

Community Engagement and Development Committee

Thursday, May 12, 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. March 3, 2022
- 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 Q3 reporting
 - 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 22/23 Meeting dates: TBD

* Needs Action ^Δ Information Only / Possible Conflict of Interest (Recusals)



Partnership for Children of Cumberland County, Inc.
Community Engagement and Development Committee Meeting Minutes
March 10, 2022 (8:31 am to 9:43 am)



MEMBERS PRESENT: Brian Jones (Chair), Cotina Jones, Erica Little, and Casey Ferris
MEMBERS ABSENT: Haja Jallow, Robin Deaver, Ebone Williams, and Jami McLaughlin
NON-VOTING ATTENDEES: Mary Sonnenberg, Sharon Moyer, Pamela Federline, Daniele Malvesti, Ben Hughes, Elizabeth Simpler, and Jana Stakeley

AGENDA ITEM	DISCUSSION & RECOMMENDATION	ACTION	FOLLOW-UP
1) Determination of Quorum & Call to Order a) Welcome/Chair Comments	Determining a quorum was present, Brian Jones called the meeting to order at 8:31 AM. The chair welcomed everyone and thanked them for changing to this date from the original meeting date of 3/3/2022. After a short discussion, Sharon will reach out to Paige Walters Ross and invite her to join this committee.	Called to Order None None	None None None
2) Review and Approval of Minutes a) January 6, 2022	Brian Jones called for review and approval of January 6, 2022 minutes. No changes were indicated. Cotina Jones motioned to approve and Casey Ferris seconded. Motion passed unanimously.	Minutes Approved	None
3) President's Report	Mary reviewed the February 2022 President's Report Some Updates/Additions <ul style="list-style-type: none"> - Still do not have our state carry-forward money - NC Pre-K recruitment in full swing – letsgetenrolled.com - 2 of 3 Child Care Health Consultants hired - Fidelity Check with Family Connects international today - We continue to follow DCDEE guidance for COVID protocols - Stabilization Grants applications still being accepted - 2% increase for NC Pre-K. Money not released yet - We have applied for the City of Fayetteville's CDBG funding for Phase 2 of the infrastructure project. - Drive-Through Truckload of Hope Diaper Bank: March 12, April 9, May 14 and June 11 from 8:30- 10:30 am. Volunteers needed - Soiree in the Fall. More info to come 	None	None

<p>c) Upcoming Projects</p>	<p>Ben and Sharon to participate in a presentation on Sustainability and how programs like Google Ad Grants can help with sustainability at the National Smart Start Conference in May.</p> <p>We are working with our Family Support team on how to have a deeper reach into our Region 5 for Child Care Resource and Referral. Will be using digital marketing.</p> <p><u>Let's Get Enrolled</u></p> <ul style="list-style-type: none"> - Let's Get Enrolled is a collaboration between Cumberland County Schools, Head Start/Action Pathways, the NC Pre-K program, the Partnership for Children of Cumberland County, and licensed child care providers in Cumberland County. The goal is to provide Cumberland County families with a path to high-quality early education for their pre-school-aged children. - CE's role is to help with marketing reach. We created an interest form prior to the launch to get some buzz going. We had more than 600 families fill out the form so once the application was ready, we send them an email invitation to apply. This was a big increase from the 200 – 300 families we would get at in-person event. - Digital marketing played a key roll in the number of interest forms. Within the first week we had over 100 forms. <p>Sharon reported on process and system upgrades and integrations to our back-end systems and website. Our priority continues to be focused on "transactions" which include volunteer time and in-kind donations. It is now operational but there are still a few bugs. We are working those out with our web developers as they happen. This is important for sustainability, tracking, reporting, serving families, and cultivating relationships.</p> <p>We are working to deepen our engagement inside our building with our tenants. Tenant meetings are in process.</p> <p>We are working with the City on a project using ARP funds to help with the recruitment and retention of childcare teachers.</p> <p>Sharon reported the tentative date for Soiree is 10/22/2022</p>		
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March 10, 2022 (8:31 am to 9:43 am)



