMaster reported the dates for the subcommittee meetings for the rest of 2018.

- November 1, 2018

8. CALL TO THE PUBLIC

Ms. Katie O'Dell, Chair, noted no one from the public addressed the subcommittee.

9. ADJOURN

Ms. McMaster, Co-Chair, 11:15 AM motioned for adjournment. Ms. Julie O'Dell made the. Mr. Vogel seconded the motion. The motion was passed with no dissenting votes.

Dated October 4, 2018
Arizona Council on Child Safety and Family Empowerment
Outreach Subcommittee
Respectfully Submitted By:
Terrilyn Miller
Director of Faith & Community Initiatives, GOYFF