

ARIZONA JUDICIAL COUNCIL

Request for Council Action

**Date Action
Requested:**

October 23, 2025

**Type of Action
Requested:**

☐ Formal Action/Request
☒ Information Only
☐ Other

Subject:

CASA & FCRB
Marketing and
Recruitment Plan

FROM:

Ms. Paige Barbeau, Ms. Alicia Moffatt, and Ms. Gioia Kaid
Dependent Children's Services Division

DISCUSSION:

The Court Appointed Special Advocates and Foster Care Review Board (CASA and FCRB) Marketing team will give a brief overview of its recent marketing efforts that include tv commercials, streaming TV, Radio, partnerships with the Arizona Lottery, and a *Talk About CASA in Your CASA* and *Get on Board with the FCRB* recruitment campaigns.

RECOMMENDED COUNCIL ACTION:

Information only