

Community Engagement and Development Committee

Thursday, March 2, 2023 ▪ 9:00 – 11:00 am. ▪ 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 (3 Members) & Call to Order* 9:00 am – 9:05 am**
 - a. Welcome/Chair Comments
2. **Review and Approval of Minutes* 9:05 am – 9:10 am**
 - a. October 6, 2022
 - b. January 12, 2023
3. **President's Report^Δ 9:10 am – 9:25 am**
4. **Community Engagement Team Updates^Δ 9:25 am – 10:00 am**
 - a. GEMS Reporting for Q2
 - b. Current Projects
 - c. Upcoming Projects
 - d. Family Connects Program
5. **Grant Report^Δ 10:00 am – 10:15 am**
6. **Committee goal for FY 22/23 and Strategic Plan for Sustainability – 10:15 am – 10:45 am**

This committee is tasked with developing a fund development/philanthropy plan. Based on data, it has been determined that the focus should be on individual donor cultivation and volunteerism (growing volunteers into donors).

 - a. **Next steps in planning – Sharon**
 - i. Board Survey for planning
7. **Other business 10:45 am – 11:00 am**
8. **Adjournment***

FY 22/23 Meeting dates: May 4, 2023

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



Partnership for Children of Cumberland County, Inc.
Community Engagement and Development Committee Meeting Minutes
October 6, 2022 (9:04 to 10:11 am)



MEMBERS PRESENT: Ayesha Neal (Chair), Paige Ross, Erica Little, Dorothy Strahley
MEMBERS ABSENT: Haja Jallow, Casey Ferris
NON-VOTING ATTENDEES: Mary Sonnenberg, Sharon Moyer, Daniele Malvesti, Liz Simpler, Amanda Hamilton

AGENDA ITEM	DISCUSSION & RECOMMENDATION:	ACTION	FOLLOW-UP
1) Determination of Quorum & Call to Order a) Welcome/Chair Comments/Introduction of new member	Determining that a quorum was present, Ayesha Neal called the meeting to order at 9:04 AM. The chair welcomed everyone and asked our new member, Dorothy Strahley, to introduce herself.	Called to Order None	None None
2) Review and Approval of Minutes a) August 9, 2022	Ayesha Neal called for review and approval of the August 9, 2022, minutes. No changes were indicated. Dorothy Strahley motioned to approve, and Erica Little seconded. The motion passed unanimously.	Minutes Approved	None
3) President's Report	Mary reviewed the September 2022 President's Report Some Updates/Additions <ul style="list-style-type: none"> - Contract Extensions for Child Care Health Consultants and Federal PDG Grant for Regional Pilots for Family Connects. - NC Pre-K is in full force, and while most classrooms are full, we are still taking applications. - Site visit for the City of Fayetteville's CDBG funding is complete. - City of Fayetteville APRA fund is in contract, but there is a conflict with the state Stabilization Grant. We are working on another option to get the funding to the teachers. - Staff Mental Health day was scheduled for 9/30, but Hurricane Ian had other plans. Staff still had the day off. - Cisco Group is volunteering for the Diaper Distribution this weekend. - Another donation from CarMax. Please thank them if you happen to go by. The 	None	None



