

Community Engagement and Development Committee

Thursday, May 6, 2021 ▪ 9:00 – 11:00 am. ▪ Virtual Meeting Via Zoom

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.

- 1. Determination of Quorum & Call to Order* 9:00 am – 9:10 am**
 - a. Welcome/Chair Comments
 - b. Update on staffing
- 2. Review and Approval of Minutes* 9:10 am – 9:15 am**
 - a. March 4, 2021
- 3. President's Report^Δ 9:15 am – 9:30 am**
- 4. Introduction of Scottie Seawell – 9:30 am – 9:45 am**
- 5. Community Engagement Team Updates^Δ 9:45 am – 10:15 am**
 - a. Community Engagement and Development Smart Start Funded Activity Quarterly Reporting (through March 31, 2021)
 - b. Current Projects
 - c. Upcoming Projects
 - d. Family Connects Program
- 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: N/A

FY 21/22 Meeting dates: Aug. 5, 2021; Oct. 7, 2021; Jan. 6, 2022; March 3, 2022; May 5, 2022

All meetings are on the 1st Thursday in the months indicated above, 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
March 4, 2021 (9:05 am to 10:03 am)



MEMBERS PRESENT: Brian Jones (Chair), Robin Deaver, Ayesha Neal, Cotina Jones, and Erica Little

MEMBERS ABSENT: Chas Sampson, Jami McLaughlin

NON-VOTING ATTENDEES: Mary Sonnenberg, Sharon Moyer, Pamela Federline, Daniele Malvesti, Elizabeth Simpler

AGENDA ITEM	DISCUSSION & RECOMMENDATION	ACTION	FOLLOW-UP
I. Determination of Quorum and Call to Order A. Welcome/Chair Comments B. Update on Staffing	<p>Determining a quorum was present, Brian Jones called the meeting to order at 9:05 AM.</p> <p>Chair welcomed everyone and thanked them for their time today.</p> <p>Sharon Moyer reported the Visual Communications Designer position is once again open. The field is narrowed to two candidates and their final interviews are tomorrow. Sharon also reported that, as of July 1, 2021, the Community Engagement team will also include the Family Resource Center staff. Mary Sonnenberg reported this is an alignment required by NCPC.</p> <p>Sharon also reported that Meredith Gronski will be heavily involved with Family Connects so she has resigned from this committee. Sara Subsara also resigned. We are not meeting the bylaw mandated minimums of this committee. We need three (3) or more non-board members for this committee. Committee members were asked that suggestions for new members be sent to Brian and Sharon. They will have to complete an application which will go to Board Development.</p>	Called to Order	None
II. Review and Approval of Minutes	<p>Brian Jones called for review and approval of minutes. No changes were indicated. Robin Deaver motioned to approve and Ayesha Neal seconded. Motion passed unanimously.</p>	Minutes Approved	None
III. President's Report	<p>Mary reviewed the President's Report which was included in the PED Packet.</p>	None	None
IV. Community Engagement Team Updates A. Community Engagement and Development Smart Start Funded Activity Reporting B. Current Projects	<p>Daniele Malvesti reviewed the GEMS reporting for the Quarter ending 12/31/2020.</p> <p>Most all measurements meet or exceed where we should be at 12/31/2020. The measurements that are not tracking include Grants and Volunteers. It is expected that we will meet the Grants. With COVID it is unsure if we as an organization will be able to meet the volunteer goal.</p> <ul style="list-style-type: none"> - Sharon reported on the Google Ad Grant and Sustainability Plan consultants and shared their scope of work. - Daniele reported on social media audience reach – we are down in likes, followers, post reach but are up in response rate and video views. 	None	None



Partnership for Children of Cumberland County, Inc.
Public Engagement and Development Committee
March 4, 2021 (9:05 am to 10:03 am)



