

Public Engagement & Development (PED) Committee

Thursday, October 1, 2020 ▪ 9:00 – 11:00 a.m. ▪ Virtual Meeting Via Zoom

The PED Committee leads the Board's participation in public education and fund development. The PED Committee develops policies, plans, procedures, and schedules for Board involvement in public education and fund development. It helps educate Board directors about the importance of early childhood development (Corporation's program plans) and the resources needed to realize those plans. It can familiarize Board directors with fundraising skills and techniques for comfort in raising money. The PED Committee is the Board's central source of information about early childhood climate in general and about the status of the Corporation's fund development in particular. The PED Committee shall recommend guidelines for Board director contributions. It also plays a strong role in identifying, cultivating, and approaching major donors.

- 1. Determination of Quorum & Call to Order* 9:00 am – 9:10 am**
 - a. Welcome/Chair Comments/New Member
- 2. Review and Approval of Minutes* 9:10 am – 9:20 am**
 - a. Aug 6, 2020
- 3. Review and Update on RFPs 9:20 am – 9:35 am**
 - a. Google Grant Strategic ^Δ
 - b. Planning for the Sustainability Plan ^Δ
- 4. President's Report^Δ 9:35 am – 9:50 am**
- 5. Revisit of the PED name and committee description* 9:50 am – 10:05 am**
- 6. Community Engagement Team Updates^Δ 10:05 am – 10:30 am**
 - a. Community Engagement and Development Smart Start Funded Activity Quarterly Reporting
 - b. Current Projects
 - c. Upcoming Projects
 - d. Family Connects Program
- 7. Waiting Room Materials and Family Focus Guide* 10:30 am – 10:40 am**
- 8. Grant Report^Δ 10:40 am – 10:50 am**
- 9. Any other business 10:50 am – 11:00 am**
- 10. Adjournment***

FY 20/21 Meeting dates: Thursday, January 7, 2021; Thursday, March 4, 2021; Thursday, May 6, 2021.

All meetings are from 9:00 am – 11:00 am.

* Needs Action ^Δ Information Only / Possible Conflict of Interest (Recusals)

Partnership for Children of Cumberland County, Inc.
PED Committee Meeting Minutes
August 8, 2020

MEMBERS PRESENT: Brian Jones (Chair), Mike Hardin, Robin Deaver, Ayesha Neal

MEMBERS ABSENT: Meredith Gronski, Kenneth Lawhead, Erica Little, Cotina Jones, Chas Sampson, Jami McLaughlin

NON-VOTING ATTENDEES: Mary Sonnenberg, Sharon Moyer, Daniele Malvesti, Danielle Fennern, Elizabeth Simpler

AGENDA ITEM	DISCUSSION & RECOMMENDATION	ACTION	FOLLOW-UP
I. Call to Order	The scheduled meeting of the PED committee was held via Zoom, on Aug. 6, 2020, beginning 9:12 am pursuant to prior written notice to each Committee member. Brian Jones, Chair of PED, determined that quorum was present and called the meeting to order. Sharon Moyer served as Secretary and recorded the minutes.	Called to Order	None
II. Approval of Meeting Minutes	The minutes of the Jun. 18, 2020 PED committee meeting were distributed and reviewed by the committee members. Ayesha Neal motioned to approve the minutes, Mike Hardin seconded. The motion passed unanimously.	Minutes Approved	None
III. Review of the Board of Director's Sustainability Planning	<p>Review of the priorities and where we are.</p> <p>Priority #1 Action Item: Improve recruiting and retention through flexible meeting opportunities for current and new potential board members. [Continue use of Zoom for distance participation, etc.] Assigned to: Sharon, Pamela, and Anthony Timeline: Jun. 30, 2020 Desired Results: Increase participation and retention of high-quality board and committee members at meetings by ensuring that all meetings are open to digital participation options. Status: COMPLETED</p> <p>Priority #2 Action Item: Require on-boarding for non-mandated board positions that require those members to participate in other ways (on committees, for instance) before becoming full board members. Assigned to: Meredith, Ayesha, Mary, Belinda Timeline: Aug. 31, 2020 Desired Results: Develop a process that fits with bylaws for board members to act on a committee before becoming a board member.</p>		

