



# Children, Youth & Families Department

STATE OF NEW MEXICO

## LegisSTAT

Legislative Finance Committee

**Teresa Casados**  
Cabinet Secretary

September 18, 2024





# Children, Youth & Families Department

STATE OF NEW MEXICO



### Teresa Casados

Cabinet Secretary

Email: Teresa.Casados@cyfd.nm.gov  
Ph: (505) 690-3738



### Valerie Sandoval

Deputy Secretary

*Protective Services & Juvenile Justice*  
Email: Valerie.Sandoval@cyfd.nm.gov  
Ph: (505) 309-1108



### Kathey Phoenix-Doyle

Deputy Secretary

*Behavioral Health & Family Services*  
Email: Kathey.Phoenix-Doyle@cyfd.nm.gov  
Ph: (505) 487-3728



### Henry Sandles

Deputy Secretary

*Program Support & Operations*  
Email: Henry.Sandles@cyfd.nm.gov  
Ph: (505) 695-4874



### Justin Boyd

General Counsel

Email: Justin.Boyd@cyfd.nm.gov  
Ph: (505) 412-2993



### Aaron Salas

Director

*Protective Services*  
Email: Aaron.Salas@cyfd.nm.gov  
Ph: (505) 549-3411



### Scott Patterson-Alatorre

Director

*Family Services*  
Email: Scott.Patterson-Alatorre@cyfd.nm.gov  
Ph: (505) 695-4626



### Cyndi Montoya

Director

*Administrative Services*  
Email: Cyndi.Montoya@cyfd.nm.gov  
Ph: (505) 629-3585



### Dawn Walters

Director

*Office of Advocacy*  
Email: dawn.walters@cyfd.nm.gov  
Ph: (505) 526-5925



### Bob Cleavall

Director

*Juvenile Justice*  
Email: Bob.Cleavall@cyfd.nm.gov  
Ph: (505) 660-3489



### Elizabeth Hamilton

Director

*Behavioral Health*  
Email: Elizabeth.Hamilton@cyfd.nm.gov  
Ph: (505) 795-4256



### Sarah Meadows

Director

*Office of Performance & Accountability*  
Email: Sarah.Meadows@cyfd.nm.gov  
Ph: (505) 469-7156



### Andrew Skobinsky

Director

*Communications*  
Email: Andrew.Skobinsky@cyfd.nm.gov  
Ph: (505) 500-9436



### Tisha Maes

Director

*Human Resources*  
Email: Tisha.Maes@cyfd.nm.gov  
Ph: (505) 795-0696



### Donalyn Sarracino

Director

*Office of Tribal Affairs*  
Email: Donalyn.Sarracino@cyfd.nm.gov  
Ph: (505) 570-7930



### Joseph Baros

Director

*New Mexico Impact*  
Email: Joseph.Baros@cyfd.nm.gov  
Ph: (505) 690-9238

# CYFD Leadership

# Building our Workforce

<b>FY2025 BI-WEEKLY VACANCY RATES</b>			
<b>CYFD Division Wide</b>	<b>Total FTE</b>	<b>Vacant Positions</b>	<b>Vacancy Rate 9/10/2024</b>
Office of the Secretary	78	20	25.6%
Administrative Services	54	16	29.6%
Juvenile Justice Services	722.5	206	28.5%
Family Services	166	53	31.9%
Protective Services	1,089.5	297	27.3%
Behavioral Health Services	120	44	36.7%
Information Technology	51	16	31.4%
<b>Statewide Vacancy Rate</b>	<b>2,281.0</b>	<b>652</b>	<b>28.6%</b>





# Building our Workforce

- ✓ Since January 2024, CYFD has participated in **62** hiring events/job fairs statewide in addition to major community events like PRIDE, Zozobra and the New Mexico State Fair.
- ✓ CYFD currently has **222 positions posted**.
  - **187** Protective Services and Family Services
  - **8** Program Support
  - **14** Juvenile Justice Services
  - **13** Behavioral Health Services
- ✓ CYFD has hired **53** new employees since August 7, 2023
- ✓ CYFD currently has **259** employees with a degree in social work.
- ✓ **57 employees** scheduled to attend **NET** (New Employee Training) starting September 30, 2024.

