

**Displaced Homemaker Board  
Meeting Minutes  
Monday December 15, 2015 1:00-3:00 p.m.**

**Video-Conference: Maryland Parkway JobConnect, Las Vegas and Corporate Blvd Reno, Nevada**

**Board Members Present:**

Deborah Levy- Chairperson  
Tracy Guinn  
Barbara Twitchell  
Louise Helton  
Denise Abbey

**Department of Employment, Training & Rehabilitation Staff Present:**

Samantha Hill-Cruz	Carson City - WISS
Odalys Carmona	Las Vegas - WISS
Bella Maldonado	Carson City - WISS

**DH Center Coordinators Present:**

Denise Gee	HELP of Southern Nevada
Eric Schoen	Community Chest

**DH Center Staff Present:**

Paula McDonald	HELP of Southern Nevada
Jen O'Bryan-Taft	Truckee Meadows Community College

- I. Roll Call and Confirmation of a Quorum:** Chair Levy called the meeting to order. Five Board members were present for a quorum.
- II. Verification of Posting:** Samantha Hill-Cruz confirmed proper posting of the meeting agenda per NRS.

**Welcome and Introductions:** All were welcomed.

**Public Comment:** None

**III. Review – DH Program Grantee Reports:**

- **Denise Gee - Help of Southern Nevada**  
Ms. Gee advised that there was a problem with a staff member not entering information into the computer, and that has been effectively corrected. Paula, Ms. Gee, and the new education specialist, Dee, took on the task of reviewing every file to see where they were at as far as soft exits and so forth. That is why the Board will see this smaller than normal number from HELP of Southern Nevada. She is happy to report they had just gotten done with their major Las Vegas City

toy drive. This will go to some displace homemakers and their families. They raised 5,783 bikes and \$430,315.00 in cash and gift cards that will go to needy families here in Las Vegas. They will set up the toy store this afternoon. She states 30 semis are coming in with toys to their 1600 building. They will be able to set up as a toy store, so their clients would be able to shop. They are anticipating that over 3,300 households will be served from the toy drive. Thousands of children will be served and they are very pleased with that. HELP is working hard in ramping up the Adult Dislocated Worker One Stop. Paula has been very effective in building partnerships and team. They have just met with PBS and launched a partnership there. This is exciting as it will help the rural areas and rural displaced homemakers who will be able to go online to get the training that they would normally get in the workshop. She asked if Paula McDonald had anything to share.

- **Paula McDonald - Help of Southern Nevada:**

Ms. McDonald stated they had decided to do an on-site with PBS and Workforce Connection in January. This is an opportunity to do a workshop to learn more about HELP, PBS and learn how to collaborate to provide more effective services to those they reach and how to be accessible to their clients.

- **Louise Helton:**

Ms. Helton advised she felt that PBS is able to reach every single county in the state and that being able to have it be accessible statewide is unbelievable. It is something she feels all of the partners can take advantage of.

- **Denise Gee:**

Stated she will be happy to share the information and she can provide a contact phone number. It was phenomenal to sit down and brainstorm and talk about how we could better serve our Adult Dislocated Workers or Displaced Homeworkers with employment training needs. She was a wealth of information. Paula had reached out for her before Health Education Online and has the contract with Southern Nevada Health District to provide health education required for the Health Card. She felt that going to be a useful resource.

- **Deborah Levy:**

Ms. Levy then asked Mr. Schoen of Community Chest to weigh in.

- **Eric Schoen:**

Mr. Schoen stated he was thrilled to be here. He apologized that Kelly was not here in person. He wants the Board to meet her, particularly because she has an irrepressible enthusiasm that he feels the Board will find infectious. Samantha Hill-Cruz has met her and he thinks she will agree. Kelly gives her apologies, but she did leave him with the presentation. He presented an overview and a personal letter written to Kelly that he feels will communicate the impact of what she is doing. As of 12-14-15, Community Chest is presently working with two clients. Both of these clients are victims of domestic violence and their partners have been removed from their homes. They are presently co-enrolled in grant programs to assist with support services. These clients have obtained employment through the program. One is working part time and is still receiving assistance to obtain full time employment. One is employed full time as of last week. Kelly feels they are both a success due to taking the huge step of leaving their abusers. Tomorrow she will be meeting with four representatives from the Welfare Division. They have invited employment case managers from Carson City, Health and Human Services, to participate in this meeting. The focus and desire of the meeting is to

develop a program in which she likes to call “the road to success”. The program will involve Kelly, other employment specialists, and classes of different topics related to employment and self-esteem. The hope is that this will enable the attendees to eventually rise above welfare. Hopefully, it will put a stop to an individual’s believing that they are not worthy of bettering themselves. At the next quarter meeting, she hopes to provide an update of this effort as well. She has a tour of rural providers planned for spring 2016. He stated they have a slow roll-out and as the word gets out, the numbers tend to pick up. He then read a letter praising Community Chest from one of these two women that Kelly has worked with that is a reformed addict and has turned her life around, thanks to Kelly and Community Chest. He added that he will be able to provide a copy of the letter, if the Board wished.

