

Community Engagement and Development Committee

RESCHEDULED - Thursday, March 10, 2022 ▪ 8:30 – 10:00 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*** 8:30 am – 8:35 am
 - a. Welcome/Chair Comments
2. **Review and Approval of Minutes*** 8:35 am – 8:40 am
 - a. January 6, 2022 (Pages 2 - 9)
3. **President’s Report from February, 2022^Δ** 8:40 am – 8:55 am (Pages 10 - 12)
4. **Update on Strategic Plan for Sustainability** – 8:55 am – 9:05 am
5. **Community Engagement Team Updates^Δ** 9:05 am – 9:35 am
 - a. Community Engagement and Development Smart Start Funded Activity FY 20/21 Q2 reporting
 - b. Current Projects
 - c. Upcoming Projects
 - d. Family Connects Program
6. **Grant Report^Δ** 9:35 am – 9:45 am
7. **Other business** 9:45 am – 10:00 am
8. **Adjournment***

FY 21/22 Meeting dates: 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.
Community Engagement and Development Committee Meeting Minutes
January 6, 2022 (9:05 am to 10:13 am)

MEMBERS PRESENT: Brian Jones (Chair), Cotina Jones, Erica Little, Jami McLaughlin, Casey Ferris, Haja Jallow, Robin Deaver MEMBERS ABSENT: Ebone Williams and Ben Hughes NON-VOTING ATTENDEES: Mary Sonnenberg, Sharon Moyer, Pamela Federline, Daniele Malvesti, Elizabeth Simpler, Jana Stakeley			
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
2) Review and Approval of Minutes	Brian Jones called for review and approval of October 7, 2021 minutes. No changes were indicated. Erica Little motioned to approve and Haja Jallow seconded. Motion passed unanimously.	Minutes Approved	None
a) October 7, 2021			
3) President's Report	<p>Mary reviewed the December 2021 President's Report (full report attached to minutes)</p> <p>Some Updates/Additions</p> <ul style="list-style-type: none"> - Rooms to Go donated \$25,000 - Barnes and Noble Book drive – over \$11,000 in-kind donation - Carry Forward money will be effective 12/31/2021 - New funds are in the allocation process - Postpone Little Land due to children under 5 not having a vaccine available yet 	None	None
4) Update on Strategic Plan for Sustainability	<p>Sharon reported she and Mary met with Scottie. Four (4) areas are identified as areas to begin and a support statement has also been developed.</p> <p>We want to optimize all areas of our organization so that the Partnership for Children of Cumberland County will be healthy, viable, and effective in meeting the community's needs for decades to come. So we must....</p> <ul style="list-style-type: none"> ➤ Advocate ➤ Deepen the use of measures of impact ➤ Streamline and modernize internal operations and management systems ➤ Strengthen the sense of community within PFC 	None	None



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<p>c) Upcoming Projects</p> <p>d) Family Connects Program</p>	<p>Barnes and Noble Book Drive extended the drive past its early December deadline and extended through Christmas. Over 2,500 books!</p> <p>Daniele also reported our reach to Ft. Bragg families continue to be a priority and through a recent engagement with ACS, we are looking to have an opportunity to expand to more Family groups and high-level leaders.</p> <p>Evaluating Little Land and if we can pull it off in May with the rise in COVID numbers.</p> <p>Sharon and Mary will attend a meet and greet with our lawmakers later this month.</p> <p>Family Connects – Since we implemented the program on October 4, 2021, there have been 920 births. 782 eligible for visits and 138 out of catchment area (Cumberland, Hoke, and Robeson Counties).</p> <p>Of the 782:</p> <p>108 declined a visit (13.8% - average is 15%)</p> <p>508 have been offered or scheduled</p> <ul style="list-style-type: none"> - 201 completed visits resulting in 129 referrals - 144 scheduled <p>Of the remaining 166, 96 are pending contact, 70 have been unable to be contacted.</p> <p>Liz introduced Jana Stakeley as our Community Support Specialist with our Community Support Specialist. We are still working to hire our Program Support Specialist.</p> <p>Growing our community partnerships and working on expanding that growth to Hoke and Robeson as well as our provider engagement.</p> <p>Also working on the process of providing support and resources for families who do not accept or qualify for a home visit.</p> <p>We are finding several areas of opportunity for improvement/education in our community including Safe Sleep practices, the need for multi-language resources, and engagement of other stakeholders.</p>		
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Partnership for Children of Cumberland County, Inc.
Community Engagement and Development Committee Meeting Minutes
January 6, 2022 (9:05 am to 10:13 am)