# Recruitment Advertising

## Objective

Advertise to recruit licensed Social Workers & Social Work Students to CYFD.



### Digital Billboards

- **Benefits:** High visibility in high-traffic areas, flexibility to change messaging frequently, ability to target specific demographics through data-driven targeting.
- **Summary:** Digital billboards offer a dynamic and impactful way to reach a wide audience with visually compelling messages.
- **Details:** ClearChannel Billboard - 10 locations in Albuquerque Metro



### Radio

- **Benefits:** High reach, targeted audience segmentation by format, cost-effective, ability to create a strong emotional connection through audio.
- **Summary:** Radio is an effective medium for reaching specific demographics with engaging audio messages.
- **Details:** Bravo Mic Radio - 3311 Commercials in Southern New Mexico, Hutton Broadcasting Radio - 5800 Commercials in Northern New Mexico, Santa Fe and Farmington included



### Digital Display

- **Benefits:** High visibility in high-traffic areas, ability to showcase dynamic visuals and motion, opportunity to target specific demographics.
- **Summary:** Video billboards offer a dynamic and engaging way to capture attention and deliver impactful messages.
- **Details:** Hutton Broadcasting Video Billboards - 300 locations in Albuquerque, Santa Fe, Las Cruces and Farmington



### Television

- **Benefits:** Broad reach, high impact, ability to tell a compelling story through visuals and sound.
- **Summary:** Television provides a powerful platform to create emotional connections with viewers and generate widespread awareness.
- **Details:** KOAT Television - 2971 Commercials



### Google (YouTube)

- **Benefits:** High targeting capabilities, measurable results, ability to reach a wide audience, flexibility in ad formats.
- **Summary:** Google advertising provides a data-driven approach to reach specific audiences and drive measurable results.
- **Details:** Video pre-roll on Youtube with retargeting and geo fencing around colleges and universities in drive markets (Colorado, Arizona, Texas, Utah, etc. with retargeted messaging with measurable analytics.



### New Mexico Geo Fencing

- **Benefits:** Highly targeted reach to specific geographic locations, ability to reach potential customers when they are near a specific place.
- **Summary:** Geo-fencing allows for precise targeting of individuals in specific geographic areas, increasing ad relevance.
- **Details:** Bravo Mic Geofencing - 25 locations including colleges and universities around New Mexico

**Total Advertising Spend: \$773,663.15 (tax included)**

9/18/2024

# College & University Recruitment

CYFD recruitment teams will target colleges and universities to recruit social work students graduating in the next year.





# Workforce Support & Retention



**CYFD has partnered with New Mexico Highlands University to launch an “Inspire” Pilot Program for 100 CYFD employees statewide with diverse professional and educational backgrounds.**

The curricula and trainings will establish a foundation of trauma informed, culturally competent evidenced and best practices in social work and child welfare, introduce youth, reentering workers, and paraprofessionals to core social work, and further prepare existing social workers for culturally grounded, trauma-informed and evidence based social work practice in Pueblos, Tribes, and rural communities statewide.

NMHU received a \$750,000 Department of Labor Congressionally Direct Limited Action Project Grant, aimed at preparing professional social workers in New Mexico.



# Workforce Support & Retention

**In addition to the “Inspire” Pilot Program, NMHU and CYFD will continue to develop and implement a Child and Family Well-being Certificate Program, a 30-hour Interprofessional Certificate for CYFD field staff.**



Modules include:

- Understanding social drivers and key factors influencing Child Maltreatment.
- Establishing a Shared Paradigm
- Putting Theory to Work: Making sense of the Theoretical Underpinnings for Child Welfare
- Rapport, Trust and Relationships: Skills of Engagement and Interviewing Complex Contents
- Ensuring Child, Caregiver, and Worker Safety
- Assessment Considerations
- Case Planning
- Effective Interdisciplinary Collaboration and Advocacy
- Tribal Sovereignty, Child Welfare, ICWA/IFPA with Caroline Dailey
- Remaining Resilient in the Work



# Workforce Support & Retention



**CYFD is collaborating with Presbyterian to research, develop, and implement a worker wellness program.**

This program will:

- Cultivate a healthier, more engaged and productive workforce.
- Promote mental health initiatives via counselling services to reduce stress, increase mindfulness, and mental health awareness.
- Reduced healthcare costs to CYFD staff by teaching healthy habits like moving, balanced diet, good sleep, etc.
- Encourage fitness programs and increase exercise.
- Boost intellectual impacts and person development.

