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#### OF CUMBERLAND COUNTY

## **Community Engagement and Development Committee**

Thursday, Oct 12, 2023 • 8:30 – 10:00 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\* 8:30 am 8:40 am
  - a. Welcome/Chair Comments/New Member introduction Ms. Bersuada Saunders-Clarke
  - b. <u>Required documents</u>
  - c. Vacancies on committee
- 2. Review and Approval of Minutes\* 8:40 am
  - a. August 3, 2023
- 3. Committee goal: Strategic Plan for Sustainability 8:45 am 9:10 am

This committee is tasked with developing a fund development/philanthropy plan. Based on the 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 and Pamela
  - i. Survey
    - 1. Results and what they mean Pamela
    - 2. Next steps
- 4. President's Report<sup> $\Delta$ </sup> 9:10 am 9:25 am

### 5. Community Engagement Team Updates $^{\scriptscriptstyle \Delta}$ 9:25 am – 9:45 am

- a. Highlights from Q1 Reporting for FY23/24
- b. Projects
  - i. Salesforce Database Sharon and Pamela
  - ii. Allocations and CE's involvement Sharon and Pamela
  - iii. Outreach
    - 1. Little Land: Down on the Farm Sept.
    - 2. Celebrating 30 Years
    - 3. Little Land Feb. 10<sup>th</sup>
- c. Little Land income and how it gets counted
- d. Giving Tuesday Update
- e. Family Connects Program

PFC is a 501(c)(3) non-profit organization supported by public and private funds through Smart Start, NC Pre-K, tax-deductible donations, and grants.



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#### 6. Grant Report<sup> $\triangle$ </sup> 9:45 am – 9:50 am

7. Other business 9:50 am

8. Adjournment\*

### FY 23/24 Meeting dates: 1/11/2024, 3/7/2024, 5/2/2024

\* Needs Action  $\ ^{\Delta}$  Information Only  $\ !$  Possible Conflict of Interest (Recusals)

OF CUMBERLAND COUNTY





ON-VOTING ATTENDEES: Mary Sonnenberg, Sharon Moyer, Pamela Federline, Ben Hughes, Elizabeth Simpler, Amanda Hamilton				
AGENDA ITEM	DISCUSSION & RECOMMENDATION:	ACTION	FOLLOW-UP	
1) Determination of Quorum & Call to Order	Determining a quorum was present, Ayesha Neal called the meeting to order at 9:02 AM.	Called to Order	None	
a) Welcome/Chair Comments	The chair welcomed everyone.	None	None	
	Welcome new member Amanda Klinck * <u>Required Document</u> link in agenda	None	None	
<ul><li>2) Review and Approval of Minutes</li><li>a) May 4, 2023</li></ul>	Ayesha Neal called for review and approval of the May 4, 2023, minutes. No changes were indicated. Erica Little motioned to approve, and Paige Ross seconded. Motion passed unanimously	Minutes Approved	None	
3) President's Report	Mary Sonnenberg presented the president's report	None	None	
4) Community Engagement Team Updates a) Current Projects	Sharon reported the 4 <sup>th</sup> Quarter/Year End NCPC Report FY 2022/2023         Sharon reported our social media Facebook page         -       7,200 Followers         -       6,800 Likes         -       16,700 Facebook Reach         -       700% Post Reached over 90 days prior         -       200% Post Engagement over 90 days prior	None	None	
	<ul> <li>Sharon reported <ul> <li>A QR code will be produced and located at the front desk to help us engage more with families</li> <li>We are in process of getting everything in order to move the main phone number to being answered in-person.</li> </ul> </li> </ul>			



Partnership for Children of Cumberland County, Inc.

Community Engagement and Development Committee Meeting Minutes

May 4, 2023 (9:02 am to 10:16 am)