<p>C. Upcoming Projects</p> <p>D. Family Connects Program</p>	<ul style="list-style-type: none"> - Still recruiting for Content Club - Daniele reported that we have opened up to Volunteers for our Diaper Distribution. We are requiring COVID health screening, just like we do for our employees. - We have raised more than \$37,000 through our Circle of Friends efforts. - Sharon reported support for services is ongoing. New NC Pre-K marketing includes bus advertising (inside of 9 buses and on the tail of 2) and Every Door Direct Mail through USPS. - Website Updates – working on a Staff only page. We also have a Board and Committee page in the workplan. <p>As mentioned before, our big lifts coming are the Google Ad Grant and Sustainability.</p> <p>Received funding for Family Connects from the Pre-school Development Grant. We will lead a regional pilot for Cumberland, Hoke, and Robeson counties. Goal is to serve 2,400 families.</p> <p>Community Advisory Committee is growing.</p> <p>March 10th kick-off with Family Connects International and NCPC.</p>	<p>None</p> <p>None</p> <p>None</p> <p>None</p>	<p>None</p> <p>None</p> <p>None</p> <p>None</p>
<p>V. Grant Reporting</p>	<p>Pamela Federline provided an overview of the grant report. We applied for a grant with the Junior League in January as well as the PDG grant. We do not know the amount of the PDG funding yet. We also applied for the city of Fayetteville’s Community Development Block Grant for building repairs. We have submitted grant requests for a little over \$1,000,000.</p> <p>Pamela also reviewed the changes in the grant for Toilet Training from the Women’s Giving Circle. Since we were unable to complete the Toilet Training, they allowed us to use the funds for Diaper Bank.</p>	<p>None</p>	<p>None</p>
<p>VI. Other Business</p>	<p>None</p>	<p>None</p>	<p>None</p>
<p>VII. Adjournment</p>	<p>As there was no further business; Ayesha Neal motioned to adjourn, Erica Little second. Motion passed unanimously. The meeting was adjourned at 10:03 am.</p>	<p>Adjourned</p>	<p>N/A</p>

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, April 29, 2021
President's Report

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

1. NCPC

- **State Expansion of Child Care Health Consultants – contract signed.** The Health Department has posted the positions and is interviewing.
- **PDG Grant for Regional Pilots for Family Connects – contract signed.** 4C will be beginning interviews.

2. DCDEE – Continue to monitor updated guidance for child care programs and NC Pre-K operation.

- Approximately 95% of centers and 93% of Family Child Care Homes were open with 60% of their pre-pandemic enrollment. In Cumberland County we currently have 293 licensed facilities. Locally we are seeing interest in opening new Family Child Care Homes and centers.
- Face to face TA visits continue to be limited to issues related to health and safety concerns, with the exception of our HSB (Healthy Social Behavior) project. The HSB project will be doing visits to wrap up required assessments for the Fidelity Coaching project. Programs began being cited on health and safety violations in March. Virtual options continue to be provided.
- NC Pre-K – COVID-19 Pandemic Relief for NC Pre-K Classrooms is being provided through DCDEE. This funding was to be included in March payments. Delays in processes for payment has impacted reimbursement. We have processed payment for regular services for March out of current cash on hand while we wait for reimbursement from DCDEE for FSRs submitted on April 23.
- Vaccine access has expanded vaccines to Group 5. As the Region CCR&R Lead we are collecting data from programs across the region on vaccinations of child care providers. This data has been requested by DCDEE.
- Parent fees for subsidy are being waived for May and June. Our dual-subsidy programs will be following suit with waving parent fees.

3. NC General Assembly – In session, addressing COVID Relief actions with passage of the American Rescue Plan Act.

- HB262 and SB464 filed focused on increasing Smart Start funding by \$30M recurring for each year of the 2021-2023 fiscal biennium. Representative John Szoka and Senator Kirk DeViere signed on bills as sponsors.
- SB570 – Licensed Child Care Ratings. Passed Senate yesterday with these amendments: Changed the date from 2027 to 2023 for percentage of lead teachers at 50%, deleted section 2.2 that would have awarded education points for every two educators enrolled in early childhood education programs and added a reporting requirement for DCDEE on workforce development strategies, including WAGES. The bill now goes to the House.
- HB574 – Subsidy Rate Increases (Increases subsidy market rates to 75th %tile from 2018 market study,

creates a statewide floor for subsidy market rates at 75th %tile until alternative methodology adopted. Appropriates more than \$130M in total this biennium.) John Szoka was one of sponsors.

- Discussion is happening regarding a statewide WAGE\$ program.
- Senate expected to release their budget in next 2-3 weeks. House will follow 2-3 weeks after that.