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<p>c) Family Connects Program</p>	<p>Liz reported:</p> <ul style="list-style-type: none"> - Working on how to deepen our reach in the community, we brought on a new staff member. This staff member will be working on Post Visit Connection calls. We are finding that families have additional needs after the nurse visit, and our new staff member can make additional referrals during the PVC call. - Vitamin D continues to be an issue. - Safe Sleep is also an issue – we have a connection with Pack-N-Plays for families who do not have a safe sleep environment for their infants. The Child Fatality Prevention Task Force funds these, specifically for our program. - We are adding new agencies to the Agency Finder. - Another big need we have found is mental health providers. Currently, we do not have enough, nor do we have enough who provide care to folks who speak different languages. There are also big wait lists for many of those and those who do not take Medicaid. <p>Sharon detailed her vision of being able to use the Family Connects program as a launch pad to establish and build a relationship with families, beginning at the birth of a child. Right now, our systems don't interconnect, so it takes a lot of work to de-dupe numbers. But also having a centralized system will allow us to connect families to other programs, past infancy, like NC Pre-K, Kaleidoscope Play and Learn, etc.</p> <p>Ayesha asked if we sign children up for Dolly Parton's Imagination Library at their Family Connects visit. Sharon confirmed that DPIL is our largest referral.</p>		
<p>5) Grant Report</p>	<p>Sharon delivered the grant report, which is attached to these minutes. Sharon stated that the ARP money for the last fiscal year had been moved to the fiscal year 2022-2023.</p> <p>We should hear about the Cannon Foundation Grant in December.</p>	<p>None</p>	<p>None</p>
<p>6) Committee goal for FY 22/23 and Strategic Plan for Sustainability</p> <p>a) Review of Sustainability Planning</p> <p>i. Overview of areas that pertain to Community Engagement</p> <ol style="list-style-type: none"> 1. Communications 2. Fundraising 	<p>Sharon reported a movement in fundraising to stop using "Fundraising" and "Fund Development" and use the term Philanthropy. Sharon also reviewed statistics from Giving USA. The largest area of almost \$485 billion dollars gives to charity. The largest sector continues to be individuals. Keeping that statistic in mind and knowing we want to survey the board, the committee had an assignment from our last meeting:</p>		

<p>3. Grants 4. Volunteers</p> <p>b) Board, Committees, and Staff Survey (assignment from last meeting)</p>	<p>Below is the statement of purpose for our sustainability planning.</p> <p><i>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.</i></p> <p>From the Sustainability Planning, there were 8 core areas of our sustainability identified.</p> <ol style="list-style-type: none"> 1. Grant Procurement 2. Fundraising 3. Communications 4. Volunteer Recruitment and Retention 5. Staff Recruitment and Retention 6. Facility/Tenant Recruitment and Retention 7. Program Development 8. Board Recruitment, Retention, and Engagement <p>Our Community Engagement department is involved with all these, but our focus is on the top 4.</p> <p>The assignment from today's meeting is just the beginning of the CED committee's task of making a road map/plan to create a fund development plan.</p> <p><u>The assignment:</u></p> <ol style="list-style-type: none"> 1. Review the attached presentation – Building a Culture of Philanthropy 2. Review the survey questions (from a 2015 survey of the board). 3. Think about these questions: <ol style="list-style-type: none"> a. What is Community Engagement? b. What is Fund Development? c. What is Philanthropy? d. What is Fund Raising? 4. Send your recommendations of Priorities for Fund Development Strategies for a survey of the board, this committee, and our staff. <p>Sharon reviewed the results. The committee felt we were not ready to move to the board and asked for Sharon and Daniele to do a little more research and focus on individual giving methods so we could create a more strategy-focused survey. The goal is to understand the board's priorities when developing a plan. Under the plan would be programs/strategies to solicit donations/funds.</p>	
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7) Let's Get Enrolled tasks	<p>Sharon reported:</p> <p>As you all know, it is back-to-school season, and while our NC Pre-K team is working to place the final children in NC Pre-K classrooms, our Community Engagement team wants to get a jump on improving the process once a parent arrives at the Let's Get Enrolled page.</p> <p>Here is the scenario:</p> <p>You are a parent of a child who turned four over the summer. You want to get your child into a pre-k/pre-school program. You see an ad for Let's Get Enrolled and you go to the website.</p> <p>From your perspective in this scenario, what works, what doesn't work? What have we missed? What questions do you have that were not answered on this page? And any other feedback you can provide. Please do not complete an application – we are just looking for feedback from first-time visitors.</p>		
8) Other Business	Ayesha reported the committee's goal for the upcoming year. The goal is for the committee members to be more active and give more input during the meetings.	None	None
9) Adjournment	As there was no further business, Haja Jallow motioned to adjourn, Paige Ross second. Motion passed unanimously. The meeting was adjourned at 9:50 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



Partnership for Children of Cumberland County, Inc.
Community Engagement and Development Committee Meeting Minutes
January 12, 2023 (9:09 to 10:11 am)