<p>d) Family Connects Program</p>	<p>Truncated meeting today because of our formal site visit for Family Connects.</p> <p>Liz reported 1,334 in-area births. 233 out of catchment (1,577 total) This is since 10/4/2021.</p> <p>Fully staffed on the PFC team. Liz introduced Lakia Washington, Program Support Specialist. 4C, our nursing partner has one nursing position to fill.</p> <p>We have had GREAT community support and have discovered some community challenges. One is Vitamin D drops are not prescribed for breastfed babies. Another one is that thrush is on the rise.</p> <p>The Family Connects Community Advisory Committee, which is comprised of community stakeholders, has been a huge asset and helping with collaborations, and resources and helping advise with some of the community challenges we are seeing. We continue to deepen the reach in Cumberland, Hoke, and Robeson.</p>		
<p>6) Grant Report</p>	<p>Pamela delivered the grant report which is attached to these minutes. Google Grant is the consistent one each month. Waiting to hear on the CDBG funding and more on the ARP money Sharon mentioned above.</p>	<p>None</p>	<p>None</p>
<p>7) Other Business</p>	<p>Casey reported there are several little libraries going up around Hope Mills. Sharon said we can provide books. Casey will let us know when they are ready for books.</p>	<p>None</p>	<p>None</p>
<p>8) Adjournment</p>	<p>As there was no further business; Cotina Jones motioned to adjourn, Erica Little second. Motion passed unanimously. The meeting was adjourned at 9:43 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 as Board) (Zoom Meeting) Thursday, April 28, 2022 President's Report

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

1. NCPC

- **Legislative agenda** is focused on requesting an increase in the **aggregate administrative rate** from 8% to **10% for Smart Start**.
- **NCPC – Annual Submission of Activities** has opened. Final submission is due at the end of April. Budgets for FY 22-23 will be reviewed as part of this process. Activities will be reviewed through our monitoring process and the Planning & Evaluation Committee. Final approvals were done by Executive Committee today.
- **State Expansion of Child Care Health Consultants** – We have been informed that we will get a No Cost extension through September 30, 2022. Budget updates for the extension are due to NCPC by May 13.
- **PDG Grant for Regional Pilots for Family Connects** – 4C has filled their nurse vacancy. PFC will be posting the new Program Support Specialist position. Procedures for in-hospital recruitment and actual home visits are being reviewed so that field staff are ready for the transition. **Eligible births*** are those from Cumberland, Hoke and Robeson Counties. We continue to review data for potential scaling up of the pilot. Conversations are focused on potential hospitals and counties in our region.

	10/4/2021	1/25/2022	2/15/2022	3/15/2022	4/15/2022
Total Births	0	1130	1367	1615	1913
Eligible*	0	967	1169	1381	1644
Not Eligible	0	163	198	234	269
Decline		138 14.27%	155 13.26%	180 13.03%	189 11.50%
Scheduled		377 38.99%	449 38.41%	539 39.03%	580 35.28%
Completed		270 27.92%	348 29.77%	445 32.22%	557 33.88%
Pending		102 10.55%	140 11.98%	137 9.92%	238 14.48%
Unable to Contact		80 8.27%	77 6.59%	80 5.79%	80 4.87%
COMPLETED VISITS					
County of Residency	Goal	1/25/2022	2/15/2022	3/15/2022	3/15/2022
Cumberland	56%	83%	83%	84%	85%
Hoke	28%	12%	11%	11%	10%
Robeson	16%	5%	6%	5%	5%

2. DCDEE

- 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) had decreased by over 1,000 from January 2019 through December 2021. We are starting to see some increases in available slots.

- We continue to monitor guidance from DCDEE and utilize the ChildCareStrongNC Public Health Toolkit. The toolkit was updated March 7, 2022 to be in alignment with state guidance from DHHS. (<https://covid19.ncdhhs.gov/media/220/download>).
 - 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**
 - a. Precontracting documents have been submitted for FY 22-23. Budgets will be due in the next month. Site Selection has been completed. Recommendations approved by the NC Pre-K Planning Committee. Additional information on private sites for Legislative 2% was submitted to DCDEE for budget purposes.
 - b. Guidance for the Legislative Rate Increase of 2% received for this fiscal year. Waiting for Contract Amendment from DCDEE. Preparing contract amendments for NC PreK providers.
 - c. Continue to wait for guidance on the \$20M for NC Pre-K start-up, quality and capital expenses.
 - d. The Regional meeting for NC Pre-K contracting agencies will be held on May 19 from 10:00 am – 4:00 pm. PFC staff will be in attendance.
 - **Approved Stabilization Grants (November 1, 2021):** Payments continue quarterly, Recertification was due in April. Programs may continue to apply at any time and will be reviewed on a rolling basis. Region 5 staff has followed up with those who did not apply.
 - Parent fees for subsidy have been waived through June 2022.
3. NC General Assembly – Short session will begin in May.
 4. Federal Level
 - Approval of the COVID vaccine for children under 5 continues to be delayed pending additional data.
 - The FDA has authorized second booster shots for adults age 50 and older, as early as 4 months after the first booster.