	<p>Status: Incomplete – Board Development meets in September.</p> <p>Priority #3</p> <p>Action Item: Develop a Strategic Plan for Sustainability that includes sub plans for:</p> <ul style="list-style-type: none"> • Grant Procurement • Fundraising • Volunteer Recruitment and Retention • Communications • Staff Recruitment and Retention – HR is working on a new on-board process • Facility • Programs <p>Assigned to: PED Committee</p> <p>Timeline: TBD</p> <p>Desired Results: Completed plan with clear goals, objectives, assignments, and expectations for both staff and board members, tech needs to achieve the goals, etc.</p> <p>Status: See below:</p> <p>After a conversation around the scope of work and level of experience it will take to create and implement a Strategic Plan for Sustainability and its components listed above, it is recommended our organization utilize some of the 1% set-aside money to hire a consultant with experience in strategic planning. It has been confirmed by NCPC this is a Smart Start allowable expense and we can use the 1% money for this type of a consultant. Robin Deaver made the motion for this recommendation to go to the board, Mike Hardin seconded the motion. Passed unanimously. This recommendation will go to the board meeting and the CE team will begin the RFP process.</p>		
IV. FY 20/21 Allocations Update – Factors to Consider	Mary Sonnenberg, president of the Partnership, reviewed the Factors to Consider as we move into our three-year allocation cycle. These factors are based on board direction, budget/allocation, and programs/services and we must keep an equity focus on all factors.		
V. Community Engagement Team Updates	<p>Sharon Moyer reviewed the Smart Start Funded Activity Description and Priorities for the Community Engagement team. The CE team deploys strategies to increase our brand awareness by ensuring consistency in branded materials. They support and strengthen the early childhood system through stewardship of local resources, build awareness and support for early childhood development and health. CE has six (6) priority areas: Keeper of the Brand – Community Presentations – Community Outreach – Procure and Curate Content – Volunteer Recruitment – Community Relations.</p> <p>Sharon Moyer reviewed the end of year reporting and will provide the PED committee with quarterly reporting.</p>	Minutes Approved	None



Partnership for Children of Cumberland County, Inc.
Public Engagement and Development Committee
June 18, 2020 (9:08 am to 11:07 am)
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	<p><u>Current Projects:</u></p> <ul style="list-style-type: none">i. Online Story Time project – 23 stories since April. It is slowing down now.ii. Census – We are heavily involved as children under 6 are the most undercounted age groupiii. Social Media Posting and Analytics – The CE team uses analytics to maximize reach. Sharon encouraged all PED members to like and share out content.iv. Family Support Video – We produced a 5+ minute video to showcase our Family Support Servicesv. Analytics – The CE team is also using website and newsletter analytics to ensure we are reaching our audiences.vi. Content Club – We have several guest authors producing content for us to post and share out. This supports our department vision – that our organization will be the leading and most trusted source of information about early childhood in our community.vii. Equity Statement – Sharon reviewed our equity statement and Mary's op-ed in the paper.viii. Support for services – Our team has been busy helping provide support for online applications for NC Pre-K, Child Care Subsidy, and the Child Safety Seat program. <p><u>Upcoming Projects:</u></p> <ul style="list-style-type: none">i. Website Updates – The CE team has been working with our web developer on a homepage redesign. Lots of back-end work being done.ii. Blackbaud – One the redesign of the website is complete, we will be moving to integrate with NCPC provide Blackbaud for our CRM/Audience management systemiii. Google Ad Grants – Google has an ad grant program that can provide up to \$10,000 per month in Google Ads. NCPC will allow us to use the 1% set-aside money for a Google Ad Grant consultant. Sharon will work on the RFP. <p><u>Family Connects Program:</u></p> <p>Elizabeth Simpler reported that after two years of planning, we are currently in the implementation phase. She is building out the agency finder, moving forward with Community Alignment Board and the first meeting, Dec. 3. Liz continues to e-meet community partners, stakeholders, and community influencers.</p> <p><u>Donor Engagement:</u></p> <p>We have moved all of our donor links to PayPal. We are working on an updated donation process</p>		
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Committee Chair

Date



351 Wagoner Drive, Suite 200, Fayetteville, NC 28303
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OF CUMBERLAND COUNTY

REQUEST FOR PROPOSALS

SECTION I: ANNOUNCEMENT OF REQUEST FOR PROPOSALS

Unit: **Community Engagement Department** Issue Date: **9/15/2020**
Title: **Google Ad Grants Certified Professional** Close Date: **9/29/2020 at 5:00 PM EST**

Send All Proposals To: RFP: **Community Engagement Department**
Partnership for Children of Cumberland County, Inc.
Attention: Anna Marie Hall, Contracts Coordinator 351
Wagoner Drive, Suite 200, Fayetteville, NC 28303

Questions may be directed to: **Sharon Moyer, Community Engagement Administrator - smoyer@ccpfc.org**

Interested parties must submit the proposal no later than 5:00 pm on the Close Date as specified above. Submissions may be submitted via electronic mail or in original form, though electronic format is preferred. Electronic submissions must include signature of an authorized party either handwritten or digitally applied by a verifiable method (such as adobe, DocuSign, etc.). All proposals should be submitted to amhall@ccpfc.org, smoyer@ccpfc.org, and amhallccpfc@gmail.com to ensure delivery. The Partnership reserves the right to accept proposals received after the close date when necessary to ensure competitive bidding requirements are met; provided late submission is not due to the fault of the interested party.

