

## Community Engagement and Development Committee

Thursday, January 6, 2022 ▪ 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

**2. Review and Approval of Minutes\* 9:10 am – 9:15 am**

- a. October 7, 2021

**3. President's Report<sup>Δ</sup> 9:15 am – 9:30 am**

**4. Update on Strategic plan for Sustainability – 9:30 am – 9:45 am**

**5. Community Engagement Team Updates<sup>Δ</sup> 9:45 am – 10:15 am**

- a. Community Engagement and Development Smart Start Funded Activity FY 20/21 Q1 reporting and update on Q3
- b. Current Projects
- c. Upcoming Projects
- d. Family Connects Program

**6. Grant Report<sup>Δ</sup> 10:15 am – 10:30 am**

**7. Other business 10:30 am – 11:00 am**

**8. Adjournment\***

**FY 21/22 Meeting dates:** March 3, 2022; May 5, 2022

**All meetings are on the 1<sup>st</sup> Thursday in the months indicated above, from 9:00 am – 11:00 am.**

\* Needs Action    <sup>Δ</sup> Information Only    / Possible Conflict of Interest (Recusals)



**Partnership for Children of Cumberland County, Inc.**  
**Community Engagement and Development Committee Meeting Minutes**  
**October 7, 2021 (9:05 am to 10:28 am)**



**MEMBERS PRESENT:** Brian Jones (Chair), Erica Little, Jami McLaughlin, Cotina Jones, Casey Ferris, Haja Jallow

**MEMBERS ABSENT:** Robin Deaver, Ebone Williams

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

AGENDA ITEM	DISCUSSION & RECOMMENDATION	ACTION	FOLLOW-UP
1) Determination of Quorum & Call to Order	Determining a quorum was present, Brian Jones called the meeting to order at 9:05 AM.	Called to Order	None
a) Welcome/Chair Comments	Chair welcomed everyone and thanked them for their time today.	None	None
b) New Member introduction	Casey Ferris is our newest member. She introduced herself and gave some background information about herself. Sharon also introduced Bernadette Lee, Information Assistant for the Family Resource Center. She is joining our CE team as part of the merger of the Family Resource Center staff and the Community Engagement staff	None	None
c) Recruitment of new members	Sharon Moyer reminded the committee we still need two more non-board members. The link to the nomination form is on the CED webpage.	None	None
2) Review and Approval of Minutes a) August 19, 2021	Brian Jones called for review and approval of August 19, 2021 minutes. No changes were indicated. Cotina Jones motioned to approve and Erica Little seconded. Motion passed unanimously.	Minutes Approved	None
3) President's Report	Mary reviewed the July 2021 President's Report (full report provided in the committee meeting packet)	None	None
4) Update on Strategic Plan for Sustainability	Scottie Seawell, our contracted Sustainability Plan consultant gave a brief overview of where she is with the planning. Scottie is currently summarizing and sharing information collected. She will move into development of the Sustainability Planning – November-December 2021. Then she will work with us on Navigation and Implementation throughout 2022 (Slide presentation attached to these minutes)	None	None