B. Grant Opportunities/Updates/RFPs

1. Continue to research capital grant opportunities.
2. City of Fayetteville ARPA funding – continue to be in conversation with city staff on proposal to support the child care workforce.
3. The City of Fayetteville’s CDBG proposals – Commission approved the city staff’s recommendation of \$250,000. The next step is City Council approval.

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. Procedures are updated based on reviews of 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.

1. **Executive Orders:** The state continues to be under a state of emergency.
2. **PFC Guidelines: Detailed updates on Building Operations Procedures were presented to Board in March.** As a reminder, masks are optional, though recommended and all meeting rooms are open with full capacity.
 - a. 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.
 - b. Cape Fear Valley Hospital is now requiring the first COVID vaccine Booster in addition to the initial vaccine series, to include contractors or vendors in the hospital. This applies to our Family Connects activity staff.

D. PFC Updates & Highlights

1. **New Staff:** Welcome to Carrie Childers, Program Specialist NC Pre-K, April 18
2. **Farewell:** Michelle Hearon, Division Administrator for Family Services, will be leaving May 6 to become Child Care Scholarship Director at Child Care Services Association in Durham. Rebecca Beck, VP of Information Technology, will be leaving May 13 to become Associate Director of Support Operations at Elon University, which will oversee four divisions of IT. Michelle and Rebecca both have a long tenure at the Partnership. We wish them well in their new endeavors.
3. **Position openings posted: website link** (<https://www.indeed.com/cmp/Partnership-For-Children-of-Cumberland-County>). Please go to our website for new posting.
4. **Infrastructure Project:** We are moving forward with Phase 2 of the project. Bids were opened on April 26 and recommendation for the contractor was presented to Executive Committee today.

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. Beginning with Board and Committee meetings in April, we will begin offering hybrid meetings.
2. **All Staff Meetings:** We began offering hybrid meetings effective with our April meeting.
3. **Tenant Meetings:** Quarterly meetings have started with tenants. The next meeting is April 10 to focus on website information with the goal of mirroring our digital and physical door and to provide updates.
4. **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 live. The marketing campaign, **Let's Get Enrolled**, has begun (the letsgetenrolled.com URL is live). Please share with your networks. **1,145** applications had been received as of April 22. Of those applications for first choice by families, 903 are for Cumberland County Schools, 12 for Head Start, and 230 for private sites. Placements began April 8 and are on-going. An informational session was held for families and providers on April 27.
5. **Drive-Through Truckload of Hope Diaper Bank: 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.

The Soiree is coming back and will be held at the Crown Arena on October 22. 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 3/31/2022

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	2	100.00%	Met
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	69	115.00%	Exceeded
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	67	335.00%	Exceeded
4.2_# of Projects for Service Providers (Internal and External) (TRGT1785)	25	70	280.00%	Exceeded
4.3_# of Community Presentations or Briefings to Community Partners, Civic Clubs, and/or Organizations Given or Facilitated (TRGT452)	10	16	160.00%	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	1	16.67%	Not Met
4.3_# of New Subscribers to Newsletter (TRGT1790)	950	2110	222.11%	Exceeded
4.3_# of Newsletters Produced (TRGT1789)	2	22	1100.00%	Exceeded
4.3_# of Users to the ccpfc.org Page (TRGT1795)	40,188	53,554	133.26%	Emerging
4.3_Total Number of Volunteers (TRGT1694)	160	72	45.00%	Not Met
4.3_Total Number of Volunteers Hours (TRGT1691)	530	214	40.37%	Not Met
4.3_Total Value of Volunteers (TRGT1692)	12000	15244.2	127.03%	Exceeded

