

## **Public Engagement & Development (PED) Committee**

Thursday, August 15, 2019 ▪ 8:30 – 10:30 a.m.  
Charles Morris Conference Room

- 1) Determination of Quorum & Call to Order**
  - a. Welcome/Chair Comments
- 2) Approval of Minutes**
  - a. August 7, 2018\*
- 3) Required Documents\***
  - a. Conflict of Interest Policy
  - b. Conflict of Interest Disclosure Statement
  - c. Media Consent Waiver and Release
  - d. Board and Committee Member Data Addendum
- 4) Review of New Policy**
  - a. Public Education Policies <sup>Δ</sup>
- 5) Review CE Smart Start Activity Description**
- 6) Purpose of PED**
- 7) Board Priority and Direction for Fund Development**
- 8) Strategic Planning for Creation of the Five Year Fund Development Plan**
- 9) Setting a standing meeting**
- 10) Adjournment**

\* Needs Action    <sup>Δ</sup> Information Only    ! Possible Conflict of Interest (Recusals)    <sup>ε</sup> Electronic Copy (Hard copies are available upon request)



## Community Engagement Policies

### *Revised 2/13/19*

Public education and awareness are essential to the Partnership for Children of Cumberland County, Inc. (PFC) and encompass the entire spectrum of services and programs within the organization. The following guidelines are applicable to any grant (such as Smart Start, NC Pre-K, DCDEE, etc.) received by the Partnership for Children and are meant to give direction concerning marketing, public awareness and education, community engagement/outreach and public relations materials and activities. With these policies we aim to ensure a consistent organizational image and message for all PFC programs and services by conveying a clear, consistent message to all stakeholders and the public in general.

These policies seek to create a consistent brand image for the organization. Brand image is a similar concept to organizational reputation. Creating a consistent brand image is important because it builds customers' and clients' trust in our organization. When our customers and clients trust us, they are more likely to use and value our services. By applying our marketing materials and public relations efforts in a consistent manner, we create trust and a reputation for professionalism. The rules and guidelines that follow in these policies will help us maintain a consistent, professional image.

1. **UNIFIED COMMUNICATIONS:** PFC marketing, public relations, and public awareness materials and projects will be coordinated through the Community Engagement Department and must have the final approval of the PFC President or designee before distribution.

#### **WHY?**

Public education materials must be accurate and in alignment with PFC's branding.

2. **ORGANIZATION NAME:** The legal name of the organization is "Partnership for Children of Cumberland County, Inc." and should be used as specified in the organizational Style Guide.

#### **WHY?**

Staff, volunteers, and vendors must refer to the organization consistently to adhere to PFC's branding.

3. **COPYRIGHT:** PFC will observe all current copyright laws as specified by the US Copyright Office.
  - 3.1. All public education materials or programs for PFC become the property of PFC, and PFC is considered the author/creator.
  - 3.2. If an advertising, marketing, or promotional material contains copyrighted material from a source other than PFC, a written release from the copyright owner must be obtained before use.

#### **WHY?**

PFC staff, volunteers, and vendors must abide by copyright law.

4. **ORGANIZATIONAL STYLE GUIDE:** The Community Engagement Department will maintain an organizational Style Guide that illustrates and explains the proper use of logos and the organization's name and contains guidelines that must be followed when developing or designing public awareness materials.

### WHY?

PFC staff, volunteers, and vendors must reference the organization consistently to adhere to PFC's branding and maintain a professional organizational image.

**5. MARKETING AND ADVERTISING MATERIAL COORDINATION:** The Community Engagement Department acts as the central coordinating point for effective management of marketing and advertising materials.

- 5.1. All marketing, advertising, and promotional materials and publications will be designed using the most current PFC Style Guide to ensure and maintain a consistent corporate image.
- 5.2. The development, design, execution, and evaluation of marketing and public relations programs, publications, and plans will be **managed** by the Community Engagement Department.
- 5.3. **Supervision** of projects by outside marketing, advertising, public relations agencies, and vendors, to include photographers and video production companies, will be the responsibility of the Community Engagement Department.
- 5.4. All classified ads must include the PFC logo and informational paragraph as specified in the most current PFC Style Guide.

### WHY?

PFC staff, volunteers, and vendors must reference the organization consistently to adhere to PFC's branding and maintain a professional organizational image.

