



## COMMUNICATION COMMITTEE

**Seetha Holmes - Chairperson**

**Tuesday, April 26, 2016**

**1:00pm – 3:00pm**

### Minutes

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

Cassar, Cory	Office of Public Defender
Conrad, Suzanne	Consultant
Dellanno, Diane	Policy Analyst / Advocate for Children of NJ
Gregory, Jessica	Advocates for Children of NJ
Holmes, Seetha	Office of Public Defender
Mojta, Cheryl	Child Assault Prevention

#### **Conference Call Participation:**

Dickinson, Jason	Montclair University
Louis, Niurca	Robins' Nest, Inc.
Schwartz, Matthew	Youth Representative

#### **Staff**

Ifeanyi Pole	DCF - NJTFCAN
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#### **Introduction and Welcome**

Introductions were made.

The Committee approved the February 23, 2016 minutes without edits.

#### **Jessica Gregory**

Sources of Revenues for the Children's Trust Fund were discussed. This fund was started in 1985 when the Task Force was designated to oversee the trust fund and also relied on the child life protection commission to select the recipients. In 2006 this was moved under the DCF and other partnerships in the State. Having more state programs brought more federal CP CAP funding. Once the Child Life Protection Committee was dissolved the Task Force continued the responsibility of overseeing and evaluating the needs for the recipients. Other funds are obtained by way of income tax forms. Currently there are only 30 states that participate in the National Alliance for the Children's Trust and Prevention funding.



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The States have become creative in generating funding through other options such as personalized license plates, divorce fees, marriage license fees, and other state events. The biggest resource has been the personalized license plates which have brought in approximately 1.1 million dollars. The other larger federal CB CAP, TNEF and other grants have brought in 2.2 million dollars thus far.

There is a National Alliance calls a meeting once a year which is called “The Parade of States” to discuss all things funding and figures for the Children’s Trust Fund. In 2007 the Trust Fund went from under the Task Force to DCF. The funding from the previous year rolls over to the next year. There is \$102, 970 dollars was from 2015 and the current amount for 2016 is \$474,842. The Essex Project and the Standard for the Prevention programs are removed from the current budget. Some states include their CB CAP funding while others keep it separate. New Jersey receives approximately 50 million in CB CAP award for prevention funding. If school base programs, family Success Centers and the CTF are all kept as a same stream income for state leverage prevention funding, then they have to remove the federal funding from the form. New Jersey receives 2.3 million. The CB CAP information is online and also includes the fiscal years activities. The survey from the National Alliance in 2014 showed how some of the states used their funding. Just a few examples of what the Children’s Trust fund can be used for are: programs for parenting, education, shaken baby , home visiting services, public awareness, research and also help with more funding.

New Jersey has funded parenting programs, awards for grantees and tell their story to the agency what they have accomplished. Usually there are quarterly and final reports that are collected by the state. It was discussed that keeping this information to use for future proposals. 2010 were no grantees only considered a transition time period. July 2011 – June 2014 we had 3 programs which were parenting programs. The current funding is one year funding beginning in July through June.

Language and strategic marketing information was passed around for the viewing of the committee. Ifeanyi will be making copies to send out to everyone. Ohio has offered people to put out a pinwheel over individual’s profile pictures. The reason is when you click on a person’s picture, the pinwheel takes you to the Children’s Trust Fund and can contribute and or donate. Alabama has a vast amount of information on their Children’s Trust Fund. Also they offer a map to show where programs are being done. Virginia has a fund raiser event, “The Top of the Town”.

A logo for prevention in New Jersey was discussed and the social media to get this information out to the public. Taking ideas from “Grow NJ Kids” was suggested. NJ Trust Fund.org takes you to the State website. More information on rules and regulations need to be reviewed.



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It was discussed to appoint to develop a logo for the Children's Trust Fund on Social media that would eventually be presented to the Task Force and how to implement a way to pay online on the media website. A budget for the marketing plan will be included in the proposal. Reaching out to tax preparers was also proposed. Possibly bringing college students into doing the training and working on the marketing for the CTF after which an RFP would have to be completed.

### **Communication Business:**

*2016 Meeting Dates, Times and Location(s):*

The Committee amended their 2016 meeting dates, times and location as follows:

- **Time:** 1:00 p.m.-3:00 p.m.
- **Location:** PerformCare  
300 Horizon Drive, Suite 306 (Room 113A)  
Robbinsville, NJ 08691-1919
- **Dates:**
  - April 26
  - June 23
  - August 30
  - October 25
  - *December 20 – Conference Call*

### **Committee's Mission and 2016 Goals:**

#### **Recruit New Members**

The Committee also discussed the importance of increasing its membership. The Committee discussed the idea of drafting a Committee recruitment packet. Seetha informed the Committee that she invited two people to submit their membership applications.

#### **Update NJTF CAN Web Content**

The Committee discussed updating NJTF CAN's webpage content (i.e. NJTF CAN logo, accomplishments, etc.). Seetha informed the Committee that she teaches at Montclair State University and has invited her students to review the NJTF CAN webpages and provide feedback.



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### **Partnerships/Fundraising/Social Media**

In a preliminary discussion, the Committee discussed ideas associated with this goal. The Committee discussed the development of a plan to discuss the Committee's partnership and outreach. It was also discussed that NJTF CAN and its Communication Committee may value from partnering with corporations. The Committee also discussed the ideas of fundraising for NJTF CAN's programs. In an effort to expand NJTF CAN's communication, the Committee discussed using social media.

As a result, the Committee agreed to add these items to the next meeting agenda so that more research and information can be gathered and presented to NJTF CAN.

### **The 2015-2016 NJTF CAN and SORS Reports**

The Committee reviewed and discussed their role in reviewing and editing the content of the 2015-2016 NJTF CAN and SORS reports.

CTF Marketing Workgroup members will be invited to attend the Communication Committees remaining 2016 meetings to discuss the project updates in person.

### **Announcements:**

**Next meeting** – June 23, 2016 at 1:00 pm at PerformCare in Robbinsville, NJ.