



## COMMUNICATION COMMITTEE

Seetha Holmes, Chairperson  
Cheryl Mojta, Vice Chair

**Tuesday, September 11, 2018**

**1:00 p.m. - 3:00 p.m.**  
**Conference Call**

### Minutes

#### **In Attendance:**

Cheryl Mojta  
Seetha Holmes  
Lynn Patmalnee  
Jason Butkowski

NJ Child Assault Prevention  
Office of the Public Defender  
Foster and Adoptive Family Services  
Department of Children and Families

#### **By Telephone:**

Matthew Schwartz  
Cristi Bruce

Youth Representative  
Special Education Teacher

#### **DCF Staff**

Daniel Yale

Department of Children and Families

#### **Welcome and Introductions**

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

#### **Review June 26, 2018 Conference Call Minutes**

The minutes from the June 26, 2018 conference call were approved without edit.

#### **Communication Business**

##### Review 8<sup>th</sup> Annual NJTF CAN report

The Communication Committee reviewed a draft of the 8<sup>th</sup> Annual NJTF CAN report. The Committee made several suggestions for edits to the report to be included in the final draft that will be submitted to the New Jersey Task Force on Child Abuse and Neglect for approval. The Committee voted to approve the NJTF CAN report with the suggested edits.

##### Discuss the Children's Trust Fund (CTF) marketing plan

The Committee spoke about their plan to email tax preparers and whether the Committee would also be mailing hard copies as a "pilot program". Matthew informed the Committee that he proposed the



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pilot program to the Task Force and they approved the idea. Jason informed the Committee that the Task Force agreed to use the information that the Committee receives from the email campaign as the pilot program. The pilot program would require the affirmative step of the tax preparers saying that they want to receive the physical mailer. Jason explained that with the list of certified public accountants that the Committee received, it was not possible to differentiate between corporate tax professionals and those that practice tax preparation for residents. The Committee can supplement the initial emailing with a more traditional mailing depending on the response rate from the initial attempt. The Committee discussed sending the CTF informational email to tax professionals in early October 2018. Tax professionals who reply in the affirmative to receive the information are more likely to be engaged promoters of the program with their clients. Seetha inquired about the timeframe to receive responses. Jason suggested a month timeframe with a two-week reminder. Once that timeframe is over, we will process the responses.

The Committee discussed the timeline for sending out the email to tax preparers. The letter will be edited one final time and then sent to the Committee for final approval prior to being sent. The next step will be to export the survey results into an excel document, resulting in a list of tax preparers that are interested in participating. After that we will review the results to determine the response received and preparing an estimate for the Task Force to approve mailing of marketing materials.

Cristi mentioned sending a postcard to the tax professionals with a message to be on the lookout for the upcoming email regarding CTF. Jason informed the Committee that the issue is that the postage to send out 19,000 postcards would be cost prohibitive. The Committee discussed utilizing a post card for the following year to those that participated in the program this year.

Matthew suggested that the Committee use former foster children to speak to accounting firms about the CTF. Seetha agreed that it was a good idea; but stated that the Committee should first send the email to see the results prior to asking the Task Force to fund other projects. Cheryl informed the Committee that Camden County College has students that work under a federal work study grant. Cheryl informed the Committee that she will determine if these students are permitted to go off campus to do work for the Committee. Matthew felt that using former foster children to generate interest in the CTF will assist in getting the word out. Jason stated that there may be liability issues if something were to happen with those students while they were working for the Committee. Matthew also suggested partnering with foster youth agencies to assist with raising awareness of the CTF.

The Committee also discussed using social media to advertise the CTF. Matthew suggested using social media to reach businesses regarding the CTF. Jason felt that marketing efforts should not be limited to just tax preparers, but that marketing segmentation is necessary. This would allow for knowledge of the audience and preparation of materials directed to that audience. In the future, we can talk about options to raise awareness through social media and other outlets. Cheryl also suggested that we prepare an article to be submitted to [NJ.com](http://NJ.com) on Facebook and Instagram. Jason



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suggested pitching the CTF to a reporter for “Giving Tuesday” in an attempt to be part of a larger article about charitable donations in the State of NJ. Although the tax check-off is the largest income driver for the CTF, it is not the only income driver. We have other messaging that we can put out there apart from tax donations.

Lynn posed a question regarding the CTF Facebook page and who administrates the page. There is currently no information contained on the page. The Committee felt that they would like to gain approval of the Task Force to use social media to promote CTF with Jason as the administrator. Jason felt that if the Committee wants to leverage to the CTF Facebook account, the Committee needs to be aware that there needs to be constant content, at least two to three times per week. It will be necessary to be engaged with people that are interacting with the page, showing that we are engaged stewards of the fund. Jason informed the Committee that if they feel that there will not be enough content, it may be better to promote the CTF through the DCF Facebook page. DCF has doubled their Facebook following since April 2018 and created a Twitter and Instagram following. By using DCF’s Facebook page, it would ensure that we are showing engagement by linking CTF’s messaging with DCF. The Committee agreed to shut down the CTF Facebook page or merge it into the existing DCF page.

Matthew informed the Committee that he is aware of a few individuals in the marketing field that may want to join the Committee. He will reach out to them to determine if they would like to fill out an application.

**Next meeting – conference call on December 18, 2018 at 1:00 PM.**