

Public Engagement & Development (PED) Committee

Thursday, January 7, 2021 ▪ 9:00 – 11:00 a.m. ▪ Virtual Meeting Via Zoom

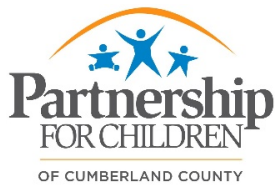
The PED Committee leads the Board's participation in public education and fund development. The PED Committee develops policies, plans, procedures, and schedules for Board involvement in public education and fund development. It helps educate Board directors about the importance of early childhood development (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
 - b. Introduction of new staff member, Christina Miles
- 2. Review and Approval of Minutes* 9:10 am – 9:20 am**
 - a. Oct. 1, 2020
- 3. President's Report^Δ 9:20 am – 9:35 am**
- 4. Community Engagement Team Updates^Δ 9:35 am – 10:00 am**
 - a. Community Engagement and Development Smart Start Funded Activity Quarterly Reporting (through Sept. 30, 2020)
 - b. Current Projects
 - c. Upcoming Projects
 - d. Family Connects Program
- 5. Waiting Room Materials and Family Focus Guide Policy* 10:00 am – 10:15 am**
- 6. Grant Report^Δ 10:15 am – 10:30 am**
- 7. Other business 10:30 am – 11:00 am**
- 8. Adjournment***

FY 20/21 Meeting dates: 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
October 1, 2020



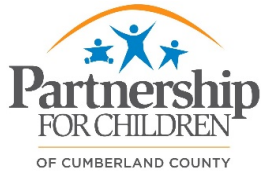
MEMBERS PRESENT: Brian Jones (Chair), Robin Deaver, Erica Little, Cotina Jones, Sarah Subsara MEMBERS ABSENT: Meredith Gronski, Kenneth Lawhead, Ayesha Neal, Chas Sampson, Jami McLaughlin NON-VOTING ATTENDEES: Sharon Moyer, Daniele Malvesti, Elizabeth Simpler, Pamela Federline			
AGENDA ITEM	DISCUSSION & RECOMMENDATION	ACTION	FOLLOW-UP
I. Call to Order	<p>The scheduled meeting of the PED committee was held via Zoom, on Oct. 1, 2020, beginning 9:06 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.</p> <p>Brian welcomed the committee members and recognized new member, Sarah Subsara and returning member, Erica Little.</p>	Called to Order	None
II. Approval of Meeting Minutes	The minutes of the Aug. 6, 2020 PED committee meeting were distributed and reviewed by the committee members. Cotina Jones motioned to approve the minutes, Robin Deaver seconded. The motion passed unanimously.	Minutes Approved	None
III. Update on RFP's	<p>A. Google Grants – 4 proposals were received</p> <p>B. Planning for Sustainability Strategic Plan – 2 proposals were received</p> <p>We are waiting on a contract for carry-forward money before we can enter into contracts with consultants.</p>	None	None
IV. President's Comments	Mary Sonnenberg, president of the Partnership, had a conflict and was not able to attend the meeting. She provided her Presidents Report, which was disseminated as part of the PED meeting packet.	None	None
V. Revision of PED Name and Committee Updates	<p>Staff provided background information and prior committee's recommendation to change the name and description of this committee to better align with the department and the Smart Start funded activity description. After discussion, edits were provided to Sharon Moyer for recommendations to the board of directors. Robin Deavers motioned that the committee name and edited description be recommended to the board. The motion was seconded by Erica Little. Motion carried.</p> <p>1) Upon the next Bylaws change, it is recommended this committee be renamed to the Community Engagement and Development Committee to better align with board initiatives around</p>	Provide Recommendation to the board	None



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October 1, 2020



	<p>community engagement and development and the Smart Start funded activity of Community Engagement and Development.</p> <p>2) Also, upon the next bylaws change, it is further recommended the committee description be changed to:</p> <p>The Community Engagement and Development Committee (CED) leads the Board's participation in community engagement and fund development. The CED Committee recommends policies for community engagement and fund development and provides opportunities for Board involvement in these activities. The committee will recommend plans and procedures, 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, plans, procedures, and community relations.</p>		
<p>VI. Community Engagement Team Updates</p>	<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>a. <u>Community Engagement and Development Smart Start Funded Activity Quarterly Reporting</u> ended 9/30/2020</p> <p><u>b. Current Projects:</u></p> <ul style="list-style-type: none"> i. Website Update is nearly complete. ii. Census data collection ended on October 5th. We promoted heavily May-August <ul style="list-style-type: none"> a. Social Media: images, videos, contests b. Census partners attended two Diaper Bank events c. Stickers on Diapers d. Created a Poster Contest with NC Counts and Bubba's (July-Aug) e. Participated in Census Caravan iii. Audience Reach <ul style="list-style-type: none"> a. Website – will be reported in quarterly reporting b. Newsletter – will be reported in quarterly reporting c. Social for 28 days – 9/3/2020 – 9/30/2020 <ul style="list-style-type: none"> i. Likes: up 21% ii. Followers: up 24% 	<p>None</p>	<p>None</p>