	Sharon reported that this program is also bringing a lot of awareness to our organization through referrals to our internal programs and our tenant’s programs.		
6) Grant Report	Pamela delivered the grant report which is attached to these minutes. She reported were not invited to apply for funding for our capital project through the Philip Van Every Foundation as we do not fit their criteria. Still exploring other opportunities including the Cannon Foundation.	None	None
7) Other Business	None	None	None
8) Adjournment	As there was no further business; Haja Jallow motioned to adjourn, Cotina Jones second. Motion passed unanimously. The meeting was adjourned at 10:13 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 as Board)
(Virtual Meeting)
Thursday, December 16, 2021
President's Report**

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

1. NCPC

- **Carry-forward funds & New State funds** – Recommendations were approved at the November Board meeting. Waiting on amendment for carry-forward from NCPC; expect in December. Smart Start is receiving \$10M each year of the biennium in recurring funds. New State funds anticipated to be released to NCPC in January.
- **State Expansion of Child Care Health Consultants** – Our current contract was extended to June 30, 2022 as a no-cost extension. Funds were reduced due to lapsed salaries. Health Department has filled their two positions for the expansion grant.
- **PDG Grant for Regional Pilots for Family Connects** – All nurses are trained. 4C has several nurse vacancies and is recruiting. Recruitment of families and home visits continue. Over 700 babies who qualify for the pilot have been born since recruitment started October 4. The declined rate continues to be around 14%. Those births at Cape Fear outside the current catchment area are receiving follow-up from PFC staff. This will provide us valuable data as the pilot continues and we look at scaling up the program. Currently the three counties with births outside the catchment area are Harnett, Bladen and Sampson Counties.

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

- **Region 5 Contracts** – All contracts have been executed. Fiscal and programmatic monitoring are in process.
- Enrollment continues to be down in child care programs and impacted by the ability to hire staff in child care programs.
- We continue to follow guidance from DCDEE and follow the ChildCareStrongNC Public Health Toolkit. We are closely monitoring conditions in child care programs and contact the facility administrators prior to visits to gauge comfort levels and ensure priorities are met during the visit.
- All licensing requirements are back to pre-pandemic standards and applicable during monitoring visits by the DCDEE Consultants.
- **NC Pre-K site monitoring and state monitoring reports** are in process.
- **NC Pre-K** – the State Budget included 2% rate increases for NC Pre-K as well as \$20M for NC Pre-K start-up, quality and capital expenditures. More information to come from DCDEE on how this funding will come.
- **HB 366, Section 2: NC Pre-K School Options** – requires DCDEE to post educational opportunities for kindergarten offered by local school districts, charter schools and scholarships for enrollment in nonpublic schools. This information shall be indexed or searchable by county and the Division shall update the information on June 1 of each year. NC Pre-K programs will be required to provide all families with the address of the website where the information is available.
- **NC Pre-K Winter Meeting** provided additional timelines and required information that contracting agencies must provide. We will be working on this information for January and February NC Pre-K Committee meetings.

- Vaccines are widely available with active campaigns to increase vaccination rates. Children 5-11 years are now eligible for vaccines.
 - **Approved Stabilization Grants (November 1, 2021):** Eligible, approved providers from the first round have received their payments. Their first reports are now due. Programs who have not applied may still apply for Stabilization Grants and can apply at any time and will be reviewed on a rolling basis.
 - Parent fees for subsidy are waived through January. Our dual-subsidy programs follows suit with waiving parent fees.
3. *Leandro* Case - Judge Lee issued an order on November 10 for \$1.7B to be transferred from the state's General Fund to fund the first two years of the *Leandro* comprehensive remedial plan. The order was initially stayed for 30 days. It has been challenged in the courts and has not gone into effect.
 4. NC General Assembly – The State Budget passed and Governor Cooper signed it. The budget did not fully move us to the Leandro mandates.
 5. Federal Level
 - The CDC continues to recommend wearing of masks, regardless of vaccination status, indoors in areas where rates are substantial. Boosters are now available for all COVID-19 vaccines and the Pfizer vaccine booster has now been approved for 16-17-year olds. The Pfizer vaccine been approved for 5-11 year olds. OSHA guidance for vaccine mandate implementation has been released. Due to legal challenges, implementation of vaccine mandates and OSHA Guidance at the federal level is on hold at this time. This does not prohibit businesses from implementing vaccine mandates.
 - **American Family Plan** – Build Back Better would fund universal Pre-K (3 & 4-year olds), expand child care subsidies, workforce support, extend expanded child care tax credit to 2025. The House passed the bill. The Senate has yet to vote on the bill. States will have to opt in if passed.

B. Grant Opportunities/Updates/RFPs

1. Continue to research capital grant opportunities. Submitted a request for a consultation with Golden Leaf for possible submission for their next cycle.
2. Presented to Cumberland County Commissioners on November 15 and the Fayetteville City Council on November 22. The presentation included updates as well as challenges we have in meeting the needs in the community. Both entities are still working on their plans for ARP funds.