**6. MEDIA CONSENT:** A properly signed Media Consent Waiver and Release must be obtained for photos and videos used in any marketing, public relations, or public awareness materials that were not properly purchased or obtained from a stock photography company. In addition, a Media Consent Waiver and Release is required before using any quotation attributed to an individual in any marketing, public relations, or public awareness material.

### WHY?

PFC Staff, volunteers, and vendors must respect our partners' rights to privacy.

**7. MEDIA RELATIONS:** The Community Engagement Administrator is the contact for all members of the media. If the Community Engagement Administrator is unavailable, the President will designate a stand-in. A more-detailed Media Inquiry Procedure may be referenced at the end of this policy.

### WHY?

PFC messaging must be accurate, consistent, and in alignment with PFC's branding.

**8. LOGO USAGE:** The organizational logo must appear prominently on all public awareness materials, at all PFC-sponsored events, and at community events that PFC attends. Usage of the logo must adhere to the standards in the most recent PFC Style Guide.

- 8.1. There will be no departmental or service logos for PFC in-house departments and programs.
- 8.2. In-house program funding source names and logos will be used when appropriate and will be placed subordinate to the organizational name and logo as specified in the organizational Style Guide.
- 8.3. The organizational logo must not be altered or embellished, and must remain in the proportion as originally designed.
- 8.4. Corporate sponsors' names and logos will be used when appropriate and will be placed as agreed between PFC and the sponsor.

### WHY?

PFC staff, volunteers, and vendors must reference the organization consistently to adhere to PFC's branding and maintain a professional organizational image.

**9. LOGO USAGE BY FUNDED PROGRAMS:** Agencies and organizations that receive grant funding through PFC must use the approved PFC organizational logo on materials related to their program and must submit a copy of the material for review and approval of the logo usage prior to publication or release of the material.

### **WHY?**

Staff, volunteers, vendors and organizations receiving PFC funding must consistently adhere to our branding and maintain a professional organizational image.

10. **DIGITAL & SOCIAL MEDIA:** The Community Engagement Department acts as the central coordinating point for effective management of all digital media including websites, blogs, wikis, social networks, forums and any other online and social media in which PFC participates. The same policies stated above that apply to messaging and communications in traditional media apply in online social media.
- 10.1. Organizational social media sites will be branded with the organizational logo.
  - 10.2. Only personnel authorized to post to PFC's social media sites for the organization may do so in an official capacity.
  - 10.3. All posts will be professional in language and imagery and in keeping with organizational standards.
  - 10.4. Client confidentiality will be maintained at all times as specified in the most current Human Resources Policies.

### **WHY?**

Staff and volunteers must reference the organization consistently to adhere to PFC's branding and maintain a professional organizational image. In addition, the Community Engagement Department will analyze data and insights to maximize our digital and social media impact.

## **Media Inquiry Procedure**

**Main Contact:** Sharon Moyer, Community Engagement Administrator. Office phone – 910-867-9700; [mobile phone – for internal use only unless specifically instructed to give to the media 910-261-7001]

**Other Contact:** Mary Sonnenberg, President. Office phone – 910-867-9700; [mobile phone – for internal use only unless specifically instructed to give to the media 910-215-4889]

**Description:** How to handle inquiries from any media such as newspaper, radio, TV, cable access, magazine, trade organizations, etc.

**Background:** Partnership for Children of Cumberland County, Inc., (PFC) strives to advance its mission by communicating openly and honestly using consistent messages with its stakeholders, including the media. It is important for all PFC staff and board members to reinforce these messages by referring all calls from any media source to the appropriate staff.

### **Procedure:**

1. Please refer all calls or visits from the media to the Community Engagement Administrator. If, after exhausting all possible attempts to contact him/her s/he is not available, refer to the President.
2. If neither the Community Engagement Administrator nor President are available, take the following steps:
  - Find out the reporter's name, phone number, and deadline.
  - Find out the nature of the story ("[name of the Community Engagement Administrator] is our spokesperson. May I ask what kind of a story you are working on so that we can gather the information and s/he will have the facts in front of him/her when s/he calls you back?").
  - Let the reporter know that the Community Engagement Administrator or another staff member will return the call by a stated time and date. You will need to use your best judgment based on the deadline the reporter has given you. (Examples: By 5 p.m. today, by 5 p.m. tomorrow, etc.)
  - Contact the Community Engagement Administrator or if unavailable, the President, immediately.
3. Please do not offer information to media, even if you know the answer. It is important that all news contacts be handled and documented by designated staff. Also, it can be easy to get quoted as an organization spokesperson if you volunteer something the reporter wants to use. Assure the reporter that someone will respond in time to meet the deadline. If the reporter needs an immediate response, or if the Community Engagement Administrator will not be available in time to meet the reporter's deadline, refer the call to the President.
4. If you cannot reach either contact (at work, home, or on mobile phone) to respond in time for the deadline, call the reporter back, explain the situation, and apologize, but still decline to answer the question yourself. In no case should you let the deadline come and go without any response. Then, please leave a detailed message for the Community Engagement Administrator (or President as appropriate) so that s/he can follow up with the reporter. In general, it is not advisable to say "no comment," since that constitutes a form of an answer that may be used against the organization in some instances.

