



## COMMUNICATION COMMITTEE

Seetha Holmes, Chairperson  
Cheryl Mojta, Vice Chair

**Tuesday, August 22, 2017**

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

**PerformCare**

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

### Minutes

#### **In Attendance:**

Seetha Holmes  
Cheryl Mojta  
Matthew Schwartz  
Susan Conrad

Office of the Public Defender  
NJ Child Assault Prevention  
Youth Representative  
Child and Prevention Advocate

#### **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 February 28, 2017 minutes without edits.

#### **Communication Business – Action Items:**

- **Review previous Children’s Trust Fund (CTF) Marketing Proposal**

The CTF Marketing Proposal was created to market and increase donations to CTF as well as increase knowledge about the important work that is being done with the assistance of CTF funds. The committee reviewed the marketing proposal to determine what has been accomplished and what needs to be completed. The committee was advised that a request to the Task Force for money from CTF to contract with a marketing consultant was denied. It was explained that the Task Force requested that the Communications Committee explore the possibility of obtaining a marketing consultant that would create a marketing campaign pro bono. The Task Force would then consider using CTF funds to implement the marketing campaign.



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The committee spoke about using college students to assist in implementing a marketing campaign. Seetha Holmes agreed to contact Montclair University to determine if there is a volunteer program within the marketing department that would be willing assist with the CTF marketing campaign. Cheryl Mojta agreed to reach out to Camden County College and possibly Rowan and Rutgers University. The committee discussed creating a short letter to inform University staff and students about what the committee was requesting.

The committee was informed that a credit card option to donate to CTF is in the process of being implemented. The committee also discussed the necessity of promoting the ability to donate to the CTF on tax forms. It was agreed that information should be sent to tax preparers soon to prepare for next year.

The committee spoke with Robert Adamo, marketing consultant, and special invited guest regarding the CTF Marketing Plan. Mr. Adamo stated that he has a great deal of experience using internet and social media (Twitter, YouTube, and Facebook) for marketing purposes. The Committee spoke about the necessity of having any social media messages approved by the Task Force months in advance of the target date of the post. Regarding budget, Mr. Adamo stated that Facebook would cost an average of \$1.00 per post. However, Mr. Adamo explained that the purpose of social media is to create a community. The committee should only need to send one or two posts which would, in return, gain ten or more posts from the community.

Mr. Adamo stated that he would also be available to attend a meeting with the committee in the future.

Matthew Schwartz stated that there are youth activists at Rutgers and New Jersey Youth Advocate Programs that would be willing distribute information about CTF at establishments such as H&R block. Mr. Schwartz further suggested using youth to “get on the ground” and work in their own cities to promote CTF, which will not only give them experience to gain employment but will create a partnership with the community. The committee also discussed sending ambassadors to colleges and fairs to explain and promote CTF.

- **Create Timeline for Revised CTF Marketing Proposal**

The Committee discussed revising the original marketing plan to reflect what has been completed and what is still outstanding. Time frames for Phase 1 and Phase 2 were revised.

- **Review 7<sup>th</sup> Annual NJTF CAN Report**



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The Committee conducted a page by page review of the NJTF CAN Report and made recommendations for edits where necessary. The Committee requested that the report be sent to the Chairs and Co-Chairs of the Prevention and Protection committees for any additions or edits.

**Next meeting – October 24, 2017 at 1:00 PM (PerformCare – Robbinsville, NJ)**