# FY26 Workforce Needs



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Meeting caseload standards is one of the main goals for CYFD leadership.

The FY26 Budget Request includes funding to fill an additional **129 positions** in Protective Services to meet the requirements of the Kevin S. caseload standards for Investigations, Permanency, and Placement field positions.

CYFD is requesting your support and advocacy.

## **Kevin S. Caseload Standards:**

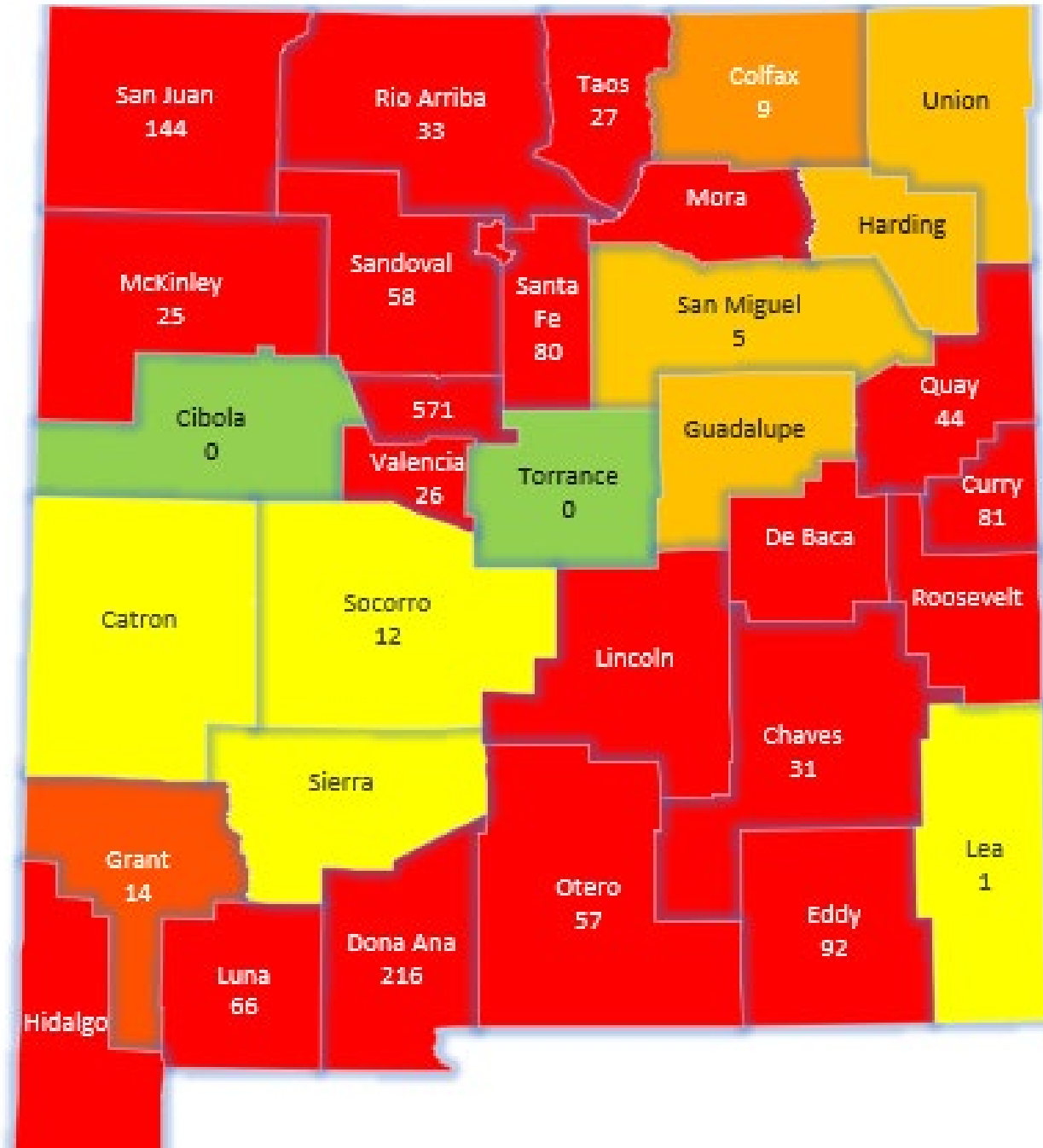
Investigations=12

Permanency=15

Placement=20



# Workforce Investigations



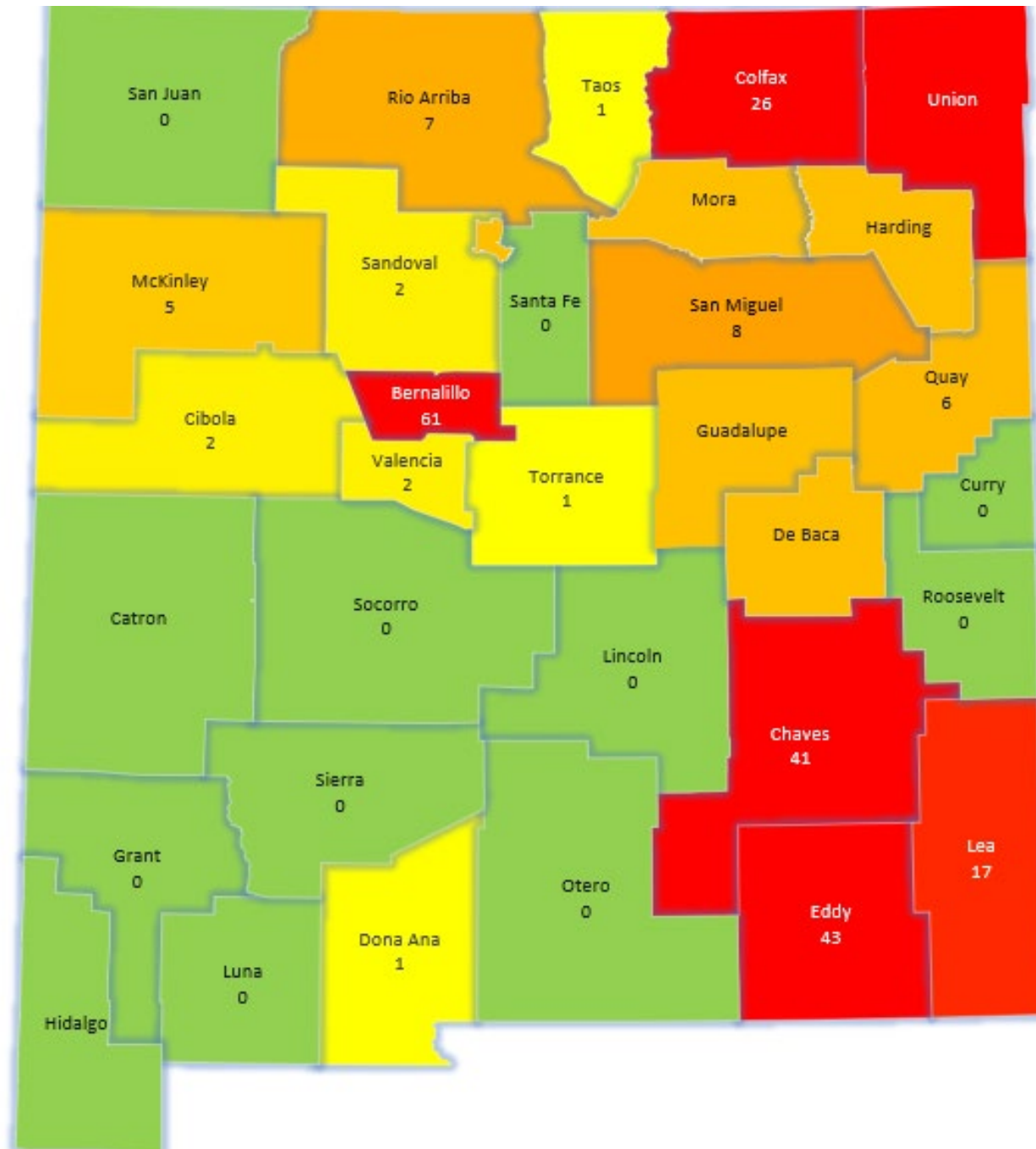
## September 2024 Heat Map:

Investigations requires 74 FTE\* to meet Caseload standards.