### **Key Points to Remember When Dealing with the Media:**

- Be polite.
- Be helpful.
- Find out what the reporter needs to know and what his or her deadline is.
- Don't let a deadline pass without a response.
- Don't get drawn into providing information or opinions that you don't have the authority to provide.
- Always inform the Community Engagement Administrator (or the President) of the call for follow-up.

## **Conflict of Interest Policy FY 2019/2020**

The Partnership for Children of Cumberland County is aware that in the process of fund allocation by its management, employees, members of the board of directors or other governing body, instances may arise which have the appearance of a conflict of interest or appearance of impropriety.

In order to avoid conflicts of interest or the appearance of impropriety, should instances arise where a conflict may be perceived, any individual who may be perceived, any individual who may benefit, directly or indirectly, from the entity's disbursement of funds, shall abstain from participating in any decisions or deliberation by the entity regarding the disbursement of funds.

The Partnership for Children of Cumberland County recognizes the possibility that it may be the recipient of funds that are allocated consistent with the purpose and goals of its programs. If such allocations are made, the Local Partnership will strive to ensure that funds are expended in such a manner that no individual will benefit, directly or indirectly, from the expenditure of such funds in a manner inconsistent with its programs.

The Partnership for Children of Cumberland County shall not employ any person having such interest during the performance of this Contract. The Partnership for Children of Cumberland County shall notify the NCPC in writing of any instances that might have the appearance of a conflict of interest.

All appointed local board members shall acknowledge any conflicts of interest and the appearance of impropriety. An exception to this would be parent representatives who may have a conflict by virtue of being a consumer of services. Board members should declare a conflict of interest before an agenda item in question is discussed or voted upon by the full board. Conflict of interest is further defined in the following examples:

- A board member should not participate in discussions or voting related to contracts/funding decisions in which he/she or their spouse would derive a direct benefit due to their involvement on behalf of the public agency they serve.
- If a board member is related to a contractor who will receive a contract for services from the Local Partnership, they should not participate in discussions or voting related to that contract.
- A board member who also sits on the Board of Directors of a local organization that is seeking funding from the Local Partnership should not participate in discussions or voting related to that contract/funding decision.

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Signature

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Date

**The Partnership for Children of Cumberland County, Inc.**  
**Conflict of Interest Disclosure Statement**

Preliminary note: In order to be more comprehensive, this disclosure statement also requires you to provide information with respect to certain parties that are related to you.

These persons are termed “affiliated persons” and include the following:

- a. Your spouse, domestic partner, child, mother, father, brother or sister or spouse of a child, brother or sister; and,
- b. Any corporation or organization of which you are a board member, an officer, a partner, employee or participate in management or funding decisions.

1. NAME \_\_\_\_\_

2. Have you or any of your affiliated persons provided services or property to Partnership for Children (PFC) in the past year?

\_\_\_ YES \_\_\_ NO

If yes, please describe the nature of the services or property and if an affiliated person is involved, the identity of the affiliated person and your relationship with that person:

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3. Have you or any of your affiliated persons purchased services or property from PFC in the past year?

\_\_\_ YES \_\_\_ NO

If yes, please describe the purchased services or property and if an affiliated person is involved, the identity of the affiliated person and your relationship with that person:

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4. Please indicate whether you or any of your affiliated persons had any direct or indirect interest in any business transaction(s) in the past year to which PFC was or is a party? (Direct interest being a transaction or contract between PFC and you or any of your affiliated persons. An indirect interest being a transaction or contract between PFC and an entity in which you or an affiliated person has a material financial interest or is a director, officer, agent, partner, employee, trustee or other legal representative.)