4. **Federal Level** – Proposals for COVID-19 recovery

- a. **American Jobs Plan** – Funds to upgrade and build child care facilities. Tax credit for businesses to build facilities.
- b. **American Family Plan** – Funds for universal Pre-K (3 & 4-year olds), expanded child care subsidies. Extends expanded child care tax credit to 2025.
- c. **American Rescue Plan** – \$1.3B for child care released to NC last week. (\$520M for CCDF Flexible Funding); \$805M for Child Care Stabilization Funding

B. Grant Opportunities/Updates/RFPs

1. Continue to research capital grant opportunities.

C. COVID-19 Updates

PFC implemented its HR 110 Communicable Disease Policy on Monday, March 16. Building closed to general public March 30 and this status continues. As the vaccine becomes more readily available and federal and state health and safety guidelines are updated, we are reviewing PFC Guidelines and the status of the building being closed to the general public.

1. **Executive Order 209:** We are implementing procedures and protocols following federal and state health and safety guidelines for returning to work. On April 28 the Governor eased additional restrictions as NC trends continue to improve and vaccine distribution increases. EO 209 takes effect April 30 at 5:00 pm and is set to expire June 1 at 5:00 pm. The number of people who may gather indoors increases from 50 to 100, and increases from 100 to 200 outdoors. Masks outdoors are no longer required. Face coverings are required in indoor public places and 6 feet social distancing are still required. Even with the easing of restrictions, establishments must limit the number of occupants so that 6 feet social distancing is maintained. As long as trends continue to be stable, the state expects to lift mandatory social distancing, capacity and mass gathering restrictions by June 1. The state will continue to require people to wear masks in indoor public places until two-thirds of adults have received at least one dose of a COVID-19 vaccine. As of Wednesday this week, that number stood at less than 49%. The vaccine is widely available across the state – often with no wait for an appointment.

2. **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. Staff has been working throughout the pandemic.
- b. Staff primarily teleworking include TAs and Professional Development staff and staff who are in high-risk categories.
- c. We are having discussions on “return to work” to develop a cohesive plan for staff.
- d. FFCRA Paid Sick Leave has been extended to September 30 through the American Recovery Plan for those staff who meet the criteria. We have opted to continue this leave.
- e. 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.

- f. Enhanced cleaning of the building throughout the day continues.
- g. 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.
- h. Limited utilization of conference room space for groups based on social distancing requirements. Screening procedures, the 3 Ws and cleaning procedures must be followed by all participants including the facilitator of the group.
- i. Coordinating with the Facilities Committee to make recommendations to the Board on operations as restrictions continue to be eased by the State. Facilities Committee recommended surveying tenants for input on re-opening.
- j. 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.
- k. 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.
- l. Email Updates and DHHS Guidance documents posted on website: ccpfc.org.

D. PFC Updates

1. **New Staff** – Welcome Ben Hughes (Visual Communication Designer), Alecia Paschal (Program Consultant NC Pre-K), Rosa Bello (Program Specialist) to the Partnership. Bernadette Lee has become our full-time Information Assistant at the front desk.
2. **Infrastructure Project:** Construction under way with WxProofing LLC. Providing First Bank with requested information to process loan. Estimated completion date – July 15. Continue to research capital grant opportunities.

E. Events

1. **Board and Committee Meetings:** Meetings conducted virtually through the duration of the COVID emergency due to space limits for social distancing. Equipment is being upgraded to be able to have a virtual option along with face-to-face meetings in the Charles Morris Room.
2. **All Staff Virtual meetings:** Scheduled the second and fourth Wednesdays, 2:30-3:30 pm through the duration of the COVID-19 emergency.
3. **NC Pre-K Drive-through Application Days: May 22 and June 26** from 9:00 – 11:00 am at the Partnership. **The July 24 Application Day tentatively scheduled at Westwood Shopping Center. Applications for School year 21-22 are online NOW!**
4. **Drive-Through Truckload of Hope Diaper Bank: May 8 and June 12** from 8:30-10:30 am. Volunteers needed. Contact Daniele Malvesti (dmalvesti@ccpfc.org) if you can assist.
5. **Provider Appreciation Day – May 7.** More details to come.
6. **IACET** (International Accreditation for Continuing Education and Training) **will spotlight the Partnership the entire day on May 4** featuring our logo, organization description through social media links.
7. **“The Empowered Educator: 3 Success Secrets to Terrific Teaching” Conference May 22, 9 am – 2 pm.**