MEMBERS PRESENT: Ayesha Neal (Chair), Haja Jallow MEMBERS ABSENT: Haja Jallow, Casey Ferris, Paige Ross, Erica Little, Dorothy Strahley NON-VOTING ATTENDEES: Mary Sonnenberg, Sharon Moyer, Daniele Malvesti, Liz Simpler, Ben Hughes, Pamela Federline			
AGENDA ITEM	DISCUSSION & RECOMMENDATION:	ACTION	FOLLOW-UP
1) Determination of Quorum & Call to Order a) Welcome/Chair Comments/Introduction of new member	Determining that quorum was not present and would not be met, Ayesha Neal called the meeting to order at 9:09 AM. The chair welcomed everyone.	Called to Order None	None None
2) Review and Approval of Minutes a) October 6, 2022	Minute approval is deferred due to a lack of quorum.	None	Approval at the next meeting
3) President's Report	Mary reviewed the December 2022 President's Report Some Updates/Additions <ul style="list-style-type: none"> - Delays in contracts mean we are floating about \$800,000 to sustain NC Pre-K and Region 5 right now. - City of Fayetteville APRA fund is in contract, but due to the state Stabilization Grant funding coming from federal money too, we are amending our original scope We were given a \$200,000 advance from the City. - Dec. of 2023 will be our 30th year, and we will celebrate with an event, perhaps an open house. - We continue to have several job openings, which can be found on our website and on Indeed. - Building project set to start on February 13th. There has been a 12-16 week delay due to windows. - We have three more Diaper Distributions before the Diaper Bank of NC moves to a community-based model with several diaper banks across the county. - We have a tenant social scheduled for February 21st. 	None	None



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<p>4) Community Engagement Team Updates a) Current Projects</p>	<p>Ben Reported:</p> <ul style="list-style-type: none"> - Our Google Ad grant continues to perform well and reach our targeted audiences - Continue working with Family Services and Provider Services to support their marketing and outreach needs - Our work with our digital marketing company is going well as we work to incorporate new and fresh designs to prevent ad fatigue in our audience. - Working to develop Pre-K panel videos to show the importance of pre-k and kindergarten readiness. <p>Daniele Reported:</p> <ul style="list-style-type: none"> - Closed out the Barnes and Noble Fall Book drive with 2,667 books. An increase of 578 from 2022. We use these books in a variety of ways including child care centers, events in the community, our lobby, law enforcement, etc. - Working on our second quarter reporting and will have that report for you in March. - Providing packets to new soldiers on Ft. Bragg. <p>Sharon Reported:</p> <ul style="list-style-type: none"> - After a meeting with our board chair, it was decided that we would cancel the Soiree on March 24th and move to Little Land on Saturday, March 25th. - Work continues on our back-end systems to try and tie everything together. 	<p>None</p>	<p>None</p>
<p>b) Upcoming Projects</p>	<p>Sharon reported:</p> <ul style="list-style-type: none"> - The deep dive into the Parent Portal (working name) will begin soon. The goal of the portal is to have families self-identify, which will allow us to follow them through their child’s growth and provide direct outreach to them for specific programs and services. - Funding for admin and outreach is slated to end on June 30, 2023, for Dolly Parton’s Imagination Library. Funds will only be available for books. We are capped at 8,800, and we are currently serving approximately 9,100. The United Way of Cumberland County is our co-affiliate in the program, and we currently fund part of their admin costs. They are vastly under the numbers they would like to see, so Sharon has switched the sign-up on our website to their sign-up form. More to come on how we might be able to support them as we move forward. 	<p>None</p>	<p>None</p>



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January 12, 2023 (9:09 to 10:11 am)



	<ul style="list-style-type: none"> i. After a brief discussion, and knowing we don't have a quorum so we cannot make a formal recommendation to the board, it was determined that Sharon and Daniele along with the rest of the committee would think about what motivates them to give. Questions for the board will be about how they prefer to give and what motivates them to give. - Step 2: Define unique challenges and opportunities in our community <ul style="list-style-type: none"> a) How do we gather this information? <ul style="list-style-type: none"> i. This should also be included in the board survey. Specifically asking what they think has worked well in our community and what hasn't. - Step 3: Develop Plan - Step 4: Develop Strategies 		
7) Other Business	None	None	None
8) Adjournment	As there was no further business, The meeting ended at 11:01 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

**Called NC Pre-K Planning Committee &
EXECUTIVE COMMITTEE (Acting on Behalf of Board)
Charles Morris Room/Hybrid
Thursday, February 23, 2023
President's Report**