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	<ul style="list-style-type: none"> iii. Response Rate: Level at 90% iv. Video viewing: down 51% v. Page Preview: down 22% vi. Time majority of fans online: 3pm-5pm vii. Days of week: Any day of the week 5100 plus highest days Wed and Thurs but marginally higher viii. Page Ranking: Ranked #1 amongst our pages to watch ix. Additionally, we will begin featuring board, committee, staff on social media. "Get to know" posts and why they volunteer their time or choose to work for the cause. Our hope is to engage our audience, personalize the board and staff, and garner support through "their why" Stay tuned. iv. Content Club - Two authors are currently working on pieces. Daniele Malvesti is working on a six-month plan to gain additional authors since the impact of COVID and homeschooling. v. Volunteer Engagement - COVID has impacted ability to have volunteers other than board, committee, and writers. As we open further we will announce and provide opportunities. vi. Support for services <ul style="list-style-type: none"> a. Bidder's Conference pages was a large lift for our team. <p>c. Upcoming Projects:</p> <ul style="list-style-type: none"> i. Visual Communications Designer – Interviews in process to fill the seat ii. Social Media Strategy and planning is ongoing iii. Mantra – in 2021 we will work with staff to develop an organizational mantra for internal use. This will help guide our internal voice and tone iv. Corporate donor drive, Giving Guide, donation from Cape Fear Valley Health System <p>d. Family Connects Program: Elizabeth Simpler reported the first Community Alignment Committee meeting will be on Dec. 3. Liz continues to e-meet community partners, stakeholders, and community influencers. We are working on an implementation budget.</p>		
<p>VII. Waiting Room Materials and Family Focus Guide</p>	<p>From time to time we receive requests from for-profit entities, like child support attorneys, to put materials in our lobby and/or be listed in the Family Focus Guide. Staff is seeking guidance on the criteria for these requests. A discussion ensued about guidelines around materials and entries into the Family Focus guide. The committee came up with the following: To ensure we are meeting the needs of families in our community and connecting families to resources, we recommend to only accept entries into our Family Focus Guide and materials in our lobby display that meet the following criteria:</p> <ul style="list-style-type: none"> a. Educationally relevant for families 	<p>Provide Recommendation to the board</p>	<p>Pending board approval</p>



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	<p>b. Are not political</p> <p>c. Have family-friendly images and language</p> <p>d. Culturally relevant and culturally sensitive</p> <p>e. Are a family-friendly resource</p> <p>A motion to put this forth for board approval was made by Robin Deaver and seconded by Cotina Jones. Motion passed.</p>		
VIII. Grant Report	<p>Pamela Federline reported we have several grants that are still active and the building project is moving forward (funded by Longleaf Foundation). Looking at potential state, regional, and national funding sources to help move the construction forward.</p> <p>Pre-school Development Grant for Family Connects – waiting for the notification on when we can submit our letter of interest.</p> <p>Women's Giving Circle Grant, \$1,000 for Toilet Training – we cannot implement this program due to COVID. Funder permitted us to use the funds for diaper distribution.</p> <p>We are very targeted in our grant searches to ensure we can meet the funding requirements and enhance existing programs.</p>	None	None
IX. Other Business	No other business	None	None
X. Meeting Calendar for FY 20/21	<p>Next meeting – Jan. 7, 2021, from 9 am – 11 am.</p> <ul style="list-style-type: none"> • Thursday, Mar. 4, 2021 • Thursday, May 6, 2021 	None	None
XI. Adjournment	As there was no further business, Brian Jones adjourned the meeting was adjourned at 10:34 am.	Adjourned	N/A

Submittal: The minutes of the above stated meeting are submitted for approval. _____

Secretary of Meeting Date

Approval: Based on Committee consensus, the minutes of the above stated meeting are hereby approved as presented and/or corrected. _____