SECTION II: SCOPE OF WORK

The Partnership for Children of Cumberland County, Inc. (hereinafter referred to as the "Local Partnership") is soliciting proposals to establish a contract through competitive negotiations. The purpose of this Request for Proposals (RFP) is to acquire the goods and/or services of a qualified contractor (hereinafter referred to as the "Contractor") to **provide Google Ad Grant management services.**

This is a proposal for 8 months of service, November 1, 2020 through June 30, 2021. Contingent on funding and satisfactory performance, the contract may be extended for up to 12 additional months, through June 30, 2022.

Details of the Project:

- Management of our Google Grant Account to include:
 - o Applying for a Google Grant.
 - o Setting up our Google Grant account.
 - o Selecting our AdWords keywords.
 - o Writing and optimizing our ad copy.
 - o Maintaining our Google Grants account.
- Development and implementation of a Google Grant Management Strategy that includes increasing visibility for our organization and traffic to our site, and ideally, more donations and advocates.
- Assessing our Google Grant Campaign Performance

Additional Requests:

From time to time, additional requests may be made by the Local Partnership. Most requests of this type will be minor. Any major requests for additional services will come from the Community Engagement Administrator and will be invoiced separately. The Contractor will provide an estimated cost to perform any major requests to the President for approval before work is to be performed.

PFC is a 501(c)(3) non-profit organization supported by public and private funds through Smart Start, NC Pre-K, tax-deductible donations, and grants.



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OF CUMBERLAND COUNTY

REQUEST FOR PROPOSALS

SECTION I: ANNOUNCEMENT OF REQUEST FOR PROPOSALS

Unit: **Community Engagement Department**
Title: **Strategic Planning for Sustainability**

Issue Date: **9/15/2020**
Close Date: **9/29/2020 at 5:00 PM EST**

Send All Proposals To: RFP: **Community Engagement Department**
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Attention: Anna Marie Hall, Contracts Coordinator
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This is a proposal for 8 months of service; Nov. 1, 2020 through June 30, 2021 (end of fiscal year).

Details of the Project:

Assist organization (staff, board, and committees) in development of a strategic plan for sustainability. This Sustainability Plan should include six (6) components:

- Grant Procurement
- Volunteer Recruitment and Retention
- Staff Recruitment and Retention
- Facility/Tenant Recruitment and Retention
- Programs
- Board Recruitment and Retention

Additional Requests:

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**Board of Directors Meeting
(Virtual Meeting)
Thursday, September 24, 2020
President's Report**

A. North Carolina Partnership for Children (NCPC) Updates / DCDEE Updates / Legislative Updates

1. **NCPC** – Continuing to meet twice weekly with network executive directors.
 - 100% allocation plus carry-forward funds: budget amendments anticipated in October/November. Beginning planning for recommendations for carry-forward funds.
 - \$5M in additional CARES funding (part of a total of \$20M for early childhood). NCPC is in contract with DCDEE and activities to start October 1. Focus on Resources for Resilience training and support for Wonderschool business software for Family Child Care Homes. Included in the proposals is access to technology for families to access services and Family Child Care Homes to utilize online resources.
2. **DCDEE** – Continue to monitor updated guidance for child care programs and NC Pre-K operation.
 - Subsidy programs operating under normal processes in September. Payment will be based on actual attendance and Parent Fees will no longer be waived. Programs must meet enhanced health and safety standards.
 - PPE and cleaning supplies have been provided to child care providers, with vendors delivering directly to them.
 - DCDEE is working to address concerns related to COVID-19 including payment when a facility is closed due to quarantine, when a subsidized child is not able to attend a facility due to being quarantined, and school-age children attending facilities full-time now that has started for the year.
 - ChildCareStrongNC Public Health Toolkit updated (see attached).
3. **NC Legislature** – The General Assembly went back into session September 2 and allocated COVID-19 relief through federal CARES money. Allocations included \$35M in flexible operational grants for licensed child care providers, \$8M to support low income families seeking remote learning opportunities in licensed and community based programs, \$19M to certain community based organizations to provide access to remote learning, flexibility on certain child care licensing requirements for community based programs during a state of emergency (temporary), a New Extra Credit Grant of \$335 to households with one or more children due to school closures.