Target Report: 7/1/2020 - 3/31/2021

Measurable Output/Outcome	Measurement	Target	Actual	Percent of Target Met
4.1_# of community outreach events, activities, fairs, and celebrations coordinated, attended or participated (TRGT1913)	SRV2393 (Active): 4.1_# of Community Outreach events, activities, fairs, and celebrations attended [Participant: Program] SRV2392 (Active): 4.1_# of Community Outreach events, activities, fairs, and celebrations coordinated [Participant: Program] SRV2394 (Active): 4.1_# of Community Outreach events, activities, fairs, and celebrations participated [Participant: Program]	20	21	105.00%
4.1_# of Organizations Represented in SOAR Collaborative (TRGT1275)	SRV1787 (Active): 4.1_SOAR Team - Organization Represented [Participant: Program]	10	24	240.00%
4.1_SBO Systems Building:_# of EC Profile Indicators Working to Improve Through Collective Efforts (FS20-DPIL & FS30-SOAR) (TRGT1793)	SRV2276 (Active): 4.1_SBO Systems Building:_# of EC Profile Indicators Working to Improve Through Collective Efforts (FS20-DPIL ONLY) [Participant: Program] SRV2277 (Active): 4.1_SBO Systems Building:_# of EC Profile Indicators Working to Improve Through Collective Efforts (FS30-SOAR ONLY) [Participant: Program]	2	3	150.00%
4.1_SBO Systems Building:_# of Meetings Lead by Other Organizations where Local Partnership Raised Issues About One or More EC Profile Indicators (TRGT1792)	SRV2275 (Active): 4.1_SBO Systems Building:_# of Meetings Lead by Other Organizations where Local Partnership Raised Issues About One or More EC Profile Indicators [Participant: Program]	60	42	70.00%
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)	SRV2274 (Active): 4.1_SBO Systems Building:_# of Meetings the Local Partnership Convened with Outside Organizations to Address One or More of the EC Profile Indicators [Participant: Program]	20	36	180.00%
4.2_# of Projects for Service Providers (Internal and External) (TRGT1785)	SRV2269 (Active): 4.2_# of Projects for Service Providers (External Only) [Participant: Program] SRV2268 (Active): 4.2_# of Projects for Service Providers (Internal Only) [Participant: Program]	25	64	256.00%

4.3_# of Community Presentations or Briefings to Community Partners, Civic Clubs, and/or Organizations Given or Facilitated (TRGT452)	SRV114 (Active): 4.3_# of Community Presentations or Briefings to Community Partners, Civic Clubs, and/or Organizations Given or Facilitated [Participant: Program]	10	8	80.00%
4.3_# of Grants Secured as Part of the Grants Panel (TRGT1689)	SRV2169 (Active): 4.3_# of Grants Secured as Part of the Grants Panel [Participant: Program]	5	2	40.00%
4.3_# of Grants Submitted as Part of the Grants Panel (TRGT1688)	SRV2168 (Active): 4.3_# of Grants Submitted as Part of the Grants Panel [Participant: Program]	6	3	50.00%
4.3_# of New Subscribers to Newsletter (TRGT1790)	SRV2273 (Active): 4.3_# of New Subscribers to Newsletter [Participant: Program]	950	3207	641.40%
4.3_# of Newsletters Produced (TRGT1789)	SRV2272 (Active): 4.3_# of Newsletters Produced [Participant: Program]	2	48	480.00%
4.3_# of Users to the ccpfc.org Page (TRGT1795)	SRV2278 (Active): 4.3_# of Users to the ccpfc.org Page [Participant: Program]	40,188	38865	58.00%
4.3_Total Number of Volunteers (TRGT1694)	SRV2174 (Active): 4.3_Number of Volunteers [Participant: Program]	160	12	7.50%
4.3_Total Number of Volunteers Hours (TRGT1691)	SRV2171 (Active): 4.3_Number of Volunteer Hours [Participant: Program]	530	45	8.49%
4.3_Total Value of Volunteers (TRGT1692)	SRV2172 (Active): 4.3_Total Value of Volunteers [Participant: Program]	12000	2404	20.03%