

Community Engagement and Development Committee Agenda

Thursday, August 19, 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. Required Documents
 - c. Recruitment of new members (link to meeting CED Webpage in comments)
- 2. Review and Approval of Minutes* 9:10 am – 9:15 am**
 - a. May 6, 2021
- 3. President's Report^Δ 9:15 am – 9:30 am**
- 4. Update on Strategic plan for Sustainability – 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 FY 20/21 End of Year Reporting
 - b. Update on Contracted Activity Description for Smart Start Funding
 - c. Current Projects
 - d. Upcoming Projects
 - e. 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 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)

Board and Committee Member Data Addendum

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

Name _____
Place of Employment _____

Birthdate _____

Position _____

Spouse's Name _____

Spouse Place of Employment _____

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 _____

Media Consent Waiver and Release

Your Name/Child's Name _____

Address _____ (work or home)

City _____ State _____ Zip Code: _____

Work Phone _____ Home Phone _____ Cell Phone _____

Work Email _____ Home Email _____

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: _____

Conflict of Interest Policy FY 2021/2022

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.

Signature

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:

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:

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:

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:

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:

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:

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

Partnership for Children of Cumberland County, Inc.
PED Committee Meeting Minutes
May 6, 2021 (9:04 am to 10:19 am)

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

MEMBERS ABSENT: Jami McLaughlin, Cotina Jones

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

AGENDA ITEM	DISCUSSION & RECOMMENDATION	ACTION	FOLLOW-UP
I. Determination of Quorum and Call to Order A. Welcome/Chair Comments B. Update on Staffing	Determining a quorum was NOT present, Brian Jones called the meeting to order at 9:04 AM. Chair welcomed everyone and thanked them for their time today. Sharon Moyer reported the Visual Communications Designer position has been filled and introduced Ben Hughes. Ben told us a little about himself.	Called to Order	None
II. Review and Approval of Minutes	Ayesha Neal was unable to connect to the meeting earlier. Upon her arrival, Brian Jones called for review and approval of minutes. No changes were indicated. Ayesha Neal motioned to approve and Erica Little seconded. Motion passed unanimously.	Minutes Approved	None
III. President's Report	Mary reviewed the President's Report which was included in the PED Packet.	None	None
IV. Introduction of Scottie Seawell	Scottie is our contracted Sustainability Plan consultant. Scottie gave a brief overview of the structure of the plan and her strategy to move forward.	None	None
V. Community Engagement Team Updates A. Community Engagement and Development Smart Start Funded Activity Reporting B. Current Projects	Daniele Malvesti reviewed the GEMS reporting for the Quarter ending 3/30/2021. Most all measurements meet or exceed where we should be at the ending of Q3. The measurements that are not tracking include Meetings Led by Other Organization (Systems Building), Web Visits, Grants and Volunteers. It is expected that we will meet the Grants dollar amount. With COVID it is unsure if we as an organization will be able to meet the volunteer goal.	None None	None None

