



COMMUNICATION COMMITTEE

Seetha Holmes, Chairperson
Cheryl Mojta, Vice Chair

Tuesday, February 28, 2017

1:00 p.m.-3:00 p.m.

PerformCare

**300 Horizon Drive, Suite 306 (Room 113A)
Robbinsville, NJ**

Minutes

In Attendance:

Diane Dellanno
Niurca Louis
Cheryl Mojta
Juan Serrano
LaTasha Holmes
Matthew Schwartz
Susan Conrad
Jessica Gregory

Advocates for Children of NJ
Robins' Nest, Inc.
NJ Child Assault Prevention
Department of Children and Families
Department of Children and Families
Youth Representative
Child and Prevention Advocate
Department of Children and Families

DCF Staff

Daniel Yale

DCF – Office of the Commissioner

Welcome and Introductions

A brief welcome was provided by Cheryl Mojta and each attendee briefly introduced themselves.

Review of Minutes

The Committee approved the November 1, 2016 minutes without edits.

Communication Business – Action Items:

Children's Trust Fund Marketing Campaign's Phase I Project Updates:

- **Design of logo to be featured on tax forms and future media**
Three versions of the logo were created and distributed to the Communication Committee for review. The committee discussed whether the tagline should read "Growing Strong Families" or "Prevent Abuse – Grow Strong Families". The committee voted unanimously to have the tagline read "Growing Strong Families". There were three images that were created and distributed to the committee to vote on. The first image was a watering can, the



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second image was a child holding a watering can, and the third image showed a child holding a watering can with a parent in the background. There were concerns about scaling of the images and the possibility of losing detail if the image was reduced. The committee voted that the image portraying the adult and child with watering can to be the logo for the Children's Trust Fund (CTF). The logo will be presented at the next Prevention Committee meeting for approval.

- **Amend NJ CTF Website and link to NJ Department of Children and Families (DCF) Website (Add credit card donation option)**

The committee was informed that the credit card option was "on hold" due to unforeseen issues. The committee was informed that an update may be provided at the next meeting.

- **Develop social media sites – start with Facebook – boost posts in beginning of 2017 tax season**

The committee was informed that CTF already has a Facebook page although it is unknown who created it or when it was created. The committee can choose to either build on the existing page or request that the page be removed and start a new page. A brief, bulleted request should be sent to the Task Force for recommendations about next steps with Facebook including a potential nomination of page administrator.

The committee discussed the necessity of developing a process and expectations regarding the frequency and content of postings on the Facebook page. Depending on how the page will be used, there may need to be several people involved and extensive planning.

The end result of a Facebook page would be increased donations to the CTF; however, at this time there are no viable options for accepting donations. The committee discussed the necessity of a strategic campaign around certain points in time and targeted events so that the approval for posts can be obtained ahead of time.

- **Outreach to Tax Consultants for 2017 Tax write-off**

The committee determined that it would begin working on preparing an action plan for the 2018 tax season.

- **Design a CTF Panel Card briefly describing NJ DCF and donation information**

The committee discussed that the text for a panel card would be developed and provided at the next meeting.

- **One page letter/email to all DCF employees about CTF**

The committee discussed having the Commissioner send an email to employees explaining CTF. Given the State Code of Ethics, it was determined that this was not permissible. In order to educate DCF employees on CTF, the committee was encouraged to use the New



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Jersey Employees Charitable Campaign, which provides information about several charities to which an employee can donate.

- **Submit the New Jersey Employees Charitable Campaign Application by February 28, 2017**

The committee discussed that the application deadline would not be met. The application for the following year will be completed by committee members.

New Business

The committee spoke about the CTF Marketing Proposal being provided to the Prevention Committee. It was decided that the proposal would be emailed to the Prevention Committee and would be discussed at the next Prevention Committee meeting. The committee discussed the necessity of the proposal being “fleshed out” to determine how it will be operationalized. A determination needs to be made regarding how things will be accomplished, whether the timeline is reasonable and whether the proposal can be accomplished with the small group of people that are available.

The committee discussed the idea of a social media/marketing consultant being hired to prepare and plan a strategic, targeted plan to increase donations to the CTF. The committee would provide the vision and the consultant would provide a timeline and message. A consultant will be brought to the next meeting to provide information about marketing plans and to answer any questions that may be raised. The committee needs to determine what they are asking of a consultant and what the committee is hoping to gain if the funds for a consultant are approved. The committee discussed that the ultimate financial goal for the marketing campaign would be to increase the amount of money that was invested. The hope is that, as knowledge of CTF expands, donations will increase.

The idea was also raised that the committee could talk to schools about using graduate students to assist. The students would be able to show the committee different marketing platforms and what they would look like. This option would be free and would allow the committee to obtain expert information about what is available.

Announcements

Jessica Cowan informed the Committee that effective March 3, 2017, she will no longer be working for DCF.

Next meeting – April 25, 2017 at 1:00 PM (PerformCare – Robbinsville, NJ)