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

1. NCPC

- **State Expansion of Child Care Health Consultants** – The amendment on the Expansion grant extending the contract through June 30, 2023 has been executed. DCDEE will be posting an RFP for the next cycle. NCPC is preparing to submit.
- **Federal PDG Grant for Regional Pilots for Family Connects** – The amendment for extending the contract through November 30, 2023 has been executed. This is the final year of PDG funding. The Community Foundation funding for the Community Alignment Specialist position ends December 2024. State level meetings are occurring around sustainability beyond the PDG funding for the Family Connects Pilot sites. Data summary attached. The goal is to continue regional services.
- **ASA and Budget preparation** – we are working with NCPC staff as we begin planning for the upcoming fiscal year.
- **ROR (Reach Out and Read)** – We continue to work with the NC ROR program, 4C, our DSP for this activity, and the physician practices during this transition of ending Smart Start funding for this program.
- **NCPC monitoring and our annual audits are in process of draft reviews and finalization.**

2. DCDEE

- DCDEE is doing testing for the roll-out of the \$20M for NC Pre-K start-up, quality and capital expenses. We anticipate additional information in March.
- **NC Pre-K**
 - a. The Contract amendment has been executed for rate and administrative increases as well as LETRS (required literacy training for NC Pre-K programs) stipends for participating staff from Head Start and private sites. The projected date for executed amendments is the end of January. We will then execute subcontract amendments with the providers as soon as we have our executed contract. The amendment is effective July 1, 2022 and payments to the providers will be retroactive to the beginning of the school year. The amendment will also include the funding for stipends for staff from private sites and Head Start who are participating in LETRS training. Subcontract amendments are being prepared as well as retro-payment of the rate increases.
 - b. We continue to meet regularly with NC Pre-K Directors for work on NC Pre-K processes for school year 23-24.
 - c. Precontracting information has been submitted to DCDEE for the upcoming fiscal year.
 - d. Desktop monitoring documents for NC Pre-K have been requested by DCDEE.

3. Local Level

- **Child Care Stakeholder Community Meeting** with local and state lawmakers, child care providers and other leaders and stakeholders: The second meeting was held December 7 at FTCC. **The next meeting will be held January 31 from 6:30-8:00 pm at FTCC to engage families and teachers in the group. The event will be livestreamed. You can find the registration link online at ccpfc.org/meetings.**

4. **State Level** – The General Assembly is in session. This is the long session determining the biennial budgets. Court filings have been submitted on behalf of the State Controller and House Speaker Tim Moore and Senate President Pro Tem Phil Berger around the State Supreme Court ruling on Leandro for full funding for Years 2 & 3. Attached is the legislative agenda from NCPC.

B. Grant Opportunities/Updates/RFPs

1. City of Fayetteville ARPA funding – Submitted Scope and timeline modifications to city staff. Finalizing the Amendment for execution. Based on Census data, the qualified census tracts have been expanded, adding a few more eligible programs. A virtual information session was held February 21. Contingent on the executed scope modification, we hope to make the first round of awards in April.
2. Cumberland County Nonprofit Fiscal Recovery Assistance Program – we are finalizing determination to apply for the Occupancy category for utilities. Applications are rolling.

C. PFC Updates & Highlights

1. **Position openings posted: website link** (<https://www.indeed.com/cmp/Partnership-For-Children-of-Cumberland-County>). Please go to our website for new postings and share opportunities. There are programmatic postings.
2. **Farewell** – Lydia Wiles, Quality Assurance Specialist II. Due to the upcoming reassignment of her husband, Lydia will be moving. Lydia leaves after 6 ½ years of service. She has effectively blended remote work to meet the needs of the Planning and Evaluation Department during the last two years. We wish she and her husband well with this next assignment.
3. **Vaccine Update:** The Partnership will sunset the COVID vaccine requirement effective March 31, 2023. Enhanced cleaning and hand sanitizer stations will continue to be available as are masks upon request as health and safety protocols. In addition, we continue to consult with federal, state, and local health authorities for ongoing guidance on communicable diseases.
4. **Infrastructure Project:** Pinam Construction started their work on February 13 as planned. They are in the process of demolition. Initial schedule reviewed in Board Meeting. More details will continue to be provided as work proceeds.