\*CYFD is requesting additional funding for **59** of these 74 positions in the FY26 budget request.

Kevin S. Caseload Standard for Investigations is **12 cases** per Investigator.

# Workforce Permanency



## September 2024 Heatmap:

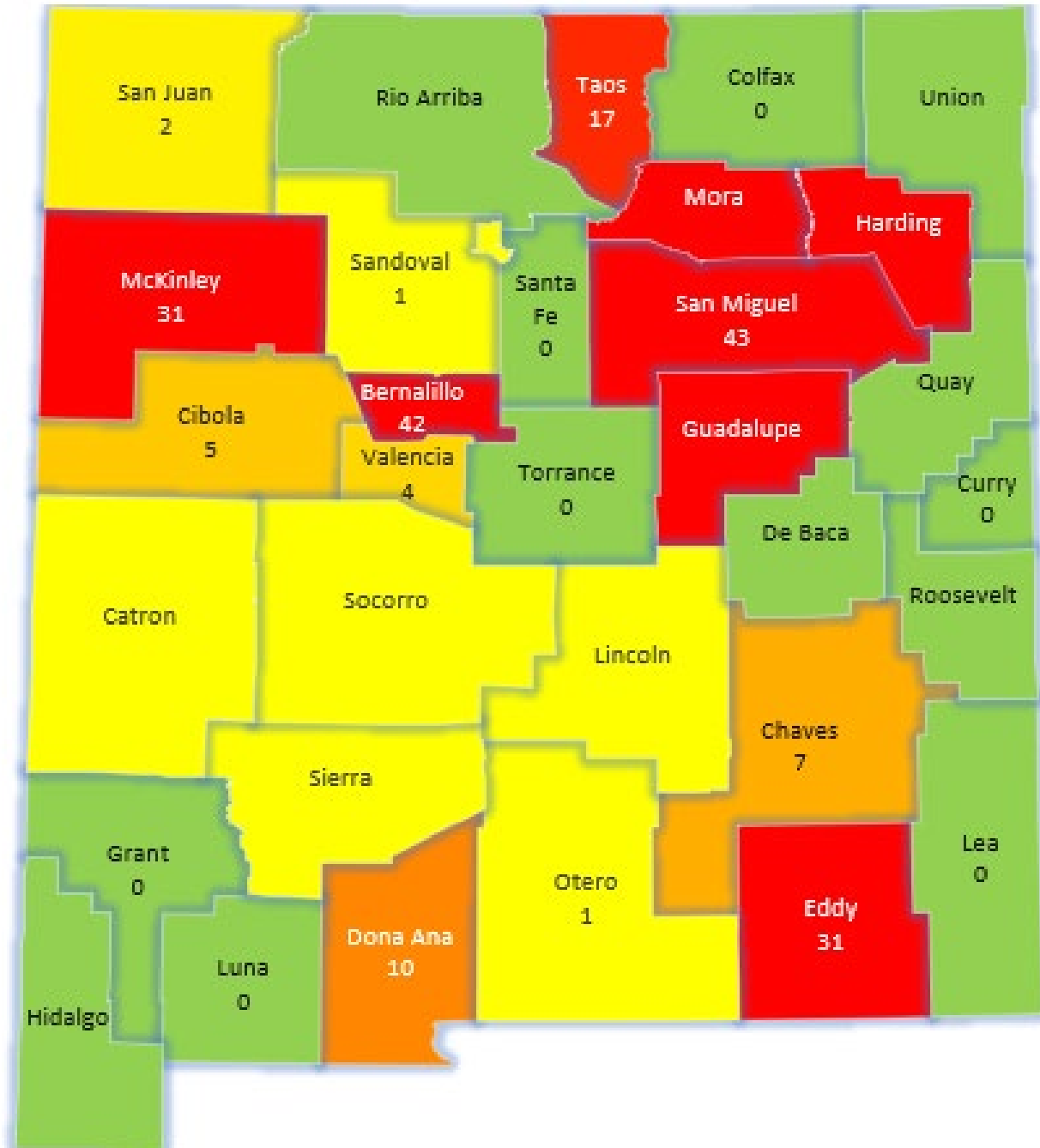
Permanency (PPW) requires 40 FTE\* to meet Caseload standards

\*CYFD is requesting additional funding for **30** of these 40 positions in the FY26 budget request.

