

**ALAMEDA COUNTY  
BOARD OF SUPERVISORS'  
SOCIAL SERVICES COMMITTEE**

Monday, September 23, 2019

12:30 p.m.

Supervisor Nate Miley, Chair  
Supervisor Richard Valle

Location: Board of Supervisors' Chambers – Room 512 – 5th Floor  
County Administration Building  
1221 Oak Street, Oakland, CA 94612

**Summary/Action Minutes**

**I. Social Services Agency Space/Facilities Update – *continued from July 22, 2019***

[Attachment](#)

Willie Hopkins, Jr., Director, General Services Agency, presented an update on the Social Services Agency's Space and Facilities.

Director Hopkins presented a project summary of Social Services Agency's facilities including the location, project scope and budget.

**Speaker**

Etta Johnson, community organizer, stated that presentations from agency directors should be put together and presented professionally and deadlines must be met because it affects other people. she was injured and has not received physical therapy to which she was referred. Ms. Johnson some assistance from the Social Services Committee.

**Purpose:**

- Report progress
- Advocacy or Education
- Request Social Services Committee Recommendation or Position
- Other:

This item was informational only and required no Committee action.

**II. Foster Parent Recruitment Campaign**

[Attachment](#)

[Attachment](#)

Faith Battles, Division Director, Department of Children & Family Services, Social Services Agency, presented a PowerPoint presentation on the Recruitment and Retention of Resource Parents.

Effective January 1, 2017, the California Department of Social Services made changes to the care giver approval process. A significant change in the approval process is that relatives of children in foster care are now held to the same standards as non-relative caregivers, including background checks, home inspections proof of income and residence and health questionnaire.

The Social Services Agency partnered with Hill Company Communications to create a Resource Family Recruitment Campaign to increase the number of youth placed in homes in Alameda County and decrease the number of youth placed in congregate care in addition to increasing the number of community members and relatives interested and trained to care for older youth and special needs youth.

Jim Hill, Executive Director, Hill & Company Communications, presented a PowerPoint presentation on the Social Services Agency's Resource Family Recruitment Campaign Media Results.

### Media Plan Goals

- Introduce the name change from Foster Parent to Resource Parent
- Create a targeted awareness for the need for resource parents in Alameda County
- Impact the recruitment of resource parents in specific zip codes
- Utilize media within budget that meets the campaign's recruitment goals
- Develop a multi-touch plan of traditional and digital media that informs audiences of the need for resource parents

### Speaker

Etta Johnson stated that the Resource Family Recruitment Campaign Media Results presentation was very organized and professional.

### Purpose:

- Report progress
- Advocacy or Education
- Request Social Services Committee Recommendation or Position
- Other:

**Recommendation from the Social Services Committee:** The Social Services Agency will provide the Social Services Committee with information on the number of children in Alameda County Children & Family Services Care that are Spanish speaking, commercially sexually exploited children, LGBTQ youth, minor parents and their children, sibling sets of different ages.

This item was informational only and required no Committee action.

### PUBLIC COMMENT

None.

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