- **Samantha Hill-Cruz:**  
Stated she had this and can forward them to the Board members if they would like to review.

#### **IV. Discussion/ For Possible Action:**

- **Deborah Levy:**  
Chair Levy moved to approve the Minutes of the 09/14/15 meeting. Louise Helton motioned to approve, Barbara Twitchell second. All approved as presented, with the exception of Denise Abbey, who was not yet serving. Ms. Levy advised they do not need to discuss the Board Member Opening Update since Denise Abbey is here now and she was welcomed again. The Chair then requested information from Louise Helton on the marketing update plan.
- **Louise Helton:**  
Ms. Helton stated this is going to be something Odalys Carmona will have to report on.
- **Odalys Carmona:**  
Odalys Carmona stated she is looking at item three, which is the Marketing plan report. She also added that she will also report on item number ten, which are the brochure design update/short videos. In regards to the Marketing Plan Report, she advised that Ms. Mae Worthy, the public information officer in DETR, is in the process of the yearly submittal time for the State. They are looking at a brochure on January 11, 2016. Ms. Worthy will rewrite the entire brochure with new artwork. In regards to the marketing she asked if Louise Helton could discuss the plans for the marketing project in more detail, asking if they can sit down after this meeting or on another day, to give her your ideas. She also asked if this was for television as well.
- **Louise Helton:**  
Ms. Helton advised this was all in the Marketing Plan, which is part of the strategic plan that has been distributed. She felt there was a lot of progress made, but DETR advised that it would be done in-house. She feels with Ms. Carmona working with her that will help. The biggest concern is being able to access the media and provide media releases. There have been several opportunities; however the Board now needs to go through her (Ms. Worthy).
- **Odalys Carmona:**  
Ms. Carmona advised this is definitely an item for a discussion they need to have before January: that is when she meets with Ms. Worthy. She can use the participant’s letter and toy drive in a public service announcement. They can start

looking at success stories and build on a couple of those. She then requested that she have those success stories forwarded to her so she may start compiling them. She will give them to Ms. Worthy, so that she can then revise it as she needs to. On the brochure design, she asked if they are looking to rewrite the entire brochure. They should also be looking to diversify the people on the brochures, specifically the men. By having a male on the outside of the brochure, people may realize that the program is open to them as Displaced Homemakers as well. The short videos are another thing that Ms. Carmona would like to discuss once she is able to get a copy of the marketing plan. She feels working with TMCC and the students in their journalism and media studies or graphics and television. This way it can be a capstone project. Ms. Carmona also suggested that they take a look at College of Southern Nevada. At UNOB, Ms. Aspen is the coordinator for the internships for UNOB journalism media studies and all of that. They are always looking for capstone projects for the marketing advertising and public relation courses or program with in UNOB. That is something that can be done in bits and pieces, so that way it doesn't fall all on TMCC or the cost. It could be a collaborative effort. This way the college and the universities will also know about Displaced Homemaker and she is sure there are some students in CSN that would love to see this information some are non-traditional students there. She then asked Ms. Hill-Cruz if there are any new providers yet.

- **Samantha Hill-Cruz:**  
Stated there are no new providers.
- **Odalys Carmona:**  
She asked for clarification if that will be what the provider release will reflect, depending on the Boards report.
- **Samantha Hill-Cruz:**  
Confirmed that it will be dependent on the Board and what they decide to do.
- **Odalys Carmona:**  
She then asked if there were any additional questions or concerns regarding the brochure.
- **Louise Helton:**  
Ms. Helton stated that the Board has had access to Lisa Robinson with Faiss Foley, a professional public relations firm in town. Ms. Robinson was kind enough to extend all kinds of opportunities with an extensive media list and they are willing to put it to work for the Board. She was trying to help get the word out. She is sure that Ms. Robinson is still willing to work with the Board. The whole of DETR is working on the State plan. This means the federal government is requiring the plan at their convenience and everyone at DETR is working on that as a priority. But, the more work that is ready to show Mae; the easier it will be to have her complete it. She then asked if January 11, 2016 is when the draft will be ready.
- **Odalys Carmona:**  
According to her email, she was advised that is when she will have a fresh design and mock up for the Board on 01/11/16. Ms. Carmona told her thank you and that will work for all concerned. Ms. Carmona stated she will get a copy of the plan and she will follow it and reach out to the committee members and make sure she is on the right page.

