

**New Jersey Task Force on Child Abuse and Neglect
Communication Committee
Kathy Collins, LCSW, Chair
Tuesday, February 25, 2014
10:00 A.M. Conference Call**

Minutes

In Attendance:

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| Kathy Collins | Monmouth Cares |
| Yvonne DeCicco | Office of the Law Guardian |
| Andrea Lovas | Hope for Tomorrow, a Child & Family Support Center, Inc. |

Staff

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| LaTasha Holmes | DCF – Special Assistant to the Commissioner and Long Term Recovery Coordinator |
| Ifeanyi Pole | DCF - NJTFCAN |

Introduction and Welcome

Introductions were made and October 2013 minutes were approved.

Kathy informed the committee that Debra Jennings and Natasha Palmer have resigned from the committee.

New Business

Communication Committee's Mission & Goals – Kathy

Kathy discussed keeping the Communication Committee mission the same. The mission is “to increase awareness and promote social change related to child abuse and neglect prevention and intervention for the public and for professionals. To promote awareness of the Task Force’s activities and issues.”

Ifeanyi informed the Committee that the prevention plan has been drafted and the retreat has been rescheduled for March 24th. Kathy asked Ifeanyi if she could email her the retreat information. The Committee discussed the Prevention Committee’s plans for an April kickoff event announcing the Standards and Plan projects. This would be a great partnership opportunity for the Communication Prevention Committees. It was discussed that Kathy should be involved in discussing the Prevention Committee’s vision for the standards and prevention plan projects. This will be put on the agenda for the Communication Committee’s April 22nd meeting.

Kathy stated that DCF is doing an excellent job with communicating their efforts around child abuse, Superstorm Sandy recovery and domestic violence.

4th Annual Task Force Report

Kathy briefly discussed the redesign of the last year's report content and layout. The design and production were done by DCF staff. Ifeanyi stated that last year, the Communication Committee had referenced all of the committees' minutes from (July 2012 through June 2013). DCF had provided some supplemental outcome data on funded projects. DCF graphic designer, Juan Serrano formatted the cover and the report. Kathy would like to have the same process take place to complete the 4th annual report. Kathy asked Ifeanyi to email the Committee a timeline schedule for drafting the report.

In February, the Communication Committee should be gathering information and requesting input for the Task Force report from the Committees/Subcommittees chairs so that they will have as much information before the March 28th meeting. The deadline for the Committees/Subcommittees to submit their summaries for the report is March 19th. The report is due to DCF for formatting in early May 2014. Kathy would like to have the report finalized at the April 22nd meeting. The Committee was informed to check their emails regularly in order to review documents before the next meeting. The goal for the April 22nd meeting is to have an almost finalized version of the Task force report ready for DCF to design in May 2014. The report is due by June 30, 2014 which will detail activities from July 1, 2013 to June 30, 2014. Ifeanyi will send the report timeline to the Committee members. A request to Staffing and Oversight Review Subcommittee (SORS) will be made to contribute a summary of activities to be included in the Task Force report.

Old Business

Vote on 2014 Communication Committee's Tuesday Meetings

The committee discussed changing the meeting dates to Tuesday at the October 2013 meeting to accommodate members. The committee voted and approved the change. Kathy will reach out to Rhona Beadle to notify her of the change.

Recruit New Members

Kathy discussed the committee's ongoing efforts to recruit new members. Kathy will make another appeal to the Task Force to see if anyone is interested in joining. It was stated that the ideal is to have every Task Force member be on a Committee and that a person does not have to be a member of the Task Force to join the Communication Committee. Ifeanyi suggested that in addition to making the request in person at the March 28th meeting, Kathy could draft an email to be sent out through the Task Force email account.

Branding/Logo

The Committee discussed creating a brand/logo for the Task Force. At the October 2013 meeting, Ernest Landante, Director of DCF- Office of Communications and Public Affairs provided great suggestions regarding the color, formatting and design (i.e. three shapes(triangle, squares to represent prevention, protection and family strengthening). for printed and electronic materials (i.e. letterhead, newsletters, emails). There is no funding for the branding/logo project, therefore research is being done to see if the Task Force has any suggestions for anyone with a background in graphic design or public relations. Yvonne DeCicco will reach out to Montclair State University to see if they know of any artistic programs where there may be an internship opportunity.

LaTasha Holmes offered space at DCF for the intern if accommodations are not secured elsewhere. The intern could work closely with Ernest. Kathy will research universities in search of interns to assist with the branding/logo project.

Kathy will also look at the history of the Task Force to see if there is a slogan/tagline to use for the branding/logo. Ifeanyi stated that there are files from previous years in the office and archived.

Ifeanyi will share today's information from the call with Ernest.

Next meeting - Tuesday, April 22, 2014