\_\_\_ YES \_\_\_ NO

If yes, describe the transaction(s) and entity and if an affiliated person is involved, the identity of the affiliated person and your relationship with that person:

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5. In the past year, did you or any of your affiliated persons receive, or become entitled to receive, directly or indirectly, any personal benefits from PFC or as a result of your relationship with PFC, that in the aggregate could be valued in excess of \$100?

\_\_\_ YES \_\_\_ NO

If yes, please describe the benefit(s) and if an affiliated person is involved, the identity of the affiliated person and your relationship with that person:

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6. Are you or any of your affiliated persons a party to or have an interest in any pending legal proceedings involving PFC?

\_\_\_ YES \_\_\_ NO

If yes, please describe the proceeding(s) and if an affiliated person is involved, the identity of the affiliated person and your relationship with that person:

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7. Are you aware of any other events, transactions, arrangements or other situations that have occurred or may occur in the future that you believe should be examined by PFC's Executive Committee in accordance with the terms and intent of PFC's Conflict of Interest Policy?

\_\_\_ YES \_\_\_ NO

If yes, please describe the situation(s) and if an affiliated person is involved, the identity of the affiliated person and your relationship with that person:

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I HEREBY CONFIRM that I have read and understand PFC's Conflict of Interest Policy and that my responses to the above questions are complete and correct to the best of my information and belief. I agree that if I become aware of any information that might indicate that this disclosure is inaccurate or that I have not complied with this Policy, I will notify the Board Chair immediately.

\_\_\_\_\_  
Name, please print

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date



## Media Consent Waiver and Release

Your Name/Child's Name: \_\_\_\_\_

Address: \_\_\_\_\_ (work or home)

City, State, Zip Code: \_\_\_\_\_

[illegible]

Work & Home e mail: \_\_\_\_\_  
Work Home

***To be signed by the subject, parent, or guardian:***

I hereby give permission to the Partnership for Children of Cumberland County, Inc. and other news media entities, to prepare, reproduce, publish, or exhibit my or my child's picture, portrait, or likeness for use by the news media or the Partnership in their news and public awareness programs. Any photograph, photo transparency, drawing, or other illustrative graphic material, audio-visual tape, or audio-visual illustrations, news report, story, or article may be used without my prior examination of the finished product.

I hereby waive my or my child's right to privacy in connection with consent above-given and hereby release, discharge, and agree to hold harmless all the parties to whom this consent is given from any liability whatsoever and agree that this consent and waiver will not be made the basis of a future claim of any kind.

Signed: \_\_\_\_\_

Relationship: \_\_\_\_\_

Date: \_\_\_\_\_

## Board and Committee Member Data Addendum

Preferred to be contacted ☐ Work Address *or* ☐ Home Address

Name \_\_\_\_\_  
Place of \_\_\_\_\_  
Employment \_\_\_\_\_

Birthdate \_\_\_\_\_  
Position \_\_\_\_\_  
Spouse Place of \_\_\_\_\_  
Employment \_\_\_\_\_

Spouse's Name \_\_\_\_\_

Children's Ages \_\_\_\_\_

Assistant's Name \_\_\_\_\_

Assistant's Email \_\_\_\_\_

Past PFC Committee's you  
have served on

### Affiliations in our Community

Affiliations are other organizations for which you serve or work which could potentially cause a conflict of interest.  
This information must be divulged, and you must abstain from voting on items affecting that organization

#### Church

Church Committees (list all)

#### Civic Organizations

Civic Committees \_\_\_\_\_  
City Council \_\_\_\_\_  
County Commissioner \_\_\_\_\_  
League of Women Voters \_\_\_\_\_  
Jr. League \_\_\_\_\_  
Other \_\_\_\_\_

#### Community Service Organizations

Kiwanis \_\_\_\_\_  
Habitat for Humanity \_\_\_\_\_  
Other \_\_\_\_\_

#### Educational Organizations

College Alumni Associations \_\_\_\_\_  
Public School PTA/PTO \_\_\_\_\_  
Public School Booster Club \_\_\_\_\_  
Coach of children's sports \_\_\_\_\_  
Other \_\_\_\_\_

#### Board and Committees Outside of the PFC

Please List All \_\_\_\_\_

#### Professional Organizations

Please List All \_\_\_\_\_

#### Skills

Fundraising \_\_\_\_\_  
Public Relations \_\_\_\_\_  
Event Planning \_\_\_\_\_  
Financial \_\_\_\_\_  
Personnel \_\_\_\_\_