- **Louise Helton:**  
She advised that one of the Board's biggest concerns has been branding and consistency across the State and working with the programs. So, it is the Board's preference that Ms. Carmona would work with the three different groups that will be distributing those brochures to make sure it flows very well with all the things that they have already branded. She added that if they keep changing things dramatically it's not going to be as useful to maintain whatever feeble momentum the program has now.
- **Odalys Carmona:**  
Ms. Carmona stated that nothing will be done without the approval of the Board and will provide a mock-up of any changes. She then confirmed they are keeping the same logo, the same colors.
- **Louise Helton:**  
Ms. Helton advised she does not want this to be a waste of Ms. Worthy's time. The goal has been to keep it branded and to be as consistent as possible. Since they plan on keeping the logo, the website is to be the same so that everything matches. If things are changed too much, she felt it is going to be counterproductive.
- **Odalys Carmona:**  
Ms. Carmona asked if the verbiage in the brochure was acceptable and if perhaps the photos are what needed to be changed. She asked if the Board wanted the brochure to have a brand new brochure, or just new photos.
- **Louise Helton:**  
Ms. Helton stated they have not had any conflict with what's currently in the brochure. Her concern is getting them out and available. She also stated it's not so much creating a brand new look, but making the brochures available, advising that this has been very difficult to get out into the public. The program has been around for so many years and there is still very little marketing penetration as far as people knowing that it exists. Branding is one of the things that make that can make the program successful.
- **Odalys Carmona:**  
Ms. Carmona stated they get together the list with the contact person, Lisa, at the PR firm. She then asked who would be representing the Displace Homemakers on television. Then she suggested they take a look at the Hispanic market. She stated she just told a young woman about the program at the market that was unaware it existed. Ms. Carmona stated she felt the Hispanic population was being underserved by the program.
- **Louise Helton:**  
Ms. Helton stated that is the tragedy, nobody knows.
- **Odalys Carmona:**  
So it is agreed that immediate attention on both is imperative. She then asked what the feelings were regarding radio coverage.
- **Louise Helton:**  
Ms. Helton stated that the website and brochures were the immediate concern. As far as the website, the Board wasn't able to create a separate one, so it's is on the DETR website.

- **Odalys Carmona:**  
Ms. Carmona then asked if the Board had thought about social media, such as Facebook. Ms. Helton advised it would need to be linked to the website. So DETR website and take a look at Facebook options.
- **Louise Helton:**  
Social media is great, but she feels they are trying to do just the basics. The program has potential clients and also the attorneys and judges. The attorneys are crucial people that can refer to our services, and the judges can control if the fee is applied or not. So, the Board has found that paralegals, attorneys, and the judges are critical. When we had marketing strategies, we tried to develop to address all those items. It's all in the marketing plan. Odalys stated maybe the Bar Association would be a valid option. Ms. Helton agreed and advised she will forward a copy of the marketing plan and then she and Ms. Carmona can go from there. It was agreed that they would meet and discuss it further.
- **Deborah Levy:**  
Ms. Levy asked Samantha Hill-Cruz to report on the RFP – 1, the Northeastern Nevada update. Was there any interest?
- **Samantha Hill-Cruz:**  
There was no response from providers. She reminded the Board they had discussed in a previous meeting that if that was the case, the Board would decide to ask somebody to do it. She had talked to Joan from TMCC and asked her to contact Great Basin College. To date, she has not heard back. If the Board asks them, there is no need to do another RFP. We would just go into contract with that entity.
- **Louise Helton:**  
Ms. Helton stated she thought that was a genius idea. She cannot imagine someone out there at Great Basin that wouldn't love to have an opportunity to do something. She also stated that considering the college schedule, she is sure everybody has evacuated the premises. So the Board is not able to reach anybody until January realistically. Ms. Helton and she had visited with their office last year and the person who was in the office was certain enthusiastic about the program. That's the only thing that will give her hope. It would be good to have a conversation with her, however, she is only in Ely and Elko is much larger population center.
- **Samantha Hill-Cruz:**  
Ms. Hill-Cruz stated that there is another option that is up to the Board is past contractor, JOIN. There has been a change in the management and is unsure if that agency is willing to look at DH again.
- **Deborah Levy:**  
Chair Levy stated they will see Great Basin College wants to do. Ms. Levy then asked if there were any more comments.
- **Tracy Guinn:**  
Ms. Guinn agreed with everyone about GBC and if they could get GBC that will be wonderful.
- **Deborah Levy:**  
Chair Levy then advised they are going to need an update on DH 501 Quarterly Report to include the carry over numbers. She confirmed with Ms. Hill-Cruz that there was a sample at the end of the packet.