Committee Chair Date

**Executive Committee (Acting on Behalf of Board))
(Virtual Meeting)
Thursday, December 17, 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.
 - We are still at 85% and have been given the go ahead to go into 100% allocation plus carry-forward funds. Part of this amendment includes updates on some of our CADs to match allocations and program adjustments.
 - \$5M COVID Relief Project: Implementation October 1-December 30. Staff and providers have participated in Resources for Resilience training and we are supporting Family Child Care Homes in use of Wonderschool business software. Tablets have been distributed to providers participating in these activities.
 - I have been appointed to serve as a local partnership representative on the Finance & Audit Committee of NCPC. Term begins January 1, 2021.
2. **DCDEE** – Continue to monitor updated guidance for child care programs and NC PreK operation.
 - Weekly reporting to the CCR&R Council about vacancies and enrollment through the Work Life System database. Our Region 5 staff have been assisting providers with access to the portal and verifying the information. Approximately 90% of programs are open with 60% enrollment. Enrollment varies across the state from very low (20%) to some programs being close to fully enrolled.
 - Due to rising numbers of COVID cases, DCDEE has asked all TA and PD providers to limit face to face visits. Virtual options continue to be provided. Regional staff, TAs and Child Care Health Consultants have been asked to provide TA to programs around Health & Safety guidelines. Licensing consultants have been doing modified annual compliance visits along with electronic review of needed records. No ERS Assessments are being conducted at this time.
 - Another shipment of PPE and cleaning supplies are being delivered to child care providers who are open, with vendors delivering directly to them. Operations grants have concluded.
 - Bonus Payments for child care teachers and staff have been processed in two batches. Due to declining enrollment and some closures due to COVID numbers, adjustments were made to attendance requirements for payments in December. Programs received updated information from DCDEE.
 - NC PreK – reports must be submitted to the state every two weeks on the status of operation in all of our sites. We have received guidance and adjusted deadlines for our Annual monitoring of site. We have converted to allocation-based data for funding requests so that funding can be requested from DCDEE for payment.
 - State school-age funding for parents through CARES allocation has been fully expended and is no longer available. Community Based Organizations can still register to provide virtual school-age services but there is no funding for parent assistance for payment.

3. **Federal Level** – no action on stimulus package for COVID relief.
4. **Local Level** – the Health Department received a **Healthiest Cities and Counties Challenge grant** to fund a two-year initiative to work across sectors to improve access to healthy foods and/or health services through systems level approaches and resident engagement. Cumberland County is focusing on access to healthy foods and food insecurity. Candy Scott, VP for Programs, is representing the Partnership on this initiative. Candy is working specifically on the Food Policy Council.

B. Grant Opportunities/Updates/RFPs

1. **Infrastructure Project:** RFPs are out for construction and bank financing. The Bidder's Meeting for construction is Monday, December 21. Bids for both RFPs are due January 8. Construction bids will be open via ZOOM on January 14 at 9:00 am. A called meeting of the board to award contracts is being scheduled for January 14 at 9:00 am.
2. **State Expansion of Child Care Health Consultants** – contracts and implementation have been pushed till after the holidays. New timeline still to be determined. We have been verbally informed that we have been allocated two positions.
3. **RFA for PDG Regional Grants for Family Connects through NCPC has been released. The Letter of Intent was submitted by the original deadline on December 9.** That deadline has now been extended to January 11. The full proposal is still due February 1. Part of the proposal is to identify the hiring agency for the nursing component. We have posted the **RFP for the nursing component with a deadline of January 8 to coincide with the bids coming in for the Infrastructure project.**
4. **Blue Cross/Blue Shield RFP** – To support grassroots efforts to promote equitable Early Childhood Systems. Three-year grant, \$100,000 a year. We will be looking at the requirements and how it might fit into our work and proposals for the next three-year allocation cycle. The RFP is expected to be released January 4.
5. **Junior League grant information session today.** Carole Mangum attending representing PFC.

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 3 Extension:** We are implementing procedures and protocols following federal and state health and safety guidelines for returning to work. The Governor has modified Phase 3 through January 11 with a curfew from 10:00 pm – 5:00 am. All of our operations are completed by 9:30 pm. North Carolina's trends continue to increase. Schools continue to have the option to function under three different plans. Most of our child care programs are open and operating under enhanced health and safety standards. The emphasis is to limit travel and gatherings.
3. **Employee Well-being Survey:** Conducted survey to assess staff needs as the pandemic continues.
4. **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 primarily teleworking include TAs and Professional Development staff and staff who are in high-risk categories.
 - c. Family First Paid Sick Leave and FMLA Expansion available for those staff who meet the

criteria.

