



NJ DCF OTPD-OFSS  
 Family Success Center-Practice Profile  
 Leadership Coaching  
 Learning 2 Experience  
 June 28, 2019

| Pre- Arrival  | Arrival   | Communication   | Marketing  |
|---|---|---|--|
| <ul style="list-style-type: none"> <li>➤ Accessible, visible</li> <li>➤ Curb appeal</li> <li>➤ Signage</li> <li>➤ Public transportation</li> <li>➤ Walkable</li> <li>➤ Web presence up to date                             <ul style="list-style-type: none"> <li>• Program info</li> <li>• Social media</li> <li>• Philosophy and mission of NJ Family Success Centers</li> </ul> </li> <li>➤ Home like environment                             <ul style="list-style-type: none"> <li>➢ Colorful and fun</li> <li>➢ Open area</li> <li>➢ Fresh and clean</li> <li>➢ Hospitality area</li> <li>➢ Decorated-culturally appropriate</li> <li>➢ Inclusive: focus on dads</li> <li>➢ Unique family dynamics</li> </ul> </li> </ul> | <p><u>Outside</u></p> <ul style="list-style-type: none"> <li>➤ Signage-bright, clean, beautiful, curb appeal and stands out</li> <li>➤ Clear directions</li> <li>➤ Parking accessible</li> </ul> <p><u>Inside</u></p> <ul style="list-style-type: none"> <li>➤ Smells welcoming/pleasant</li> <li>➤ Good, natural lighting</li> <li>➤ Airy</li> <li>➤ Temperate</li> <li>➤ Human Encounter/live welcome person</li> <li>➤ Welcome tour-greeted with a smile</li> <li>➤ Cleanliness</li> <li>➤ Home environment-not cluttered, open setting</li> <li>➤ Beverage/snack station (adult and kid friendly)</li> <li>➤ Comfy, clean furniture</li> <li>➤ TV/Relaxing music</li> </ul> | <ul style="list-style-type: none"> <li>➤ Mass texting</li> <li>➤ Rapport building</li> <li>➤ Follow up</li> <li>➤ Weekly newsletter/email blast</li> <li>➤ Board Meetings/CAB</li> <li>➤ Meetings as driving force</li> <li>➤ Surveys and interest groups</li> <li>➤ Calendars/word of mouth</li> <li>➤ Active participation in outreach and networking meetings</li> <li>➤ Meeting on familiar grounds</li> <li>➤ Varied/diverse community partners</li> <li>➤ Local media</li> <li>➤ Social media tagging partners</li> </ul> | <ul style="list-style-type: none"> <li>➤ Start with feedback (tools: survey, online interactive tools-kahoots, member takeaway feedback)</li> <li>➤ Engage community participates in design, messaging, outreach strategies.</li> <li>➤ Always have the end in mind: what's the ultimate outcome</li> <li>➤ One size does not fit all.</li> <li>➤ Target messaging</li> <li>➤ Match programs to protective factors</li> <li>➤ Combine mass marketing with targeted marketing</li> <li>➤ Branding is key (consistency professionalism, creativity)</li> </ul> |

**NJ FAMILY SUCCESS CENTERS**  
*Centering a Network of Educators*

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|--|---|--|--|
|  | <ul style="list-style-type: none"> <li>✚ Kids' corner, dad's corner</li> <li>✚ Welcome packet- <i>introducing &amp; engaging with family</i></li> <li>✚ Welcome Tour-<i>allowing exploration of families and children</i></li> <li>✚ Hospitable, welcoming and friendly</li> <li>✚ Welcome phone protocol</li> <li>✚ Culturally responsive decorations/interactions</li> <li>✚ Greeting all members of the family (parents &amp; kids alike)</li> <li>✚ Invite them in, in person, or/and back</li> <li>✚ Friendly staff</li> </ul> | <ul style="list-style-type: none"> <li>✚ Culturally competent language</li> <li>✚ Strength based, nonjudgmental language</li> <li>✚ Self-directed language</li> <li>✚ Consistent communication through staff meetings and check-ins</li> </ul> | <ul style="list-style-type: none"> <li>✚ Deputize community members as "Ambassadors" to carry <b>FEET ON THE STREET</b></li> <li>✚ Debrief with staff</li> <li>✚ "What's up App"- <i>Feedback</i></li> <li>✚ Social media (<i>targeted marketing</i>)</li> <li>✚ Suggestion Board</li> <li>✚ Outreach with partner agencies (<i>WIC, Social Services, Gyms</i>)</li> </ul> |
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