- **Samantha Hill-Cruz:**  
Asked for questions or a better idea.
- **Barbara Twitchell :**  
Ms. Twitchell stated she did have a question. In the last meeting because the form had changed. It has now eliminated the carryover clients, so it doesn't reflect how many clients are coming over from the previous year. It might be highly confusing to someone looking at the report that those people aren't counted or reflected in there. It was supposed to have been looked at and addressed this meeting. If you could look back in the minutes, I believed it was included there as well. She does have a question about that. It used to be a report total of number of applicants, but it also said total of number of carryovers. So the Board knew how many clients were coming that were still in from the previous year.
- **Deborah Levy:**  
Ms. Levy stated that the new sample on page 26 of the packet talks about the total number of participants. It says new plus carryover. So that is how it is being handled.
- **Barbara Twitchell :**  
Ms. Twitchell replied that is what she wanted to know. That it is very important that that number is captured.
- **Deborah Levy:**  
It is confusing without it. Is there anything else on that?
- **Samantha Hill-Cruz:**  
Ms. Hill-Cruz then asked Ms. Gee and Ms. McDonald if they have had a chance to look at it yet. Mr. Schoen had looked at it and thought it was fine. DETR had not yet heard from TMCC.
- **Denise Gee:**  
Ms. Gee stated it looks good to them.
- **Samantha Hill-Cruz:**  
The instructions were also updated and these will be changed and sent out to the programs. It will then be posted to the website.
- **Deborah Levy:**  
Thank you. It is time to discuss future meeting dates, including the face to face. Where are we this year on face to face?
- **Louise Helton:**  
What has been done in the past is we at least go to Reno and have the face to face meeting during the time that the legislature is in session. That's the only consideration that will be thrown out there as we look at dates. It won't be this year, but the next year. If we want to do that, then the Board would need to be in Las Vegas this year. Go to Reno or Carson next year.
- **Samantha Hill-Cruz:**  
Ms. Hill-Cruz stated she had talked to Mr. Schoen previously and Committee Chest would be pleased to host.
- **Barbara Twitchell :**  
Ms. Twitchell stated that she thought it was a good point to address. How important does the Board feel to be able to go to the legislature and speak to the various representatives and senators during the actual session. It is something that is worth discussing at least and do they need to? Can they really help in any way? The lawyers and the judges are who they really need to reach out to and the

general public as well through the media and press releases. She did not know how much the legislature can really help. They do not seem very proactive in terms of spreading the word about the program. Perhaps for now the Board doesn't really need to worry about reaching out to them.

- **Louise Helton:**

Ms. Helton stated she felt it was important to reach out to them. Perhaps taking someone from TMCC and Community Chest to testify would be helpful.

- **Tracy Guinn:**

Ms. Guinn agreed that saying thank you to members of the legislature would be beneficial, because if it weren't for those committees or legislature, the Board would not be sitting here today.

- **Denise Abbey:**

Ms. Abbey also agreed and asked Chair Levy her opinion.

- **Deborah Levy:**

Ms. Levy added she felt it is always important to say thank you to those that are helping the Board. So, it may be a good idea to go, in order for them to be able to put faces with the Board. She stated that they need to put forward a motion to change the calendar for this year and go to Las Vegas again. So that the Board would be coming to Reno during the legislature or else going to Reno two years in a row. She then asked Ms. Hill-Cruz if a motion is needed for that, since they were just setting a schedule.

- **Samantha Hill-Cruz:**

Ms. Hill-Cruz stated she thought the motion could be done once the whole schedule is set up

- **Deborah Levy:**

Do we want to do the majority of our providers up in Reno?

- **Samantha Hill-Cruz:**

Yes.

- **Barbara Twitchell:**

It might be more cost effect to do Reno two years in a row. Rather than the reverse.

- **Deborah Levy:**

Las Vegas agrees with you that it would be less expensive for us to come up. So Reno could be done two years in a row.

- **Tracy Guinn:**

Ms. Guinn stated it would be great to have an opportunity to see Community Chest. The Board has not seen their facility and they are willing to host it this year. So let's consider that.

- **Barbara Twitchell :**

Ms. Twitchell added that she thought it will be nice to be able to see their facility, since they are brand new with Displaced Homemakers.

- **A discussion ensued regarding the time of year it was to be held. Because of possible weather issues and it was agreed by all to do the Face to Face in June, 2016.**

- **Samantha Hill-Cruz:**

That will be June 13, 2016, which is the second Monday.

- **Deborah Levy:**

Chair Levy inquired if this will work for the Board. All affirmed.