C. COVID-19 Updates

PFC implemented its HR 110 Communicable Disease Policy on Monday, March 16, 2020. Building closed to general public March 30 and this status continues. Clients may be served by appointment only. As COVID-19 numbers increase with the Delta variant (or decrease) and federal, state and local health and safety guidelines are updated, we continue to review PFC operations. Policies have been reviewed and updated through our Board Committee process.

1. **Executive Orders:** We have implemented procedures and protocols following federal and state health and safety guidelines throughout the pandemic and in planning for work in the field and building. The state continues to be under a state of emergency.
2. **PFC Guidelines: A summary of operational guidelines was presented to Executive Committee and approved at the August meeting.**
 - a. We continue to review additional guidance from CDC, OSHA, DCDEE as well as local government mandates as we provide services to families and children through PFC and tenants. This has been and will continue to be an evolving process. Cumberland County continues to operate under a mask mandate.
 - b. Department heads developed “return to work” plans. Staff has been working throughout the pandemic. Staggered schedules and teleworking are part of the “return to work” plans as we adjust for the needs of employees and business operations. Telework agreements are in the process of being updated for any staff whose work plan continues to include teleworking.
 - c. Vaccination for PFC staff: The Board of Directors adopted a vaccine mandate for staff. Those staff who requested exemptions (either religious or medical) have submitted those and accommodation plans have been developed. We continue to monitor requirements as they come down from OSHA, EEOC as well as

funders and partners. Staff who are vaccinated have been asked to provide documentation to HR of their vaccine status. We have extended our compliance deadline from December 1 to January 4.

- d. Virtual options for contact with families and providers continue, with face-to-face contact with families and providers available per DCDEE guidance. Purchases have been made to enhance health and safety in offices and for work in the field.
- e. A tenant meeting was held on December 9 to review procedures, hours of operation and opening to the public.
- f. With our front desk being fully staffed, we will open to the public effective January 3. COVID precautions, including masking in all common areas and cleaning of high touch areas, will continue. The focus continues to be on services by appointment. Current hours remain in place and meet the needs of tenants at this time.
- g. Per Policy HR 110, President maintains regular contact with Board Chair for review and continuation of services. Regular communication has gone out to Board and staff. Decisions are made based on federal, state and local government guidance and mandates.

D. PFC Updates & Highlights

1. **New Staff:** Welcome to Maggie Jenkins, Parent Educator with the ACE program, Jana Stakeley, Community Support Specialist with Family Connects and Amanda Hamilton, Information Assistant for the Front Desk. They have officially started.
2. **Farewell** to Toni Gross, Coach with NC Pre-K. Toni will be taking a position as a State Consultant in the Statesville area. Her last day will be January 7. We wish her well in her new endeavor.
3. **Position openings posted: website link** (<https://www.indeed.com/cmp/Partnership-For-Children-of-Cumberland-County>)
 - Case Worker, Family Services
 - Program Specialist (2), Family Services
 - Parent Educator (1), ACE Program
 - Library Program Specialist, Provider Services
 - Program Support Specialist, Family Connects
4. **Infrastructure Project:** We have received Steve Fleming's design and engagement letter for the next phase.
5. **Audit** – We have received and reviewed the final draft of the audit and expect our final copies shortly. It was a clean audit. The final step will be submitting it to the Federal Clearinghouse once we receive the final report.

E. Events

1. **Board and Committee Meetings:** Meetings have been conducted virtually through the duration of the COVID emergency. Equipment to upgrade the Charles Morris Room for hybrid meetings has been installed. We have had a few small hybrid meetings and continue to tweak the system. We will continue to monitor rates of COVID cases to determine when Board is in person with a hybrid option can begin.
2. **All Staff meetings:** We continue monthly virtual meetings due to the size of our staff. We had our holiday celebration virtually at the All Staff meeting on December 15.
3. **NC Pre-K Recruitment continues. Applications for School year 21-22 are online.** There is a drop box outside the front door for families to drop off applications. **We are continuing to recruit children. The workgroup formed to work on a Universal Application for Pre-K services continues to meet to get this system in place for recruitment for the 22-23 school year.**
4. **Drive-Through Truckload of Hope Diaper Bank: January 8, February 12, March 12, April 9, May 14 and June 11** from 8:30-10:30 am. Volunteers needed. Contact Daniele Malvesti (dmalvesti@ccpfc.org) if you can assist. We are working on a new check in system using Eventbrite.
5. **Little Land** (a family outreach event and fundraiser): **Now scheduled for May 14, 2022, 10:00 am-2:00 pm at the Crown Arena. More details to come.** For information or sponsorships, contact Sharon Moyer (smoyer@ccpfc.org).
6. Community Engagement planned Letters to Santa and virtual visits with Santa in December.