Kevin S. Caseload Standard for Permanency is **15 cases** per Permanency Worker.



# Workforce Placement



## September 2024 Heat Map:

Placement requires 15 FTE\* to meet Caseload standards.

\*CYFD is requesting additional funding for **12** of these 15 positions in the FY26 budget request.

Kevin S. Caseload Standard for Placement is **20 cases** per Placement Worker.



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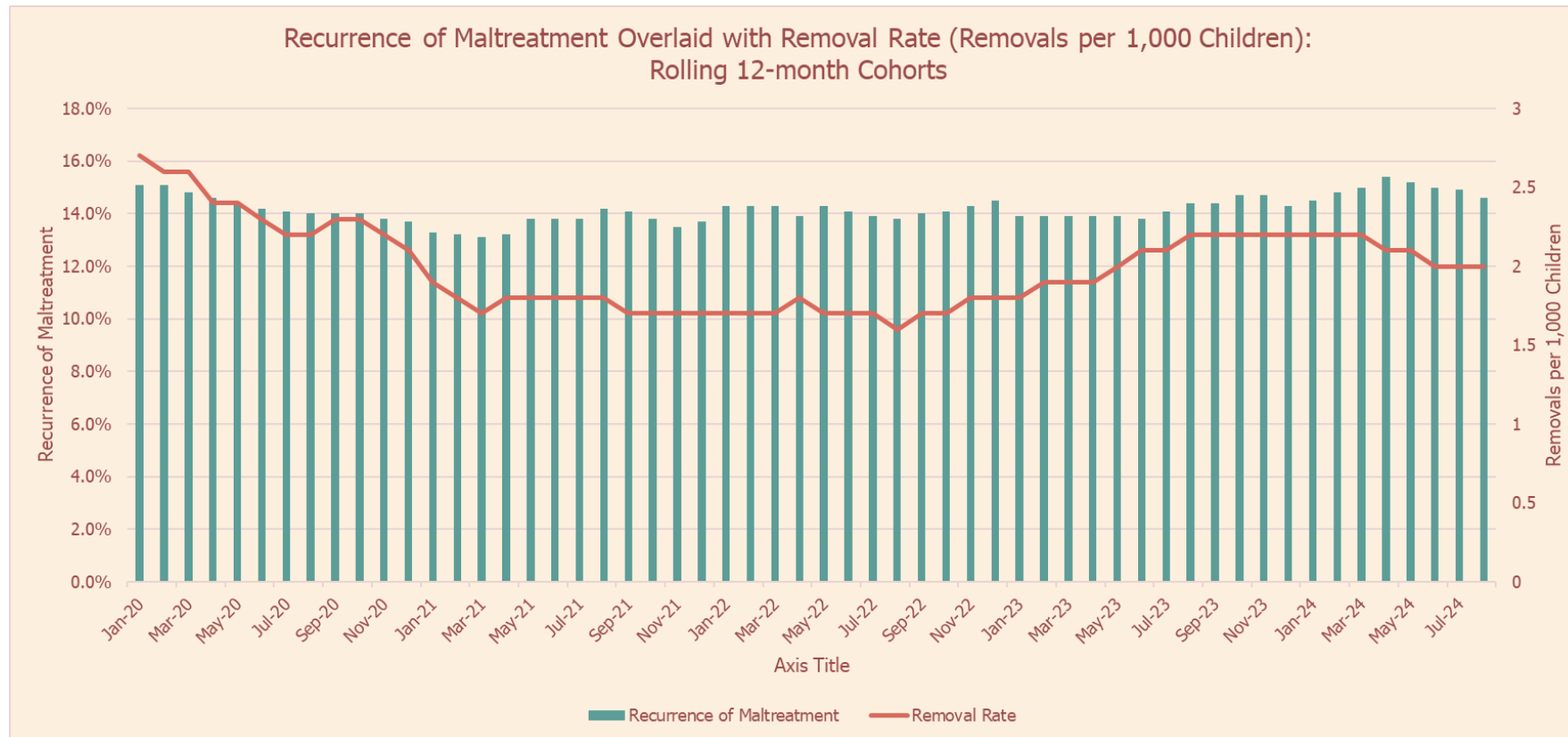