- **Samantha Hill-Cruz:**  
Ms. Hill-Cruz then asked if the March meeting would then be changed to April.
- **Deborah Levy:**  
Chair Levy stated probably not.
- **Samantha Hill-Cruz:**  
So it would be the Face to Face in June and then the March meeting, which is the regular one. Is that what is being said?
- **Deborah Levy:**  
Correct.
- **Samantha Hill-Cruz:**  
So, the March meeting is the 11<sup>th</sup> of March.
- **Deborah Levy:**  
It is the 11<sup>th</sup>? No, that is a Friday. In 2016, it is March 14<sup>th</sup>. Chair Levy then opened the floor for discussion of the time on the March meeting, stating if the meeting is at 4:00PM, there is barely time to have a one hour meeting as the building is closed at 5:00PM. A discussion ensued as to availability, with it being generally agreed on as 3:30PM. Chair Levy stated she may be late, but will be there as close to 3:30 PM as possible. Dates need to be set for September, March, and June. Let's go to September 12.
- **Barbara Twitchell:**  
Ms. Twitchell requested the floor, stating there are number of Board members whose terms are up at the end of June and there is a strong possibility perhaps that there will be new members. If the meeting dates are set now, the Board does not know how it well it works for the other individuals.
- **Deborah Levy:**  
Chair Levy advised the dates will be set for now. If it needs to change, it can. But at least it is up on the calendar. September 12 for 3:30 and that will be December 12 for 3:30 also.
- **Louise Helton:**  
Ms. Helton requested to make a motion for the Board's future scheduled meetings for 2016 to be held March 14, 2016 at 3:30. June 13, 2016 will be the Face to Face in Reno and September 12, 2016 at 3:30 at, and December 12, 2016 at 3:30 PM.
- **Deborah Levy:**  
Chair Levy asked for a second. Tracy Guinn second. Motion passes. Ms. Levy asked if there was any additional discussion. All ayes, none opposed. Motion passed.
- **Deborah Levy:**  
Chair Levy then stated that the next up item is Adding Performance to Centers. The Board has requested a report from Samantha Hill-Cruz.
- **Samantha Hill-Cruz:**  
Ms. Hill-Cruz opened by saying that DETR has been talking for some time about the need to add some kind of performance indicators to the Centers. It was added to the agenda so that the Board could talk about it if they needed to. Just after the last meeting, Karlene and she had been called to the legislature to talk about Displaced Homemakers. They did not provide any background on questions that they were to ask, so she had to report back. She was unaware there were some concerns from some agency about how well the money was being spent. She then

had a conversation with Barbara Twitchell in which they discussed the pluses and the minuses of the program. It then came down to her writing what would be called a white paper. What she decided from the white paper is that perhaps a disservice is done by shortening the name to “Displaced Homemaker Program,” and not the “Board for the Education and Counseling of Displaced Homemakers.” So that it is not all about getting the job and about those types of number. So many of the success stories, and also when they go monitoring the clients, the clients that move them to tears from their stories are to progress from relying on someone else to relying on self. That’s the stuff that needs to be communicated to these people, that it is much a bigger picture than what we consider performance for WIA or WIOA. No word to date of the impact of the white paper.

- **Deborah Levy:**

Chair Levy agreed, stating she thinks that is a valid point. There is a bad habit of saying Displaced Homemakers, instead of what is being done, this is education and counseling. She thinks it is a good point that they try to remember to use that term. It makes much better sense. She thanked Ms. Hill-Cruz.

- **Denise Abbey:**

Ms. Abbey asked if she could add something and was given the floor. She then explained she really didn’t get a chance to properly introduce herself at the beginning. She was a participant through the Re Entry Center at TMCC, when Barbara was the director and because of the support and help that she received back then as a single mom. She went through the whole program and graduated as Valedictorian, Board Regents Scholar, and Outstanding Student of the Year through TMCC. When she transferred to UNR, it was such a fantastic program that she was looking for the same type of thing there. They did not have it, so she was the founding president of Non-Traditional Student Union and was able to help many people at the University level. She then went on and was able to get a national award in 2004 as a woman of triumph. So, she really knows the significance of how wonderful the program is and how much it means. Now she is a licensed clinical social worker at the State of Nevada Mental Health Hospital, and provides therapy and counseling. This chain of events all started from the help that she got at the Truckee Meadow Community College and the Displaced Homemaker Program; and with Barbara’s support and she wanted to give her accolades for that.

- **Barbara Twitchell:**

If we need someone to speak about the impact of these programs to testify in front of the legislature. We could not find anyone better than someone on our own Board.

- **Deborah Levy:**

Ms. Levy added she thought that was correct, that it makes perfect sense. She thinks they all had at one point or another has seen the importance of these programs that are offered. That’s why everyone is here. The Board is so happy that she has that too and that she made it through the program.

- **Denise Abbey:**

Thanked the Board, stating it is an honor to be there and be part of the Board.

- **Deborah Levy:**

Chair Levy stated she was welcome and they were glad to have her with them. She added she sees that they need to review carryover requirements. Does this need to be discussed any further?