Grant Submission Tracking 2021-22

Includes grants other than allocations made by NCPD and DCDEE.
 Letters of Inquiry to Foundations will be tracked for conversion to grant submission.

							Lead Agency Partner	F = Federal S = State L = Local P = Private C = Corporate O = Other	None In-Kind (%) Cash (\$)						
Funder / Name of Grant	Due Date	Date Submitted	Department	Program Lead / Manager	Submitted By	Status as Grantee	Type of Grant	Match Required	Grant Amount Submitted	Grant Amount Awarded	NCPD Match Amount 2019-20	Date of Grant Award	Expected Implementation Date	Notes	
July 2021															
**Google Grant	4/27/2021	4/27/2021	CED	S. Moyer	S. Moyer	Lead	O	NA	\$10,000	\$8,131		4/28/2021	6/8/2021	**PFC was approved for an <i>in-kind</i> opportunity to use up to \$10,000 per month of Google advertising. Proceeds will be reported monthly beginning with June 2021 (\$5,530.98). Google Grant July Performance = 81.3%	
Subtotal									\$10,000	\$8,131	\$0				
August 2021															
**Google Grant									\$10,000	\$9,407.85				Google Grant August Performance = 94%	
Philip Van Every Foundation	8/10/2021	8/10/2021	PFC	M. Yeager/ M. Sonnenberg	P. Federline	Lead	P	NA	\$75,000	\$0				Capital expenditure for Phase 2 of repairs; Confirmed denial	
Subtotal									\$85,000	\$9,408	\$0				
September 2021															
**Google Grant									\$10,000	\$9,644				Google Grant September Performance = 96%	
Subtotal									\$10,000	\$9,644	\$0				
October 2021															
**Google Grant									\$10,000	\$9,757				Google Grant October Performance = 98%	
Subtotal									\$10,000	\$9,757	\$0				
November 2021															
**Google Grant									\$10,000	\$9,769				Google Grant November Performance = 98%	
Subtotal									\$10,000	\$9,769	\$0				
December 2021															
**Google Grant									\$10,000	\$9,755				Google Grant December Performance = 98%	
Subtotal									\$10,000	\$9,755	\$0				
January 2022															
**Google Grant									\$10,000						
Subtotal									\$10,000	\$0	\$0				
February 2022															
**Google Grant									\$10,000						
Subtotal									\$10,000	\$0	\$0				
March 2022															
**Google Grant									\$10,000						
Subtotal									\$10,000	\$0					
April 2022															
**Google Grant									\$10,000						
Subtotal									\$10,000	\$0					
May 2022															
**Google Grant									\$10,000						
Subtotal									\$10,000	\$0					
June 2022															
**Google Grant									\$10,000						
Subtotal									\$10,000	\$0					
Total Cash Grants 2021-22									\$75,000		\$0				
Total In-Kind Grants 2021-22									\$120,000	\$56,463					
Total Grants 2021-22									\$195,000	\$56,463					
Proportion Funded to Requests												29%			

**Board of Directors Meeting
 (Virtual Meeting)
 Thursday, February 24, 2022
 President's Report**

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

1. NCPC

- **New State funds** – The new State funds are anticipated to be released to NCPC in March. With the timing of the new funds, spend-down may be difficult. These new funds can be included in carry-forward for FY 22-23.
- **NCPC** – Annual Submission of Activities opens next week. Final submission is due at the end of April. Budgets for FY 22-23 will be reviewed as part of this process.
- **NC Pre-K** – Precontracting documents have been submitted for FY 22-23. Budgets will be due in the next month. Site Selection is in process.
- **State Expansion of Child Care Health Consultants** – Our current contract was extended to June 30, 2022 as a no-cost extension. The Health Department has two contracts for providing CCHC services, one through the expansion grant and one through our Smart Start Allocation. Staff are in the process of required training. Interviews are in process for the third position.
- **PDG Grant for Regional Pilots for Family Connects** – 4C has one nurse vacancy currently and is recruiting. Recruitment of families is currently limited to phone calls into the room. Home visits continue to be virtual. **Eligible births*** are those from Cumberland, Hoke and Robeson Counties. Those births at Cape Fear outside the current catchment area will receive follow-up from PFC staff. This will provide us valuable data as the pilot continues and we look at scaling up the program. Currently the three counties with births outside the catchment area are Harnett, Bladen and Sampson Counties. In addition, there is interest from Moore County. PFC's positions are now fully staffed.