## Recurrence of Maltreatment



# Recurrence of Maltreatment

## General Trends



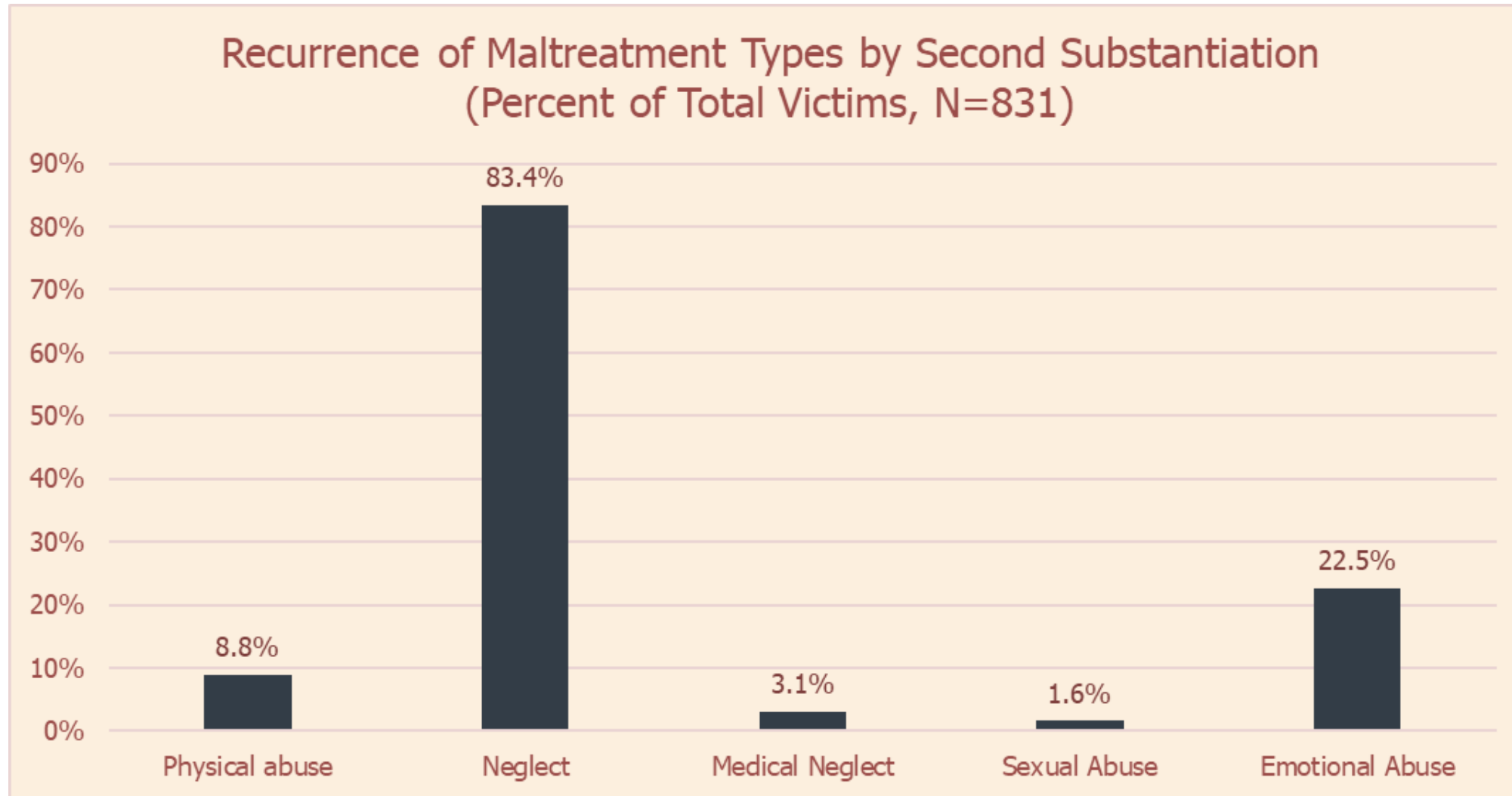
Removing children is not a solution for recurrence of maltreatment. Family Services will provide programs and services to families to prevent recurrence of maltreatment.