- **Louise Helton:**  
Ms. Helton stated she has nothing further to add. She then asked Ms. Hill-Cruz if she had anything new.
- **Samantha Hill-Cruz:**  
Ms. Hill-Cruz stated she did not and was not at the last meeting.
- **Deborah Levy:**  
Chair Levy stated she thought that covered it with the other line item they had been talking about; on the discussion with item number five, which seems to be the same thing. She then stated the next business of session was about the report due to Sunset Subcommittee regarding web presence. She stated she needs to write this and is sure Ms. Hill-Cruz will be guiding her through this. She also confirmed with Ms. Hill-Cruz that the report that is due on January 1st. Correct?
- **Samantha Hill-Cruz:**  
Ms. Hill-Cruz stated this is indeed the case; however, Carol has told her that they can get an extension. Carol also advised Ms. Hill-Cruz that she is not pleased with the DETR website nor are many people. The page for DH is on the DETR website. That is where the agendas and meetings are posted. It includes the Board members, most of the procedures and it can be added to. Carol, from the Sunset Subcommittee, found it really difficult to find. After that Karlene, Grant, and she went in his office and goggled Displace Homemaker. DH was fifth on the list. However, the point is if you are in that situation, do you even know the term Displaced Homemaker? Would it be better for the site to be placed at 'Job Seekers'? When you go through something like this, you are not going to jump up and down saying "I am a Displaced Homemaker, now let's go see what I can find." You are actually going to say "Oh wow, I need to figure out how I am going to support my family."
- **Odalys Carmona:**  
It is one of those terms that, unless you are working in it, you don't know that it is.
- **Paula McDonald:**  
Even if you put in a 2-1-1. When you put 2-1-1 on the web page, it can say 'Job Seekers'. That person is not going to think of the term if they are looking at another section.
- **Odalys Carmona:**  
Maybe include the Displace Homemaker descriptions under the Job Seekers. So people can start reading. OK, I am a Job Seeker but guess what, I am also a Displaced Housewife/Homemaker. That might be something we might do. Use both terms together that way it starts getting the public to see OK the Job Seeker but there is also Displaced Homemaker regardless of whether you are a man or a woman.
- **Denise Abbey:**  
According to Ms. Abbey, the people that are in that situation, such as she was in the past, don't often have the education and don't really know what that means. Displaced Homemaker? She thinks "Job Seekers" is a very good thing to add on to there. If they are looking for work, it will help clarify it a bit.
- **Samantha Hill-Cruz:**  
Ms. Hill-Cruz then stated she will see what can be done about moving that around and be able to get more attention from the population they want to attract.

- **Barbara Twitchell :**  
Ms. Twitchell stated she was not savvy on those SCC or ACC or whatever the term is. That is when the web crosses over and pick up keywords, but she knows there are some terms that can be put in. They can imbed in descriptions that they will pick up. The Board should really try to do that, to have it to not just to have the term Displaced Homemaker or Job Seeker but also widow, divorcée, as well as whatever the term is for the male, widower, divorcé. People coming off welfare as single parents often qualify as Displaced Homemakers, in other words there should be those terms when people are searching and when you see any of those terms it also can connect them to the DH site. And they would need somebody who is savvier with the tech industry. So that people using any one of those terms alone with Job Seeking could pull up the program.
- **Samantha Hill-Cruz:**  
Ms. Hill-Cruz added Ms. Twitchell is a lot more tech savvy than the DETR website may be.
- **Deborah Levy:**  
Thank you. She then asked Ms. Hill-Cruz for information regarding the Administrative fund expenditure report.
- **Samantha Hill-Cruz:**  
One of these items, was the fact that the Board was talking about being able to hold back some of the funding for the program so that the beginning of each year, they're trying to running on next to nothing. Was there more discussion about this? Does the Board remember talking about this, because when Committee Chest comes in, they've got two years of funding already set in there because the previous Center hadn't spent it? They had not spent their rollover funding. They did not have the clients to do that. Do you remember talking about that last time, because she was not at the last meeting.
- **Barbara Twitchell :**  
Ms. Twitchell stated what she remembered talking about was being able to host legislature, judges, and things like that. Was there any latitude to be able to spend money even for coffee and doughnuts? She stated that a comment came up that they were not allowed to do alcoholic beverages. It is also reflected in the minutes. Is it possible for the Board to use any of the Administrative funds in order to host a little coffee or something with lawyers, judges, legislators? Otherwise if you cannot offer them anything; just come and meet us. They will not come or they will feel cheated. The Board needs to make it a social environment.
- **Deborah Levy:**  
Chair Levy confirmed that is what was discussed. Can money be spent on food?
- **Samantha Hill-Cruz:**  
Ms. Hill -Cruz stated it was, and would provide the NRS that will spell out what can and cannot be done. Of course, no alcohol is allowed. There is time, so it will be kept in the agenda, since it isn't needed until 2017.
- **Deborah Levy:**  
Chair Levy stated that perhaps a breakfast or coffee meeting before the legislature is what they were looking to do. Chair Levy then stated that she has been no intentions to go to the Family Law Conference this year. She did not know about anyone else. They really did not get to talk to enough judges, as they would have

liked to. When it's not a huge election year they really do not show up. Last year was the funeral, so a lot of people did not come. So does anyone have anything?