	10/4/2021	1/25/2022		2/15/2022	
Total Births	0	1130		1367	
Eligible*	0	967		1169	
Not Eligible	0	163		198	
Decline		138	14.27%	155	13.26%
Scheduled		647	66.91%	449	38.41%
Completed				348	29.77%
Pending		102	10.55%	140	11.98%
Unable to Contact		80	8.27%	77	6.59%
County of Residency	Goal		1/25/2022		2/15/2022
Cumberland	56%		83%		83%
Hoke	28%		12%		11%
Robeson	16%		5%		6%

2. **DCDEE** – Continue to monitor updated guidance for child care programs and NC Pre-K operation.
 - Enrollment continues to be down in child care programs and impacted by the ability to hire staff in child care programs. The number of available slots in child care facilities (Family Child Care Homes and Centers) decreased by 1,072 from January 2019 through December 2021.
 - We continue to follow guidance from DCDEE and follow the ChildCareStrongNC Public Health Toolkit. Updated February 21, 2022 (<https://covid19.ncdhhs.gov/media/220/download>). The update reflects that individual contact tracing and exclusion from child care after an identified exposure are no longer a statewide requirement or recommendation. DHHS and DCDEE are changing strategies to better balance prevention efforts with the goals of supporting and providing access to quality early care and learning, allowing parents and caregivers to get back to work. There will be additional guidance coming out following Governor Cooper’s February 17, 2022 announcement regarding masks.
 - All licensing requirements are back to pre-pandemic standards and applicable during monitoring visits by the DCDEE Consultants. Facilities are starting to go through modified ERS assessments.
 - **NC Pre-K** – the State Budget included 2% rate increases for NC Pre-K as well as \$20M for NC Pre-K start-up, quality and capital expenditures. More information is forthcoming from DCDEE on how this funding will be distributed.
 - **N95 masks:** Provider Services and Region 5 staff have been distributing masks across our eight-county region. Reference distribution of Region 5 masks and PFC staff
 - Vaccines continue to be widely available with active campaigns to increase vaccination rates. Children 5-11 years are now eligible for vaccines. Boosters are recommended for those who are eligible.
 - **Approved Stabilization Grants (November 1, 2021):** Eligible, approved providers from the first round have received payments and reporting is due with each quarterly payment. Programs who have not applied may still apply for Stabilization Grants and can apply at any time and will be reviewed on a rolling basis. Region 5 staff has been tasked with following up with those who did not apply.
 - Parent fees for subsidy are waived through June 2022. Our dual-subsidy programs follow suit with waiving parent fees.
 - **Regional Meetings focused on Transition strategies:** Cumberland County falls in the Sandhills Region on February 28. PFC staff will be in attendance. This work falls within the statewide ESSA Early Learning work.
3. NC General Assembly – Short session will begin in May.
4. Federal Level
 - Approval of the COVID vaccine for children under 5 has been delayed pending additional data.

B. Grant Opportunities/Updates/RFPs

1. Continue to research capital grant opportunities.
2. Cumberland County has released their RFP process for non-profit organizations for ARP funds. Staff attended the information session on January 24. Funds are by reimbursement. Staff recommendation at this point is to not apply.
3. The City of Fayetteville’s CDBG proposals – submitted proposal for Phase 2 of the infrastructure project by the January 28 deadline.

C. COVID-19 Updates

PFC implemented its HR 110 Communicable Disease Policy on Monday, March 16, 2020. The building reopened to the public on January 3, 2022. We continue to review PFC operations based on updated federal, state and local health and safety guidelines. Policies have been reviewed and updated through our Board Committee process.

1. **Executive Orders:** We have implemented procedures and protocols following federal and state health and safety guidelines throughout the pandemic and in planning for work in the field and building. The state continues to be under a state of emergency. The Governor announced new mask guidance on February 17. Businesses may continue to require masks as part of operating.
2. **PFC Guidelines: A summary of operational guidelines was presented to Executive Committee and**

approved at the August meeting.

- a. We continue to review additional guidance from CDC, OSHA, EEOC, and DCDEE as well as local government mandates as we provide services to families and children through PFC and tenants. This has been and will continue to be an evolving process. Cumberland County Schools has moved to optional masking and the County health abatement for masks was rescinded effective February 21. It is still recommended to wear masks indoors in areas of high transmission. Cumberland County Government is continuing to require masks in county buildings as well as on public transportation.
- b. Telework agreements have been updated for any staff whose work plan continues to include teleworking.
- c. Vaccination for PFC staff: The Board of Directors adopted a vaccine mandate for staff, inclusive of accommodations for requested religious or medical exemptions. All staff complied by the January 4 deadline.
- d. Virtual options for contact with families and providers continue, with face-to-face contact with families and providers available per DCDEE guidance. Purchases have been made to enhance health and safety in offices and for work in the field.
- e. We re-opened to the public effective January 3. COVID precautions, including masking in all common areas and cleaning of high touch areas, continue. The focus continues to be on services by appointment. Current hours remain in place with the ability of tenants to request additional hours of service. We have added Saturdays from 8:00 am – 1:00 pm in addition to the one Saturday a month from 8:00 am – 3:00 pm.
- f. The KIOSK check-in system at the front desk is now operational.
- g. Per Policy HR 110, President maintains regular contact with Board Chair for review and continuation of services. Regular communication has gone out to Board and staff. Decisions are made based on federal, state and local government guidance and mandates.