- d. Masks provided to all staff to reinforce the 3 Ws. 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. Staff screening questionnaire applies to staff coming into the office or doing limited work in the field representing PFC.
- e. Enhanced cleaning of the building throughout the day continues.
- f. The building is restricted to PFC staff, tenants and tenant clients by appointment only. Access is Monday-Friday during the hours of 8:30 am – 6:00 pm with extended hours two evenings a week until 9:00 pm and one Saturday each month from 9:00 am – 3:00 pm. The building remains closed all other weekends and PFC recognized holidays through Phase 3 Executive Orders.
- g. Limited utilization of conference room space for groups of no more than 10 people continues. Screening procedures, the 3 Ws and cleaning procedures must be followed by all participants including the facilitator of the group.
- h. 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.
- i. Per Policy HR 110, President maintains regular contact with Board Chair for review and continuation of services. Regular communication going out to Board and staff. Decisions are made based on federal and state guidance and mandates.
- j. Email Updates and DHHS Guidance documents posted on website: ccpfc.org.

D. PFC Updates

1. **Audit/NCPC Monitoring** -We are awaiting the draft report of the audit. We have received several requests for additional information over the past few weeks.
2. **New phone system was installed this week.** Staff is being oriented and trained in the features of the system. Our phone numbers remain the same.
3. **Proposals have been received for the next three-year Smart Start allocation period.** Review teams are being finalized. **Allocation Review teams will meet on January 12, February 9 and March 9 from 2:00-5:00 pm.**
4. **ACH payment – one payment was processed this month.** There was a glitch in the system, but we hope to make more electronic payments in January.
5. **Dr. Phyllis Buie-Dunham, Board and Committee member**, died December 5, 2020. Keep her family and friends in your thoughts and prayers. She was a champion for children and families in a variety of education arenas, both at the local and state level.

E. Events

1. **Board and Committee Meetings:** Meetings conducted virtually at least through the duration of the COVID emergency 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. We will be assessing any additional equipment needed to be able to have a virtual option along with face-to-face meetings.
2. **All Staff Virtual meetings:** November and December meeting schedule modified around the holidays and conferences. Will resume the second and fourth Wednesdays, 2:30-3:30 pm after the holidays through the duration of the COVID-19 emergency.

Community Engagement & Development















The Community Engagement and Development (CED) activity will raise public awareness about programs and services available for families with young children in Cumberland County as well as connect families to services.

The 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.

07/01/2020 to 09/30/2020

Measurable Output/Outcome	Target	Actual	Percent Met	Progress
4.1_# of community outreach events, activities, fairs, and celebrations coordinated, attended or participated (TRGT1913)	40	11	27.50%	 Not Met
4.1_# of Organizations Represented in SOAR Collaborative (TRGT1275)	10	1	10.00%	 Not Met
4.1_SBO Systems Building: _# of EC Profile Indicators Working to Improve Through Collective Efforts (FS20-DPIL & FS30-SOAR) (TRGT1793)	2	1	50.00%	 Emerging
4.1_SBO Systems Building: _# of Meetings Lead by Other Organizations where Local Partnership Raised Issues About One or More EC Profile Indicators (TRGT1792)	60	15	25.00%	 Not Met
4.1_SBO Systems Building: _# of Meetings the Local Partnership Convened with Outside Organizations to Address One or More of the EC Profile Indicators (TRGT1791)	20	13	65.00%	 Emerging
4.2_# of Projects for Service Providers (Internal and External) (TRGT1785)	25	17	68.00%	 Emerging
4.3_# of Community Presentations or Briefings to Community Partners, Civic Clubs, and/or Organizations Given or Facilitated (TRGT452)	10	1	10.00%	 Not Met
4.3_# of Grants Secured as Part of the Grants Panel (TRGT1689)	5	0	0.00%	 Not Met
4.3_# of Grants Submitted as Part of the Grants Panel (TRGT1688)	6	0	0.00%	 Not Met
4.3_# of New Subscribers to Newsletter (TRGT1790)	950	2252	237.05%	 Exceeded
4.3_# of Newsletters Produced (TRGT1789)	2	18	180.00%	 Exceeded
4.3_# of Users to the ccpfc.org Page (TRGT1795)	40,188	15610	23.29%	 Not Met
4.3_Total Number of Volunteers (TRGT1694)	160	2	1.25%	 Not Met
4.3_Total Number of Volunteers Hours (TRGT1691)	530	16	3.01%	 Not Met
4.3_Total Value of Volunteers (TRGT1692)	12000	359	2.99%	 Not Met