- **Tracy Guinn:**  
Ms. Guinn agreed. She then asked if there are any other opportunities that are out there to the judges and the lawyers, beside the Family Law Conferences. Are there other opportunities where they gather throughout the year? That might be a good idea, because it isn't necessary to go to these ever year. The Board just needs to get our faces out there as often as possible in front of the judges, lawyers, etc., so they are aware of the program.
- **Deborah Levy:**  
Chair Levy stated she was not sure but she can definitely check down here to see what goes on in the south.
- **Barbara Twitchell :**  
Ms. Twitchell stated they have talked about this before. Some publications that go to lawyers and judges can really be helpful if we know they accept submissions from others. We have been told they look for things. She was going to look into it, however, she got busy with her own work stuff and didn't. If this could be put on the list, she knew it's on the marketing plan somewhere. Perhaps someone can put together some little articles to go to the various week old newspapers and newsletters that go out. That could reach a very large target audience, and even if it is not a lot, there could be a little success story telling that audience that this is the program that helped them and it encourages lawyers and judges to spread the word. If it's a human-interest type story they might actually read it. That could be really helpful to get it out there. If that's done periodically, she feels it might really spread the word.
- **Odalys Carmona:**  
Ms. Carmona added that the State Bar Association has a huge Christmas Party every year where they invite all the lawyers and the firms. It is usually hosted downtown. That would be a great place if there is a possibility for a table. Or provider events like the welfare kids that come out of foster care. That would be an opportunity if there is some type of a convention or some type of a place the lawyers are having a meeting for some reason or other. If we could just host a little table there or have a spot.
- **Barbara Twitchell:**  
Ms. Twitchell advised that was exactly what was done one year and that the whole Board went down to the convention. It actually happened to be a pretty productive year. However, the next year when Debbie and Louise went, it just turned out that it wasn't as productive. It is a very good idea. Except not at a Christmas Party. The Board found that when they were celebrating and having a good time they are in a party mode and they don't to talk about work and shop. They won't take you brochure, and stick it in their pocket or leave on the chair. She just doesn't think a party is a good time to approach them.
- **Odalys Carmona:**  
Ms. Carmona advised she was just thinking out loud. For the law community, they are either at a convention, or for instance, a sure spot they can go is to the Boyd School of Law. The Executive Committee meets there and then just have it placed on the agenda. That might be an idea, just get on the agenda for right now. Short, sweet, and very doable. Just run down to UNLV and go to one of their meetings and say this is what we do. We need you help to get the word out.

- **Tracy Guinn:**  
Ms. Guinn and Chair Levy then discussed contacting Christine Smith, who is the associate Dean of Boyd School of Law. Chair Levy she would contact Ms. Smith.
- **Deborah Levy:**  
Chair Levy then stated the next item is Strategic Plan Assignment Update: she did not have anything about her assignment on Strategic Plan. Louise is last; she was unsure where she stands. She asked Ms. Guinn and Ms. Twitchell if they had anything for Strategic Plan. They both stated they would have to review the Plan and report at the next meeting Chair Levy asked for suggested Agenda Items for the next meeting. She requested a review of the Strategic Plan again. Odalys Carmona suggested adding marketing opportunities for the next agenda.
- **Denise Gee:**  
Ms. Gee asked Samantha Hill-Cruz if there were any tentative dates for the monitoring that is coming up.
- **Samantha Hill-Cruz:**  
Ms. Hill-Cruz stated no, but she will be coming up with them, because she has to monitor the new programs more often. Community Chest will have one depending on when she can get there, probably in February. After that I would come when I would monitor WIA. I do not know what my management stream is going to do this time. Whether I need to help there or not, I will let you know. Did you have a date in mind Denise?
- **Denise Gee:**  
No. Whatever works for you, just let us know. Thank you so much.
- **Deborah Levy:**  
Asked if there are any other agenda items for the next meeting? We will go to any public comments. Is there any public comments?
- **Barbara Twitchell:**  
Ms. Twitchell stated that she was very impressed with Odalys and ideas she came up with and wanted to thank her. Her enthusiasm, energy, and passion were appreciated. She thought a lot of Ms. Carmona's ideas were excellent.
- **Odalys Carmona:**  
Ms. Carmona stated she did have something to add. She asked for the Board's opinion and permission to spread the word through a network called Las Mujeres Network. It is a group of over 3,500 that started as a bunch of Hispanic women getting together to make sure they can help out. Then it turned out that we had every race, ethnicity, profession in the world we got over 3,500 girls throughout the State and we are all connected. She stated that she would like to get the word out to Las Mujeres about the Displaced Homemakers and basically just make the brochure short and sweet so I can send it in email. At least get these women that are in the County, the Cities, private business. They are lawyers; they are doctors and let them know. I was telling Leonora Luna about the Displaced Homemaker over in Addison Hospice and she just about dropped. 'You have what available?'" So with your permission today, may I do that and send it in an email and I will copy you so that way you are all automatic added to that network.
- **Barbara Twitchell:**  
Ms. Twitchell stated that it was not only their permission but also their blessing. Chair Levy emphatically agreed.
- **Odalys Carmona:**  
Ms. Carmona advised she will copy everybody in Las Mujeres.