	<ul style="list-style-type: none"> - Sharon reported on the Google Ad Grant consultants and shared their scope of work and that we have begun the process. - Daniele reported on social media audience reach over the past 28 days. - Donations – Circle of Friends raised over \$50,000 of cash and in-kind. We received some great in-kind from 2nd and Charles, Barnes and Noble as well as cash donations from Car Max fundraisers and private fundraisers done on our behalf. - Support for Services <ul style="list-style-type: none"> o NC Pre-K <ul style="list-style-type: none"> ▪ Marketing is ending for FY 20/21. Making plans for FY 21/22. ▪ There will be substantial updates to the application process that CE is supporting on the tech/web side. o United Way Collaboration – We are working with United Way to coordinate our marketing efforts for Dolly Parton’s Imagination Library o Diaper Distribution <ul style="list-style-type: none"> ▪ Consolidated Registration – CE is working on a new online registration process. ▪ 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 also have volunteers that come during the week to help with other diaper distribution tasks. o Website Updates <ul style="list-style-type: none"> ▪ Supporting HR’s Staff only page. ▪ Processes and system upgrades to support Salesforce integration 	None	None
		None	None
		None	None
		None	None
C. Upcoming Projects	<ul style="list-style-type: none"> - Professional Development <ul style="list-style-type: none"> o Working with them on their pages, especially training. Training is one way we create program income. So if we can increase the SEO ranking, we can increase program income. - Family Resource Center integration into Community Engagement - Events <ul style="list-style-type: none"> o NC Pre-K Application Day at Westwood Shopping Center – a Drive-thru event on 7/24/2021 o Little Land is slated for 10/23/2021 	None	None
		None	None
		None	None
D. Family Connects Program	<p>Liz Simpler reported on Maternal Mental Health week and Nurse Appreciation week.</p> <p>We are very excited about partnership with 4C. They have been lightly canvassing for nurses. Family Connects Internationals has an intense training program for the nurses.</p>	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>Liz and 4C staff has upcoming presentations to OB team and Pediatrics department at Cape Fear Valley Health System.</p> <p>The Community Advisory Committee is expanding and growing. We are bringing in stakeholders from Robeson and Hoke counties.</p> <p>Sharon chimed in that there is overwhelming support for the program. She asked if there is a connection that committee members can make to any community stakeholders, please contact Liz.</p> <p>Sharon made presentations to city and county about PDG funding and the \$2.14 million of federal dollars we are bringing into Cumberland County.</p>		
VI. Grant Reporting	<p>Pamela reported we have applied for \$1,021,521 in grant funding. We have received \$2,124,000 – we are 208% of grant ask. Very rare in the grant world.</p> <p>No word on the Junior League grant yet.</p> <p>As reported before, we are being very strategic in our grant request.</p> <p>Sharon gave an update on Smart Start match. Of the \$2+ million we have received, none of it counts as Smart Start match.</p>	None	None
VII. Other Business	None	None	None
VIII. Adjournment	As there was no further business; Erica Little motioned to adjourn, Ayesha Neal second. Motion passed unanimously. The meeting was adjourned at 10:19 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

Target Report for Community Engagement and Development Smart Start Activity				
07/01/2020 to 06/30/2021				
Measurable Output/Outcome	Target	Actual	Percent of Target Met	Progress Toward Target
4.1_# of community outreach events, activities, fairs, and celebrations coordinated, attended or participated (TRGT1913)	20	24	120.00%	Exceeded
4.1_# of Organizations Represented in SOAR Collaborative (TRGT1275)	10	24	240.00%	Exceeded
4.1_SBO Systems Building: # of EC Profile Indicators Working to Improve Through Collective Efforts (FS20-DPIL & FS30-SOAR) (TRGT1793)	2	3	150.00%	Exceeded
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	59	98.33%	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	45	225.00%	Exceeded
4.2_# of Projects for Service Providers (Internal and External) (TRGT1785)	25	98	392.00%	Exceeded
4.3_# of Community Presentations or Briefings to Community Partners, Civic Clubs, and/or Organizations Given or Facilitated (TRGT452)	10	12	120.00%	Exceeded
4.3_# of Grants Secured as Part of the Grants Panel (TRGT1689)	5	3	60.00%	Emerging
4.3_# of Grants Submitted as Part of the Grants Panel (TRGT1688)	6	5	83.33%	Almost Met
4.3_# of New Subscribers to Newsletter (TRGT1790)	950	3207	641.40%	Exceeded
4.3_# of Newsletters Produced (TRGT1789)	2	67	670.00%	Exceeded
4.3_# of Users to the ccpfc.org Page (TRGT1795)	40,188	55085	82.21%	Almost Met
4.3_Total Number of Volunteers (TRGT1694)	160	54	33.75%	Not Met
4.3_Total Number of Volunteers Hours (TRGT1691)	530	224	42.26%	Not Met
4.3_Total Value of Volunteers (TRGT1692)	12000	6784	56.53%	Emerging