In Attendance:
Jason Butkowski    Department of Children and Families
Roslyn Dashiel    PEI Kids
Seetha Holmes    Office of the Public Defender
Cheryl Mojta    NJ Child Assault Prevention
Lynn Patmalnee

By Telephone:
Patty Mojta    Prevent Child Abuse NJ
Lesley Dixon    Montclair State University
Matthew Schwartz    Youth Advocate
Cristi Bruce    Teacher

DCF Staff
Daniel Yale    Department of Children and Families

Welcome and Introductions
A brief welcome was provided by Cheryl Mojta and each attendee briefly introduced themselves. Cheryl briefly reviewed the agenda with the Committee.

Review September 11, 2018 and December 18, 2018 Conference Call Minutes
The minutes from the September 11, 2018 and December 18, 2018 conference call were approved without edit.

Communication Business

Communication Committee update
Cheryl spoke about the recent history and listed the accomplishments of the Communication Committee marketing and increasing awareness of the Children’s Trust Fund (CTF). In 2016, the Committee submitted a proposal to the New Jersey Task Force on Child Abuse and Neglect (NJTFCAN) that created a 3-phase marketing plan for the Children’s Trust Fund (CTF). Since the
inception of the plan, the following has been accomplished: creation of a CTF logo, creation of the CTF website, linking the CTF website to the DCF website, and addition of credit card access for donations on the CTF webpage. Cheryl explained that the Committee had also developed and sent letters and panel cards to tax preparers to help educate their clients about the CTF.

Collaboration with the Prevention Committee Communication Workgroup
Cheryl asked the chair of the Prevention Committee Communication Workgroup, Patty Mojta, to give the Committee an update on the work that is being done by their workgroup. Patty informed the Committee that last year, the Prevention Committee developed the Statewide Prevention Plan for 2019-2021. The Prevention Plan has 4 strategic priorities, one of which is Communication. Patty informed the Committee that the goal of the Communication Workgroup is to focus on the goals and objectives that were laid out in the Prevention Plan. Patty read the goal of the Communication Workgroup to the Committee. The goal is as follows: “Increase awareness of prevention messages and connect families with prevention supports and services”. Patty stated that the workgroup interprets this goal as meaning that they need to put out messaging that helps more families get connected to the services that they need. The workgroup is looking at a campaign that developed by the Children’s Bureau of the Administration for Children and Families called the “WE CAN” campaign. “WE CAN” stands for “Work to End Child Abuse and Neglect”. This campaign includes hundreds of images that are already formatted for social media including Twitter and Facebook. The images represent diversity among families and include messages that are preventative in nature and family support. In many of the images they are links embedded that lead to national resources for specific types of services.

Social Media Marketing Plan
Jason stated that because of the engagement issues that were evident with the Committee’s email outreach, it may be beneficial to take the message directly to NJ residents. Jason felt that the best method to use regarding social media is to point people directly to the credit card donation site. This will also allow us to be able to look at the metrics and evaluate the effectiveness of the campaign. Jason stated that he was looking to utilize the same model that DCF used for their Safe Haven Campaign. For Safe Haven, DCF developed a social media campaign that reached approximately 250,000 residents between the ages of 18-30 with 1.15 million impressions. DCF also produced a Safe Haven audio and video public service announcement which reached another 600,000 impressions with an 85% completion rate. Jason informed the Committee that they should discuss and determine how they want to scale their campaign.
Rosyln stated that the Committee would need to discuss how to determine the target for the campaign. Jason stated that Facebook only tracks certain demographics, so there are limits on how the target audience can be chosen. The Committee discussed certain demographics that they would consider targeting but also requested that the list of Facebook demographics be supplied at the next meeting.
Patty asked Jason which platforms he would recommend using based on age groups. Jason stated that DCF primarily used Facebook, although because Instagram and Facebook are more integrated,
you can run an Instagram campaign through Facebook and run them at the same time. Instagram
would be a better option if using visual ads.
Cheryl spoke about images that she would like to use for social media messaging including using
images from the WE CAN campaign. Jason stated that the Committee can work with Patty and her
group to determine what WE CAN images we can incorporate into our media campaign. Jason
stated that there are also limits on social media regarding images and text.
Jason felt that the first thing the Committee would need to do is to determine what the proposed
budget will be for the campaign. Jason informed the Committee that the campaign will be more
effective if you go through a marketing firm rather than trying to handle it own our own. Jason stated
that the firms have purchasing power and have double the number of ads that you purchase for the
same price. If you don’t hire a consultant, you won’t be able to purchase as many ads. Jason stated
that if we choose a budget based on the Safe Haven campaign, we will have an idea of the expected
return. Jason stated that the consultant would only be managing the campaign and that the visuals
and messaging would be produced by the Committee.
Seetha asked about the minimum amount of funding that they should request from the NJTFCAN.
Jason stated that it will be up to the Committee to determine what they want to do. Jason stated that
he would like to look at the current traffic and donations to the credit card website to determine the
amount of money that is being donated per click. Jason stated that, for their proposal to the Task
Force, the Committee should come up with 3 different funding options. Seetha informed the
Committee that the Task Force also mentioned that the Committee should look into what other states
are doing regarding their CTF.
Patty suggested using Google grants for free advertising. Patty stated that it is a very simple online
application and they award $10,000 per month in free advertising space to anyone that meets the
criteria of being a nonprofit. Lynn cautioned that the account and ads would have to be maintained
or they will close out the account. Lynn also mentioned Google One Today, where you make a
specific ad for specific things and people pledge to give $1 or $5. Jason stated that it may be worth
looking into and should be included in the proposal.
Jason discussed using the tent card that the Committee previously produced, with some minor
modifications. The Committee looked at the materials that were previously developed. Jason felt
that the Committee should use the original version of the tent card for the social media campaign.
Seetha stated that, when the proposal is made to the Task Force, the Committee should present the
exact message that we would like to use on social media. Cheryl stated that we don’t have enough
information to put together a proposal at this point, but that we will discuss it further at the next
meeting.
Cheryl requested that we have a demographics list, application for Google One Today, and to have
3 funding options for social media. Jason agreed to provide the statistics from the Safe Haven ads.
Lynn agreed to look at the Google for nonprofits application. Cheryl agreed to look into surrounding
states to see what they are doing with the CTF and social media. All agreed to provide the requested
information by March 21, 2019.
The Committee was able to view the images and information that is included in the WE CAN
campaign. Many of the images have a link embedded in them that would redirect the user to a
specific resource that corresponds to the imaging. Patty explained that if they were to adopt this campaign, it would need to be formatted for Facebook and Instagram, not Twitter. The resource links would have to be directed to resources within NJ and there would need to be a NJ logo on the images. They would also need to be converted to Spanish and other languages. Patty stated that they would like to speak with the developer to see if the workgroup can modify the files and images themselves.

Next meeting – June 25, 2019 at 1:00 p.m.