County Area	Recurrence of Maltreatment (Rolling 12 Months Ending November 30, 2023)	Recurrence of Maltreatment (Rolling 12 Months Ending August 31, 2024)	% Change Improvement
Sierra	6.2%	0.0%	6.2%
Colfax/Union	22.5%	17.8%	4.7%
Chaves	19.7%	15.7%	4.0%
Grant/Catron	10.6%	6.7%	3.9%
Valencia	15.4%	11.7%	3.7%
McKinley	14.0%	10.5%	3.5%
Curry	13.8%	11.3%	2.5%
San Miguel/Guadalupe/Mora	14.2%	12.0%	2.2%
Sandoval	13.8%	11.7%	2.1%
Lincoln	1.6%	0.0%	1.6%
San Juan	11.7%	10.7%	1.0%
Dona Ana	15.2%	14.3%	0.9%
Eddy	10.4%	10.0%	0.4%
Cibola	12.2%	11.9%	0.3%
Luna/Hidalgo	6.5%	6.9%	-0.4%
Otero	7.4%	8.5%	-1.1%
Bernalillo	16.7%	18.1%	-1.4%
Roosevelt	6.2%	7.7%	-1.5%
Socorro	11.4%	13.3%	-1.9%
Santa Fe	11.9%	14.5%	-2.6%
Lea	15.0%	18.5%	-3.5%
Rio Arriba/Los Alamos	13.0%	17.2%	-4.2%
Taos	9.3%	17.1%	-7.8%
Quay/DeBaca/Harding	0.0%	8.2%	-8.2%
Torrance	11.8%	25.0%	-13.2%

# Recurrence of Maltreatment General Trends



# General Descriptives





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**Resource/Foster Parent  
Recruitment & Retention**

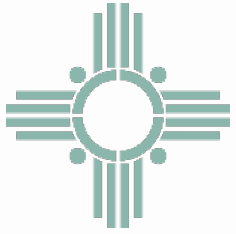


# Resource/Foster Parent Recruitment





# Resource/Foster Parent Recruitment



**2,064**  
Total Kids in Care



**101** New Licensed Non-Relative Foster Homes since January 2024

**251** New Licensed Relative Resource/Foster Homes since January 2024



**55** Home Studies in Progress

**1,095**

Total Resource / Foster Homes



**1,151**  
Non-Relative Beds

**1,077**

Relative / Kinship Beds



**242 Events** Including major community events, recruitment specific events, fairs, meet & greets and informational meetings.

CYFD has dedicated 7 positions solely for recruitment of resource/foster families and completion of home studies (1 for each of the 5 regions and 2 at the recommendation of two pilot project committees for Doña Ana and San Juan).

# Resource/Foster Parent Retention



## **Quarterly Resource/Foster Parent Meetings held in each county.**

- Q&A Sessions
- Training Opportunities

## **Resource/Foster Parent Appreciation events held throughout the state**

- June and July 2024
- Highlights: Movie in the Park, Banquets, Gift Baskets, Carwashes

## **CYFD offers TBRI (Trust Based Relational Intervention) training provided 1:1 with Resource/Foster Parents.**

## **Implementation of Foster Care +**

- ✓ Met with Oklahoma to discuss and understand their model.
- ✓ CYFD developed a participant handbook, referral form, service plan template, and flow chart.
- ✓ CYFD met with Presley Ridge Training model purveyors. This is an evidence-based training.
- ✓ CYFD Placement Staff will be attending the Pressley Ridge training in October to become certified.
- ✓ CYFD met with Open Skies to discuss collaboration on supporting families/children in Foster Care +.