Grant Required

MtD

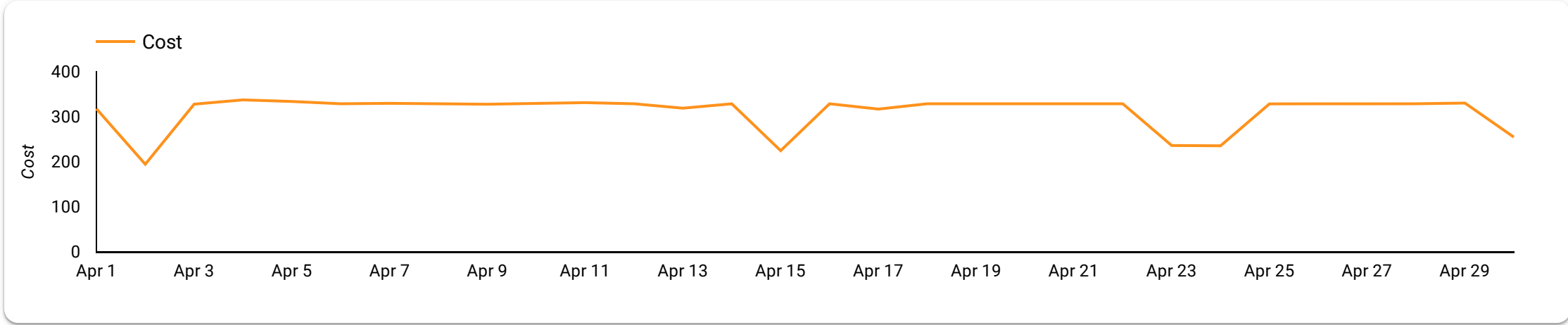
- Cost: **\$9,355.37**
- CTR: **9.00%**
- Avg. Keyword Quality Score: **5.11**

Goal

- \$10,000**
- 5%**
- 5**

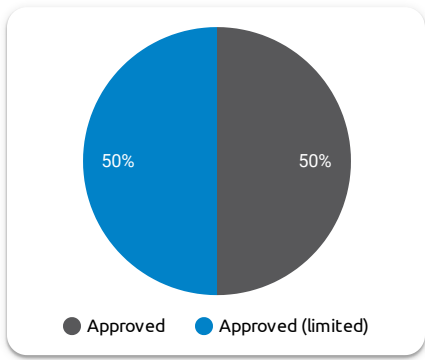


Daily Spend



Account Health

Campaign Approval Status



of Ad Groups
24

of Campaigns
7

Keyword Status

Search keyword st...	Search keyword
1. eligible	30

1 - 1 / 1 < >

Best Performing Keywords

Search keyword	Clicks
1. dolly free book program	418
2. dolly parton free books for kids	316
3. childcare assistance	214
4. car seat	211
5. NC pre k	149
6. grandparents raising grandchildren	134
7. early childhood care and education	78
8. dolly parton free book	74

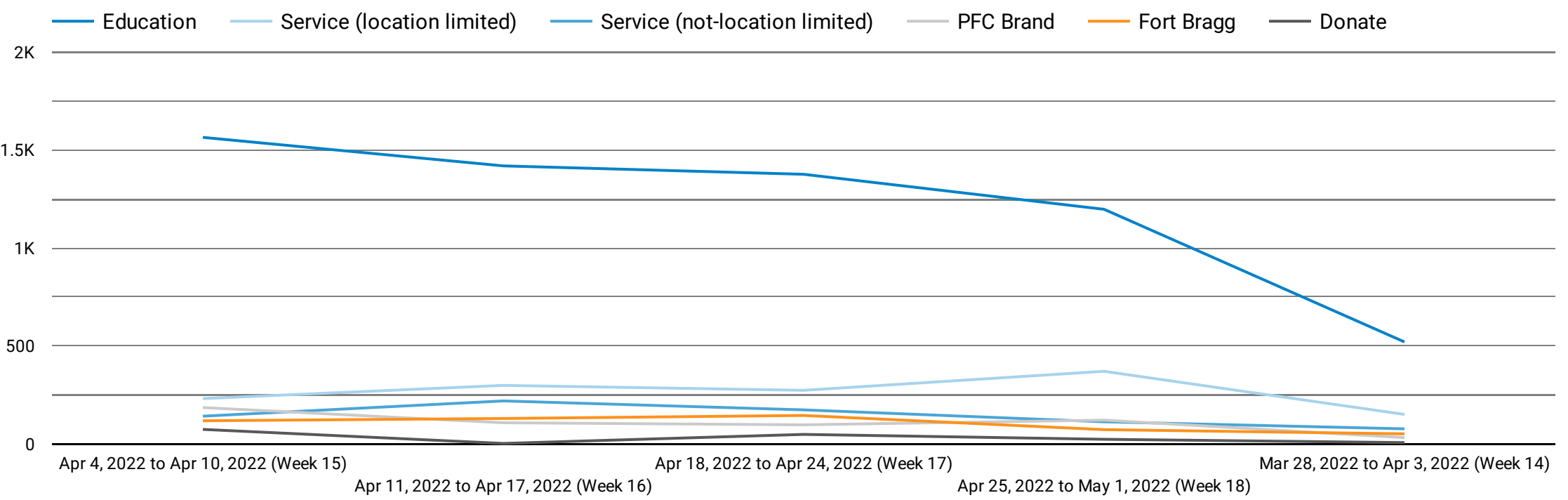
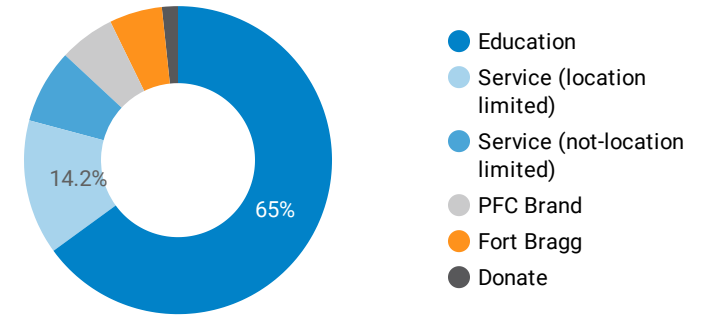
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Ad Group Performance Detail