D. PFC Updates & Highlights

1. **New Staff:** Welcome to Casandra Smith, Caseworker for Family Support, January 31, Lakia Washington, Program Support Specialist for Family Connects, February 14 and Amanda Hamilton, Full-time Information Assistant, February 21.
2. **Position openings posted: website link** (<https://www.indeed.com/cmp/Partnership-For-Children-of-Cumberland-County>)
 - Caseworker, Family Services
 - Program Specialist, Family Services
 - Information Assistant (part-time), FRC
3. **Infrastructure Project:** We are working with Steve Fleming on the design for Phase 2.

E. Events

1. **Board and Committee Meetings:** Meetings have been conducted virtually through the duration of the COVID emergency. Equipment to upgrade the Charles Morris Room for hybrid meetings has been installed. We have had a few small hybrid meetings and continue to tweak the system. We will continue to monitor rates of COVID cases to determine when Board is in person with a hybrid option can begin.
2. **All Staff meetings:** We continue monthly virtual meetings due to the size of our staff. We are looking at options for in-person gatherings as we go into the summer.
3. **NC Pre-K Recruitment continues.** Applications for the 21-22 school year continue to be online. There is a drop box outside the front door for families to drop off applications. The new multi-program application for the 22-23 school year is functioning. An email invitation to apply was sent to more than 500 families who expressed interest. The marketing campaign, Let's Get Enrolled, will begin once the letsgetenrolled.com URL goes live. Right now, the application is on our NC Pre-K page: ccpfc.org/ncprek.
4. **Drive-Through Truckload of Hope Diaper Bank: March 12, April 9, May 14 and June 11** from 8:30-10:30 am. Volunteers needed. Contact Daniele Malvesti (dmalvesti@ccpfc.org) if you can assist. We are working on a new check in system using Eventbrite.
5. We are planning other events for the fall, including bringing back The Soiree. Sharon Moyer (smoyer@ccpfc.org) will have more information in upcoming meetings.

**Target Report for Community Engagement and Development Smart Start Activity
07/01/2021 to 12/31/2022**

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	22	110.00%	Exceeded
4.1_# of Organizations Represented in SOAR Collaborative (TRGT1275)	10	26	260.00%	Exceeded
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	30	50.00%	Emerging
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	56	280.00%	Exceeded
4.2_# of Projects for Service Providers (Internal and External) (TRGT1785)	25	41	164.00%	Exceeded
4.3_# of Community Presentations or Briefings to Community Partners, Civic Clubs, and/or Organizations Given or Facilitated (TRGT452)	10	11	110.00%	Exceeded
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	689	137.80%	Exceeded
4.3_# of Newsletters Produced (TRGT1789)	2	21	210.00%	Exceeded
4.3_# of Users to the ccpfc.org Page (TRGT1795)	40,188	34397	85.59%	Emerging
4.3_Total Number of Volunteers (TRGT1694)	160	51	31.87%	Not Met
4.3_Total Number of Volunteers Hours (TRGT1691)	530	153	28.86%	Not Met
4.3_Total Value of Volunteers (TRGT1692)	12000	13585	113.20%	Exceeded

Grant Required

MtD

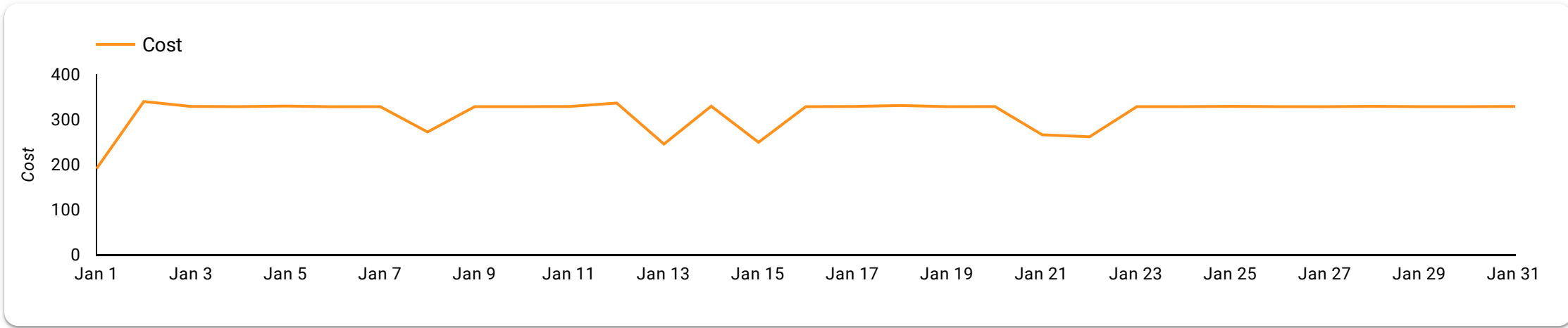
- Cost: \$9,740.27
- CTR: 8.49%
- Avg. Keyword Quality Score: 5.11