- **Deborah Levy:**  
Thank you for that. Yes.
- **Samantha Hill-Cruz:**  
Ms. Hill-Cruz requested they go back to the report about the brochure. The Board needs to decide since she has very little brochures remaining and whether they want her to order them. Wait until after January 11 and order, wait until they have a new program. Right now, it still has JOIN, TMCC, HELP, that's three of them. When they're redesigned, because right now all we have are HELP, TMCC, and Community Chest without the Northeastern.
- **Tracy Guinn:**  
Ms. Guinn added that perhaps by January 11ish, they might have something from TMCC talking about GBC.
- **Barbara Twitchell:**  
Ms. Twitchell spoke up, saying that she doubted they would hear from the colleges because they go to break over this time and she also doubted that they will have anybody in to discuss it with. This is a serious consideration by the college. It wouldn't be a decision that one person would make anyway. If they're going to take on a grant a program from a college, it would need to go to higher and get approved. So she seriously doubts that there will be any decision from the schools by the 11<sup>th</sup>. Could they put those three providers on the back and leave a space and then buy a stamp for whoever takes it and they can stamp their information on the back for the first printing that is done.
- **Deborah Levy:**  
Chair Levy stated that I she did not like putting a stamp on something for someone else. What is the minimum that would have to order at a time? Could they order a minimal amount so they're not spending a lot of money right away on the brochures with the three providers listed?
- **Samantha Hill-Cruz:**  
Ms. Hill-Cruz in the past they had bought something like three thousand at a time.
- **Odalys Carmona:**  
Ms. Carmona stated she had the information that was forwarded to her and the last time it was five thousand.
- **Deborah Levy:**  
Chair Levy asked what the minimum amount that could be ordered.
- **Odalys Carmona:**  
Ms. Carmona advised it says quantity per full box is twenty two hundred. Quantity for partial box is six hundred.
- **Samantha Hill-Cruz:**  
Ms. Hill-Cruz speculated that the price per part will go up because you have a new design. Correct? And the updates with Mae will be done on January 11?
- **Odalys Carmona:**  
Ms. Carmona agreed whatever Mae comes up with. Now that Louise has said that they weren't really looking to change the verbiage inside the brochure. Maybe the Board can go back to Mae and ask that she brings it up to life, perhaps bringing some pizzazz to the front page, changing the front page with something that brings your attention to it versus just a female smiling. The verbiage would stay the same; all that would be needed is artwork.

- **Deborah Levy:**  
Chair Levy added that on the last page, they would need the provider's information, which is unknown at this time.
- **Barbara Twitchell:**  
Ms. Twitchell confirmed that is the reason why there would be a reprint. She then added to Ms. Hill-Cruz, because she does know people in publishing that publish self-published books and such that she was surprised, not long ago, to find out that it does not cost any more per copy to do a small run than a long run. In this day in age it's not printed on a press anymore it's all done with sophisticated technology. That minor change does not cost any more. She thought the assumption that a small run is going to cost more per brochure than a large one is not necessarily correct. She felt they could probably do a small run for a temporary fix. It will be simple to do on a computer, to add another center, and then they can do a large one.
- **Debbie Levy:**  
Chair Levy agreed with that as well. Ms. Guinn and Ms. Abbey concurred.

**V. Suggested Agenda Items for Next Meeting**

Strategic Plan  
Overview of marketing and outreach

**VI. Public Comment:**

None

**VII. Adjournment:**

Tracy Guinn motioned to adjourn meeting. Barbara Twitchell seconded. All ayes, none opposed. Meeting adjourned at 2:25 PM.

**Respectfully Submitted By:**

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**Samantha Hill-Cruz**  
**ESD Program Specialist II**

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**Deborah Levy, Chairperson**  
**Board for the Education and Counseling of Displaced Homemakers**