



COMMUNICATION COMMITTEE

Seetha Holmes, Chairperson
Cheryl Mojta, Vice Chair

Tuesday, December 18, 2018

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

Conference Call

Minutes

In Attendance:

Seetha Holmes
Cheryl Mojta
Roslyn Dashiell
Leslie Dixon

Office of the Law Guardian
NJ Child Assault Prevention
PEI Kids
Montclair State University

DCF Staff

Jason Butkowski
Daniel Yale

Department of Children and Families
Department of Children and Families

Welcome and Introductions

A brief welcome was provided by Seetha Holmes and each attendee briefly introduced themselves.

Communication Business

Discuss results of CTF tax preparer email

Jason informed the committee that DCF sent an email to 19,000 certified public accountants which included the letter that had been crafted by the Communication Committee. Jason explained that approximately 4,000 people opened the email, but only 1 person completed the survey to receive hard copies of the materials. It was felt that this low response rate suggests that this population is not engaged in this area of work and that it may not be a good idea to further pursue this population. Seetha asked if it was worth resending the email to the 4,000 people that opened the email. The committee was informed that there were two emails sent; the original and a reminder. The committee discussed that the email list that was used included all licensed CPAs in the state, not just tax preparers, as there was no way to differentiate and narrow down the list.

Seetha asked if there was a workgroup within the Prevention Committee that was working with the CTF. Daniel explained that there is a Communication Workgroup as part of the Prevention Committee that is discussing the Children's Trust Fund. It was explained that the workgroup was in the very early stages and would continue to work on the statewide Prevention Plan. Jason suggested that the Communication Committee offer to assist with developing the messaging and distribution methods. The committee spoke about having a coordinated approach with the Communication Workgroup of the Prevention Committee.



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Seetha asked if anyone has a contact at a large tax firm such as H&R Block with whom they can discuss the committee's approach to requesting assistance from tax preparers. Cheryl informed the committee that she spoke with a representative from the Chamber of Commerce. She was provided with leads but they were very local and did not have an actual list of addresses of tax firms. Cheryl stated that if she had addresses, she would be willing to do a pilot to send hard copies to a regional area and get feedback. Cheryl felt that the poor response rate with the initial attempt was more about the methodology not the content. Cheryl stated that she wanted to do a small sampling to see if it would work in "real time with real materials". Seetha stated that she was unsure that the NJTF CAN would approve funds for this pilot project. Seetha stated that if there is a good response from Cheryl's pilot, perhaps the committee could send out hard copies to no more than 1000 people. Seetha felt that the committee needs a more productive list. Roslyn suggested obtaining information about tax preparers by using the North American Industry Classification System (NAICS). Roslyn provided the NAICS code for firms specifically dealing with tax preparation. Jason stated that he felt that there are so many other things competing for a tax preparers attention and this societal benefit piece whether it's the CTF or any number of other things, it may not be fruitful.

Discuss CTF Marketing Plan

Cheryl stated that she believes the best form of marketing is social media. Facebook, Twitter, Instagram, social media messages – constant messages about CTF. Jason stated that the committee needs to be clear about their audience and their ask. Jason felt that a general social media campaign targeting all NJ tax payers makes sense. One of the things that the committee needs to be careful about is being able to show defined results. This would allow the committee to know what the investment bought and whether it should be replicated. Social media has built in click response, impressions received for the campaign. Jason also explained that a social media ad buy would be a better use of funds. At the end, the committee would be able to tell what was successful and what was not.

The committee can also do a social media campaign pointing people to the CTF webpage to donate. This messaging can be used year-round and is very effective. Jason stated that we need to figure out the ask and what we want people to do. Jason stated that the committee now has proof of concept from the Safe Haven campaign from the previous year. DCF has actual results and now have a "price per click". The Safe Haven Campaign targeted 18 to 30 year olds, but for this campaign, we would expand the target for those 18 years of age and older. The message would say "click here to receive more information on the CTF" or "click here to donate". We can also increase the legitimacy by redesigning the landing page for the CTF. Jason stated that we would look at how we can repurpose or integrate the branding and images that we have already developed so if we do more with it later, it is consistent across the board. We would have to get the approval of the Task Force which would guide the timeframe.

Jason stated that he will send a draft ad copy and give some statistics from DCF's social media campaign regarding what DCF was able to do for the amount of money that was spent. Jason asked the committee to review this information and develop a proposal for the Task Force. Jason



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asked the committee to take the lead on the proposal and amount of funding that is being requested. Jason stressed that the ask from the committee has to come from the committee. The committee spoke about the possibility of having a news story about the CTF. Cheryl asked that if the committee were to create a video regarding the CTF, who would be interviewed? Jason stated that since the Task Force manages the CTF, it would be either Commissioner Beyer or Dr. Finkel. However, Jason felt that the committee is “putting the cart before the horse”. For the CTF to be newsworthy, there needs to be a hook that what have yet to develop. What is the committee doing differently that deserves news coverage? We need to be clear as to why the media should be interested.

The committee also briefly discussed check offs at Wawa cashier stands.

Discuss ways to increase membership

Seetha asked that members reach out to those that may be interested in increasing awareness of the CTF to ask them to join the committee. The committee discussed that there are no specific qualifications to join the committee. Those interested would need to fill out an application and ethics forms. The applications are reviewed and approved by the Task Force.

Next meeting – February 26, 2019 at 1:00 PM at Perform Care.