Goal

- \$10,000
- 5%
- 5

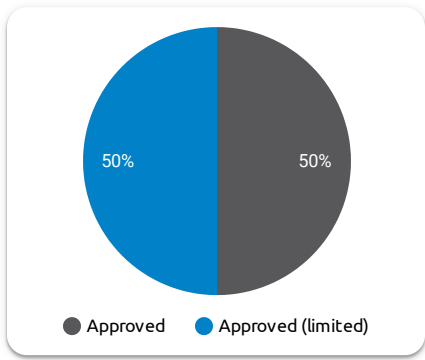


Daily Spend



Account Health

Campaign Approval Status



of Ad Groups

24

of Campaigns

7

Keyword Status

Search keyword st...	Search keyword
1. eligible	38

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Best Performing Keywords

Search keyword	Clicks
1. dolly parton free books for kids	559
2. dolly free book program	233
3. dolly parton free book	164
4. childcare assistance	160
5. NC pre k	148
6. Dolly parton books for kids	106
7. car seat	101
8. free books for kids by mail	98

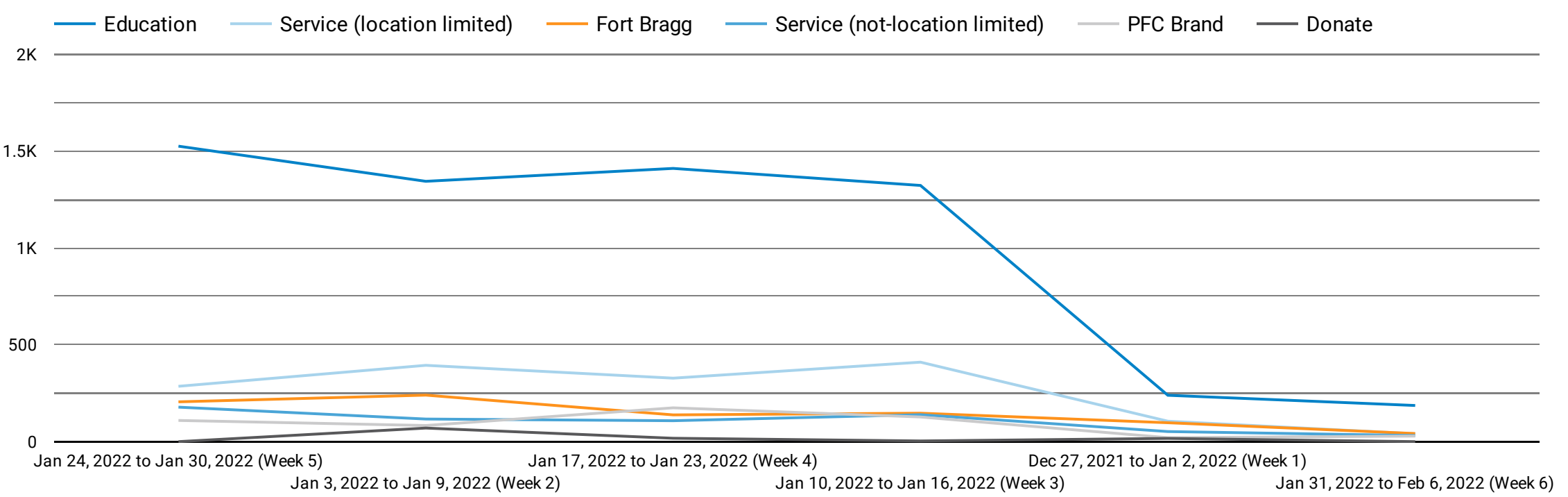
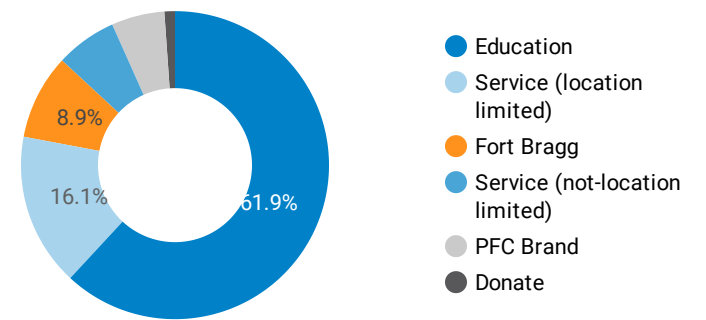
1 - 87 / 87 < >