Ad group	Click conversion rate	Clicks	Conv. value / click
1. Donate	50%	2	\$0
2. Dolly Parton's Library	34.26%	931	\$0
3. NC Pre-K	33.68%	193	\$0
4. Event DSA	28.57%	7	\$0
5. Partnership for Children	28.36%	67	\$0
6. Childcare	23.98%	342	\$0
7. Diaper Bank	23.08%	13	\$0
8. Kids Charity	21.43%	14	\$0
9. Car Seat Program	18.56%	264	\$0
10. Grandparent support	17.7%	226	\$0

1 - 19 / 19 < >

Spend Share % by Campaign



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 / Purpose	
July 2021															
**Google Grant	4/27/2021	4/27/2021	CED	S. Moyer	S. Moyer	Lead	O	NA	\$10,000	\$8,131	\$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	\$8,131				
August 2021															
**Google Grant									\$10,000	\$9,407.85	\$9,408			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	\$0			Capital expenditure for Phase 2 of repairs; Confirmed denial	
Subtotal									\$85,000	\$9,408	\$9,408				
September 2021															
**Google Grant									\$10,000	\$9,644	\$9,644			Google Grant September Performance = 96%	
Subtotal									\$10,000	\$9,644	\$9,644				
October 2021															
**Google Grant									\$10,000	\$9,757	\$9,757			Google Grant October Performance = 98%	
Subtotal									\$10,000	\$9,757	\$9,757				
November 2021															
**Google Grant									\$10,000	\$9,769	\$9,769			Google Grant November Performance = 98%	
Subtotal									\$10,000	\$9,769	\$9,769				
December 2021															
**Google Grant									\$10,000	\$9,755	\$9,755			Google Grant December Performance = 98%	
Subtotal									\$10,000	\$9,755	\$9,755				
January 2022															
**Google Grant									\$10,000	\$9,740	\$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	\$250,000	\$0	TBD	Jul-22	Phase 2 Capital Infrastructure Project; Multi-year request	
Subtotal									\$210,000	\$259,740	\$9,740				
February 2022															
**Google Grant									\$10,000	\$9,265	\$9,265			Google Grant February Performance = 93%	
Subtotal									\$10,000	\$9,265	\$9,265				
March 2022															
**Google Grant									\$10,000	\$9,831	\$9,831				
Subtotal									\$10,000	\$9,831	\$9,831				
April 2022															
**Google Grant									\$10,000	\$9,355	\$9,355			Google Grant February Performance = 93.5%	
Subtotal									\$10,000	\$9,355	\$9,355				
May 2022															
**Google Grant									\$10,000	\$0					
City of Fayetteville ARP Project (in development)	3 to 5/2022	Pending	President	Grant Team	Grant Team	Lead	F to L	NA	\$1,000,000	\$0			1-Jul-22	Recommended for funding; Needs City Council approval.	
Subtotal									\$1,010,000	\$0	\$0				
June 2022															
**Google Grant									\$10,000	\$0					
Subtotal									\$10,000	\$0					
Total Cash Grants 2021-22									\$1,275,000	\$250,000					
Total Grants 2021-22									\$1,395,000	\$344,655	\$94,655				
Proportion Funded to Requests										25%	95%				