B. Grant Opportunities/Updates

1. **Infrastructure Grant Opportunities:** Have requested proposal from Steve Fleming for third phase of work to complete design plans as well as potential phasing of the project.
2. **PDG RFP from NCPC for Family Connects Pilots anticipated in next 60 days.** The focus will be on single counties, rural and/or high need with the innovation of telehealth. Application will be done by Letter of Interest.

C. COVID-19 Updates

1. **PFC implemented its HR 110 Communicable Disease Policy on Monday, March 16. Building closed to general public March 30 and this status continues.**
2. **Phase 2:** We are implementing procedures and protocols following federal and state health and safety guidelines for returning to work. The Governor has extended Phase 2 Safer at Home through October 2 with some modifications.
3. **PFC Guidelines:**
 - a. Staggered schedules continue, determined by supervisors by department to manage business and programmatic functions. Staggered schedules may include a combination of teleworking and on-site work.
 - b. Staff continuing to telework the majority of work time include TAs and Professional Development staff and staff who are in high-risk categories.
 - c. Masks provided to all staff to reinforce the 3 Ws.
 - d. PFC Staff, Tenants and their clients, and contractors (i.e. cleaning and security) must complete a screening questionnaire for COVID-19 prior to entry into the building.
 - e. Family First Paid Sick Leave and FMLA Expansion available for those staff who meet the criteria.
 - f. Virtual options for contact with families and providers continue. Limited face-to-face contact with families and providers done with supervisor guidance when dictated to complete deliverables. In those cases, procedures for 3 Ws and screening are followed.
 - g. Began limited utilization of conference room space for groups of no more than 10 people effective June 22 in order to meet deliverables. Screening procedures, the 3 Ws and cleaning procedures must be followed by all participants including the facilitator of the group.
 - h. Enhanced cleaning of the building throughout the day continues.
 - i. The building is restricted to PFC staff, tenants and tenant clients by appointment only. Access is Monday-Friday only, with client appointments during the hours of 8:30 am – 6:00 pm. The building remains closed on weekends and PFC recognized holidays through Phase 2.
 - j. Extended hours proposed for building access, beginning in October for two evenings a week and one Saturday each month.
 - k. Per Policy HR 110, President maintains regular contact with Board Chair for review and continuation of services. Regular communication going out to Board. Decisions are made based on state guidance and mandates.
 - l. Email Updates and DHHS Guidance documents posted on website: ccpfc.org.

D. PFC Audit/NCPC Monitoring

1. Auditors did their virtual site work the week of August 31. Follow-up work continues by auditors.
2. NCPC Monitor on site the week of September 21. Staff provided documents requested ahead of time and have met with monitor upon request during site visit. Follow up will occur as she completes her review and report.

E. RFPs

1. **The RFP for the Three-Year Smart Start Grant Cycle July 1, 2021 through June 30, 2024 posted.**
2. **The RFP for a new phone system (VoIP) posted.**

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3. **RFP for Sustainability Planning Consultant** posted.
4. **RFP for Google Ad Grant Certified Professional** posted.

F. Events

1. **Flu Shots** – Will be available to staff and board members October 6, Noon-3:00 pm. Anthony will provide registration information
2. **Board and Committee Meetings:** Meetings conducted virtually at least through the end of Phase 2 due to space limits of conference rooms for social distancing. When we resume face-to-face meetings, a virtual option will continue to be available.
3. **All Staff Virtual meetings:** Effective July 8 conducted second and fourth Wednesdays, 2:30-3:30 pm through the duration of the COVID-19 emergency.
4. **The CCR&R department will host virtual Provider meetings in October focused on School-age programming.** Two sessions scheduled: October 5, 6:30-8:30 pm; October 10, 10:00 am – Noon.
5. **Bidder's Conference (Mandatory) for Three-Year Smart Start Cycle,** October 12, Virtual sessions at 10:00 am and 2:00 pm.
6. **Recruiting for RFP Allocation Review teams** for an estimated 15-20 hour commitment from January to March over three meetings and application review and scoring. Contact Pamela Federline (pfederline@ccpfc.org).

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in the

smart start
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Public Education and Development Committee Description

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Recommended Edits:

Community Engagement and Development Committee Description

The CED Committee leads the Board's participation in Community Engagement and fund development. The CED Committee recommends policies, plans, procedures, and opportunities for Board involvement in community engagement and fund development. The CED Committee will advise and support staff in their efforts to strengthen the early childhood system through stewardship of local resources, community engagement, strategic communication, volunteer recruitment and opportunities, outreach and education, and community relations.