



## COMMUNICATION COMMITTEE

Seetha Holmes, Chairperson  
Cheryl Mojta, Vice Chair

**Wednesday, November 1, 2016**

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

**PerformCare**

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

### **Minutes**

#### **In-Person Attendance:**

Cory Cassar  
Diane Dellanno  
Jessica Gregory

Seetha Holmes  
Niurca Louis  
Cheryl Mojta  
Matthew Schwartz

Office of Public Defender  
Policy Analyst / Advocate for Children of NJ  
DCF – Family and Community Partnerships  
and Division on Women  
Office of Public Defender  
Robins’ Nest, Inc.  
Child Assault Prevention  
Youth Representative

#### **Staff**

Ifeanyi Pole

DCF - NJTFCAN

#### **Introductions**

#### **Review and Approve September 2016 Minutes**

The Committee approved the September 7, 2016 minutes without edits.

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

#### **Discuss New Jersey Children’s Trust Fund Marketing Campaign’s Next Steps:**

Niurca Louis informed the Committee and Workgroup that she presented the New Jersey Children’s Trust Fund Marketing Campaign Proposal to the New Jersey Task Force on Child Abuse and Neglect (NJTFCAN) at its September 23, 2016 meeting and NJTFCAN approved the proposal.

The Committee and Workgroup discussed the next steps in executing Phase I of the NJ CTF Marketing Campaign initiatives:



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### **Phase 1: 2016-2017**

#### **Design of logo**

Jessica Gregory informed the Committee and Workgroup that she has been discussing design ideas for a NJ CTF logo with Ifeanyi Pole and Juan Serrano. The initial design ideas included a “Jersey Shore” theme using a starfish with orange and blue colors; the proposed marketing tagline for this design concept would be, “Every Child Counts.” The second design is that of a watering can with a proposed marketing tagline of, “Growing Strong Families.” Jessica informed the Committee and Workgroup that it is important to highlight child wellbeing in the new NJ CTF logo design.

The Committee and Workgroup members favored moving forward in the development of the watering can NJ CTF logo design. The Committee and Workgroup suggested amending the logo design by adding an image of an adult and child holding hands and the child holding the watering can. The members agreed to present the final NJ CTF design proof to the Prevention Committee for their recommendation at its next meeting and then present this logo to NJTF CAN at its January 20, 2017 meeting for approval.

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

Ifeanyi Pole and Jessica informed the Committee and Workgroup that DCF has partnered with its Information Technology office (IT) and the New Jersey Office of Information Technology (OIT) to research the process to add a credit card donation option to the NJ CTF webpage on DCF’s website. The Committee and Workgroup discussed the possibility of creating a separate NJ CTF website outside of DCF; this issue will be discussed at a future meeting.

Jessica and Matthew Schwartz will collaborate on this initiative to review and update NJ CTF’s website content.

#### **Develop Social Media Sites**

Jessica informed the Committee and Workgroup that the current NJ CTF DCF Facebook page is not active and that she is researching closing this page to launch a new NJ CTF page. Matthew suggested to Jessica that she contacts Facebook for support to assist with access to the old NJ CTF page; he will send the contact information for Facebook to Jessica



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in order to make changes. Jessica stated that she will not launch the new NJ CTF Facebook page until the new logo is approved by NJTFCAN.

The Committee and Workgroup discussed reviewing the NJ CTF Facebook and website content prior to their posting. The Committee and Workgroup discussed if the NJ CTF Facebook content would need to be approved prior to posting. These issues will be further discussed at a future meeting.

Ifeanyi informed the Committee and Workgroup that DCF launched its Facebook page this past summer and that Ernest Landante, DCF's Director of Communication and Public Affairs is its administrator. Ifeanyi asked Jessica to contact Ernie to regarding NJ CTF's Facebook page; Jessica should ask Ernie to confirm what email address should be referenced to the NJ CTF page and if she should email him drafted NJ CTF content prior to its posting.

Jessica and Matthew will collaborate on this initiative.

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

The Committee and Workgroup discussed outreach to New Jersey's tax consultants for 2017 tax write-off season. Seetha Holmes asked the members to volunteer to lead this initiative and present updates at future meetings; this project would also entail speaking with certified tax preparers to better understand their guidelines. Cheryl Mojta and Diane Dellanno will collaborate on this initiative.

The Committee and Workgroup discussed developing a NJ CTF panel card in both English and Spanish to market the project to New Jersey's tax consultants and their clients; Niurca Louis will lead this initiative and draft the panel card's content to share with the Committee at its next December meeting.

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

Ifeanyi informed the Committee and Workgroup that Juan Serrano, DCF's graphic designer, drafted a panel card for another DCF sponsorship programs for youth; Ifeanyi stated that she will email Niurca the dimensions of this sample panel card for her reference.

Ifeanyi asked Niurca to email the drafted NJ CTF panel card content to Ernie Landante for review as Ernie reviews, edits and approves DCF's public facing communications.



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### **One page letter/email to all DCF Employees about the NJ CTF**

The Committee and Workgroup discussed speaking with Ernie Landante to draft a one-page letter/email that would be sent to all DCF employees informing them about NJ CTF. Seetha stated that she will contact Ernie to provide him with more information on this NJ CTF marketing initiative and ask for his assistance in drafting this document.

### **Complete/Submit the New Jersey Employees Charitable Campaign Application by February 28, 2017**

Seetha informed the Committee and Workgroup that the New Jersey Employees Charitable Campaign (NJECC) application deadline is March 7, 2017.

When writing up the information for each charity must show why someone would want to contribute and how it would benefit that area. Different ideas of graphics were discussed. Also using the continuation of the URL information on the panel card was suggested. Seetha, Diane, and Cory Cassar will collaborate on this initiative.

### **Discuss 2017 Committee Date/ Times/Locations:**

#### **New Business**

The Committee and Workgroup will discuss developing marketing initiatives for NJTF CAN and its committees/subcommittee at future 2017 meetings.

#### **Announcements**

Ifeanyi Pole informed the Committee and Workgroup that effective November 28, 2016, she will no longer serve as Acting Executive Coordinator of NJTF CAN; she received a promotion in the DCF and will be joining the team in DCF's Office of Adolescent Services (OAS).

**Next meeting** – December 2016 date to be determined\* (1:00 pm at PerformCare in Robbinsville, NJ).

*\*Ifeanyi will email the Committee and Workgroup proposed dates for their December 2016 in-person meeting.*