Ad Group Performance Detail

Ad group	Click conversion rate	Clicks	Conv. value / click
1. Donate	200%	1	\$0
2. Family Focus Guide DSA	100%	1	\$0
3. NC Pre-K	55.88%	204	\$0
4. Kids Charity	44.44%	9	\$0
5. Partnership for Children	30.3%	33	\$0
6. Childcare	28.2%	305	\$0
7. Dolly Parton's Library	27.97%	1,162	\$0
8. Grandparent support	17.04%	135	\$0
9. Volunteer Interest	16%	25	\$0
10. Fort Bragg Child Services	14.93%	67	\$0

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Spend Share % by Campaign



Grant Submission Tracking 2021-22

Includes grants other than allocations made by NCPC and DCDEE.
Letters of Inquiry to Foundations will be tracked for conversion to grant submission.

						Lead Agency Partner	F = Federal S = State L = Local P = Private C = Corporate O = Other	None In-Kind (%) Cash (\$)							
Funder / Name of Grant	Due Date	Date Submitted	Department	Program Lead / Manager	Submitted By	Status as Grantee	Type of Grant	Match Required	Grant Amount Submitted	Grant Amount Awarded	NCPC Match Amount 2019-20	Date of Grant Award	Expected Implementation Date	Notes / Purpose	
July 2021															
**Google Grant	4/27/2021	4/27/2021	CED	S. Moyer	S. Moyer	Lead	O	NA	\$10,000	\$8,131		4/28/2021	6/8/2021	**PFC was approved for an <i>in-kind</i> opportunity to use up to \$10,000 per month of Google advertising. Proceeds will be reported monthly beginning with June 2021 (\$5,530.98). Google Grant July Performance = 81.3%	
Subtotal									\$10,000	\$8,131	\$0				
August 2021															
**Google Grant				M. Yeager/ M. Sonnenberg	P. Federline	Lead	P	NA	\$10,000	\$9,407.85				Google Grant August Performance = 94%	
Philip Van Every Foundation	8/10/2021	8/10/2021	PFC						\$75,000	\$0				Capital expenditure for Phase 2 of repairs; Confirmed denial	
Subtotal									\$85,000	\$9,408	\$0				
September 2021															
**Google Grant									\$10,000	\$9,644				Google Grant September Performance = 96%	
Subtotal									\$10,000	\$9,644	\$0				
October 2021															
**Google Grant									\$10,000	\$9,757				Google Grant October Performance = 98%	
Subtotal									\$10,000	\$9,757	\$0				
November 2021															
**Google Grant									\$10,000	\$9,769				Google Grant November Performance = 98%	
Subtotal									\$10,000	\$9,769	\$0				
December 2021															
**Google Grant									\$10,000	\$9,755				Google Grant December Performance = 98%	
Subtotal									\$10,000	\$9,755	\$0				
January 2022															
**Google Grant									\$10,000	\$9,740				Google Grant January Performance = 97%	
City of Fayetteville Community Development Block Grant (CDBG)	2/28/2022	2/28/2022	President	P. Federline	P. Federline/ S. Moyer	Lead	F/FT	NA	\$200,000	Pending				Phase 2 Capital Infrastructure Project; Multi-year request	
Subtotal									\$210,000	\$9,740	\$0				
February 2022															
**Google Grant									\$10,000	\$9,265				Google Grant February Performance = 93%	
Subtotal									\$10,000	\$9,265	\$0				
March 2022															
**Google Grant									\$10,000						
City of Fayetteville ARP Project (in development)									\$10,000	\$0					
Subtotal									\$10,000	\$0					
April 2022															
**Google Grant									\$10,000						
Subtotal									\$10,000	\$0					
May 2022															
**Google Grant									\$10,000						
Subtotal									\$10,000	\$0					
June 2022															
**Google Grant									\$10,000						
Subtotal									\$10,000	\$0					
Total Cash Grants 2021-22									\$275,000		\$0				
Total In-Kind Grants 2021-22									\$120,000	\$75,468					
Total Grants 2021-22									\$395,000	\$75,468					
Proportion Funded to Requests											19%				