D. Events/Community Outreach

1. **Board, Committee Meetings and All Staff Meetings:** A variety of meeting options are being utilized. Please refer to your meeting invites for the format of the particular meeting.
2. **All Staff Team Development Day:** Monday, March 27 – an afternoon of team building activities. The Raging Rooster Food Truck will be on site from 11:30 am – 1:00 pm as a lunch option. Please join us for lunch if you are able.
3. **Tenant Meetings:** An in-person tenant meeting was held February 21 at 5:30 pm in Conference Room B. While it was a small group in attendance, we were able to provide building and event updates and get to know those in attendance better. Tenant meetings are scheduled quarterly.
4. **Drive-Through Truckload of Hope Diaper Bank: March 11** from 8:30-10:30 am. Volunteers needed. Contact Daniele Malvesti (dmalvesti@ccpfc.org) if you can assist. This will be the last monthly distribution. After consideration of how to more widely support families in Cumberland County, the Diaper Bank of NC will be working with several organizations to function as open sites so that diapers are more widely available to families. We will still coordinate with the Diaper Bank through this transition and for referrals for resources. The Truckload of Hope was an innovative collaboration to bring diapers to our area and has grown to the point that a more permanent and equitable distribution will meet the needs of families better. We will be providing and linking information to the new sites with our families.
5. **Little Land: Big Play for Families:** This expo-style event focuses on outreach to our target population of young children and their families. **The event will be on Saturday, March 25 from 10:00 am – 2:00 pm at the Crown Expo Center.** This is an outreach event under our Smart Start Community Engagement Activity. While it is not primarily a fundraiser like Soiree, we do have sponsors who have donated funds in support of the mission of the Partnership for this event. If you want to volunteer or have a booth, contact Sharon Moyer or Daniele Malvesti.

Target Report: 07/01/2022 to 12/31/2022

56-1845926 (PCONTR34): Community Engagement & Resource Development

Measurable Output/Outcome	Records Entered	Target	Actual	Percent of Target Met	Progress
4.1_# of community outreach events, activities, fairs, and celebrations coordinated, attended or participated (TRGT1913)	Programs (SRV2271): 8	20	83	415.00%	Exceeded
4.1_# of Organizations Represented in SOAR Collaborative (TRGT1275)	No service data entered for this target.	10	0	0.00%	Not Met
4.1_SBO Systems Building: # of EC Profile Indicators Working to Improve Through Collective Efforts (FS20-DPIL & FS30-SOAR) (TRGT1793)	Programs (SRV2277): 2	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)	Programs (SRV2275): 9	60	13	21.66%	Not 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)	Programs (SRV2274): 20 Programs (SRV2268): 5	20	45	225.00%	Exceeded
4.2_# of Projects for Service Providers (Internal and External) (TRGT1785)	Programs (SRV2269): 3	25	51	204.00%	Exceeded
4.3_# of Community Presentations or Briefings to Community Partners, Civic Clubs, and/or Organizations Given or Facilitated (TRGT452)	Programs (SRV114): 8	10	15	150.00%	Exceeded
4.3_# of Grants Secured as Part of the Grants Panel (TRGT1689)	No service data entered for this target.	5	0	0.00%	Not Met

4.3_# of Grants Submitted as Part of the Grants Panel (TRGT1688)	No service data entered for this target.	6	0	0.00%	Not Met
4.3_# of New Subscribers to Newsletter (TRGT1790)	No service data entered for this target.	950	0	0.00%	Not Met
4.3_# of Newsletters Produced (TRGT1789)	No service data entered for this target.	2	0	0.00%	Not Met
4.3_# of Users to the ccpfc.org Page (TRGT1795)	Programs (SRV2278): 2	67000	35369	52.78%	Emerging
4.3_Total Number of Volunteer Hours (TRGT1691)	Programs (SRV2171): 1	530	199	37.54%	Not Met
4.3_Total Number of Volunteers (TRGT1694)	No service data entered for this target.	160	0	0.00%	Not Met
4.3_Total Value of Volunteers (TRGT1692)	Programs (SRV2172): 1	12000	5744	47.86%	Not Met
PROGRAM COMPOSITE SCORE 4/15 (26%)					