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<p>5) Community Engagement Team Updates</p> <p>a) Current Projects</p>	<p>Sharon reported an update on the Family Resource Center integration into the Community Engagement Department. All is going well. She also reported on changes to Daniele Malvesti's role. Daniele is now the front desk supervisor and in the process of hiring our part-time Information Assistant. Liz Simpler has also had a role change to include supervision. She will supervise the Family Connect staff.</p> <p>Sharon and Ben reported on the Google Ad Grant – Aug = \$9,072.83 and Sept. = \$9,643.76. Ben provided an overview of Keyword and Ad Group performance.</p> <p>Daniele Malvesti reported that we continue to see our social media audience grow. She also reported on current book distributions. The pandemic has allowed us to reach children in different ways and in Q1 of this FY we have distributed more than 2,000 books. Book drives with Barnes and Noble and Second in Charles are in the works.</p> <p>Sharon reported that PFC will be part of the Cumberland Community Foundation's Giving Tuesday program again this year. The caveat with CCF is that funds raised on our behalf are restricted to Diaper Bank efforts. We will be kicking off the Circle of Friends around the same time.</p> <p>Sharon and Ben created an overall marketing plan for PFC and we are waiting on reversion funds to be received. RFP for digital marketing is out right now.</p> <p>Ben reported on his role in supporting the services in our organization. He and Sharon are both working on the marketing for the Universal Application initiative. Ben is working with NC Pre-K, Professional Development, and Family Services to help improve their reach and ensure they are within branding guidelines.</p> <p>Sharon reported that this weekend's Diaper Distribution event has been rescheduled to Oct. 16<sup>th</sup>. She also reported that we just moved to a consolidated registration platform in Eventbrite, which not only makes registration easier for parents, but will make communication with them about things like rescheduling easier too. We also made the volunteer process easier for the Diaper Distribution events and we now have volunteers signing up well into 2022.</p> <p>Sharon reported on process and system upgrades and integrations to our back-end systems and website. Goal is to rely on technology as much as we can, especially in areas where we are one staff member deep, like cash and in-kind tracking and reporting.</p>	<p>None</p>	<p>None</p>
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b) Upcoming Projects	Sharon reported on two Santa Events we are trying to pull together. Letters from Santa and Virtual Storytime/Meet and Greet with Santa.		
c) Family Connects Program	Ben reported on the marketing pieces and other assets for Family Connects.  Liz reported that we went live on Monday and by the COB on Wednesday, had 19 families signed up.  Liz provided an update as to where we are with the two open positions. She will start phone interviews next week.		
6) Grant Report	Pamela reported on first quarter of the FY. Right now, we have the Google Ad grant which has been included in tracking. We have not heard back from our letter of interest to the Philip L. Van Every Foundation for capital repairs.	None	None
7) Other Business	None	None	None
8) Adjournment	As there was no further business; Jami McLaughlin motioned to adjourn, Haja Jallow second. Motion passed unanimously. The meeting was adjourned at 10:28 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

Update

[www.leadingandgoverning.com](http://www.leadingandgoverning.com)

# **Partnership for Children Sustainability Planning Committee Update October 7, 2021**



# 8 Areas for Sustainability Planning



**Grant  
Procurement**

**Fundraising**

**Communications**

**Volunteer  
Recruitment and  
Retention**

**Staff  
Recruitment and  
Retention**

**Facility/Tenant  
Recruitment and  
Retention**

**Program  
Development**

**Board R&R and  
Engagement**

# Sustainability Assessment

- ✓ **Thank you** for participating! – March – September 2021
- ✓ Qualitative Assessment → Interviews, Focus Groups, Document/Web Review, and Meetings
- ✓ Examples of Documents and Websites Reviewed
- ✓ Internal and External Interviews - 14
- ✓ Leadership Team Focus Group
- ✓ Staff Focus Groups - 6
- ✓ Direct Service Providers - 5
- ✓ Summary Report – Major themes – around “plus/delta” what’s working and opportunities for improvement to inform priorities, planning, and implementation



# 6 Key Areas for Capacity Building



## 1. Mission, Vision and Strategy

“Does the organization have a clear mission, and are strategies in alignment with this mission?”

## 2. Governance and Leadership

“Does the organization have strong governance and foster leadership?”

## 3. Program Delivery and Impact

“Is the organization effective in its delivery of programs and services, and is evaluation of impact integral to the organization?”

## 4. Strategic Relationships

“Does the organization have strong and positive relationships with external stakeholders?”

## 5. Resource Development (Human, Financial, Physical, and Reputation)

“Is the organization sustainable?”

## 6. Internal Operations and Management (Policies, Practices, Planning, Decision-Making, and Actions)

“Does the organization have a strong and sound core infrastructure?”



# Community Engagement and Development for Sustainability

- Strategic Relationships
  - External Stakeholders and Organizations
  - Board Members
  - Volunteers
  - Tenants
  - Staff
- Resource Development - Fundraising
- Communications
  - Internal
  - External

# Next Steps



- Scottie summarizing and sharing information collected – September – October 2021
- Sustainability Planning – November-December 2021
- Navigation and Implementation – 2022- beyond!

# Thanks for Participating