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	<ul> <li>Library should hopefully be opening up in late December</li> <li>Back to School Bash at Fascinate-U will be in Aug and will have over 600 attendees</li> <li>Little Land: Down on the Farm will be an outreach event for 10 days starting in September at the Cumberland County Fair</li> <li>December 14<sup>th</sup>, 30<sup>th</sup> Anniversary. 30 Acts of Kindness. An email will be sent out if you would like to be involved.</li> </ul>	None	None
	<ul> <li>Ben Reported <ul> <li>Outreach digital market (View May, June, and July)</li> <li>Google Grant AD (View May, June, and July)</li> <li>Facebook-Media Shield (View May, June, and July)</li> <li>Updated Family Connects Assets</li> <li>Let's Get Enrolled ad is now on our local transportation buses and the sidewalk at the bus station on Hay Street</li> <li>Creating backdrops and design for the Cumberland County Fair Little Land Down on the Farm event</li> <li>August 30<sup>th</sup> meeting with Cumberland County Schools regarding video production project</li> </ul> </li> </ul>		
	<ul> <li>Sharon and Pamela Reported Salesforce Database <ul> <li>Long-term goal with sales force is to pull up any business or individual and see all of the connections they have with each other.</li> <li>Working on building a solid place to bring everything together, such as Gem Reports, Attendance reports, etc.</li> <li>Grant applications will be submitted to the sales force database</li> </ul> </li> </ul>		
	<ul> <li>Sharon and Pamela Reported Allocations and CE 'S Involvement</li> <li>Allocation cycle is every three years, 24/25, 25/26, 26/27</li> <li>Make sure we have as many organizations understand the process and apply</li> <li>Moving to a grant management module which is a web-based module</li> </ul>		
5) Family Connects Program	Liz reported - 298 Total births in the month of July - 251 Births eligible - 47 Not eligible - 36 Undetermined - 197 Accepted0 - 11 Declined/Undecided - More telehealth visits than in-home visits - Ben is updating family connects cards		



Partnership for Children of Cumberland County, Inc. Community Engagement and Development Committee Meeting Minutes May 4, 2023 (9:02 am to 10:16 am)



6) Grant Report	Pamela reported July 2022- June 2023 Grant report is attached		
7)Committee goal for FY 22/23 and Strategic Plan for Sustainability a) Next step in planning	<ul> <li>Sharon and Pamela reviewed the Board Survey draft.</li> <li>This committee is tasked with developing a fund development/philanthropy plan. Based on the data, it has been determined that the focus should be on individual donor cultivation and volunteerism (growing volunteers into donors).</li> <li>Sharon         <ul> <li>The final few changes have been made to the Board Survey</li> <li>Ask for members to complete the survey after the meeting and contact Sharon with any feedback by Monday at 5:00 pm</li> <li>If there are no changes to the survey, then it will be available by our next board meeting</li> </ul> </li> <li>The language to launch the survey is attached The deadline to complete is Sept 15<sup>th</sup></li> </ul>	None	None
8) Other Business	Little Land Event Saturday, February 10, 2024 – Save the date PFC 30 <sup>th</sup> Anniversary December 14 <sup>,</sup> 2023-Save the date Ayesha will not be at the October 5 <sup>th</sup> meeting. The updated meeting date is TBD	None	None
9)Adjournment	Ayesha Neal motioned to adjourn, Sharon Moyer second. The motion passed unanimously. The meeting was adjourned at 10:16 a.m.	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



351 Wagoner Drive, Suite 200, Fayetteville, NC 28303 P 910-867-9700 / F 910-867-7772 / ccpfc.org OF CUMBERLAND COUNTY

## President's Report Executive Committee (Acting on Behalf of Board) Charles Morris Room/Hybrid Thursday, September 28, 2023

A. NCPC/DCDEE Updates / Legislative Updates

- 1. NCPC
  - Child Care Health Consultant Activity the Health Department has filled the vacant Health Educator position and orientation has begun. The new staff person must be trained before going out into the field. This activity serves Cumberland and Hoke Counties.
  - Family Connects
    - a. The RFP for the nurse partner for the contract beginning December 1<sup>st</sup> was released. The review is in process and budgets and contracts with Family Connects, International are in review.
    - b. The catchment area for home visits continues to be babies born at Cape Fear Valley Health who reside in **Cumberland, Hoke and Robeson Counties.**

## 2. DCDEE

- NC Pre-K
  - a. Advances and August reimbursements were processed in today's check/ACH run. There are ongoing errors in the state system that delayed processing. Staff were diligent in addressing the issues so that payment could proceed.
  - b. The Governor directed \$8M in Governor's Emergency Education Relief (GEER) Funds to provide a one-time special allocation to the NC Pre-K program. The allocation is approximately \$3,860 per classroom. Each classroom must have qualified staff and at least one child who received services in the month of September. Classrooms that do not meet the criteria will not receive funding. Contracts were based on the number of classrooms at the end of August. There will not be GEER funding for additional classrooms. We will be working on contract amendments for this additional funding.
- **Region 5** The CORE contract and the new Family Child Care TA project are executed. Precontracting and budgets for our B3QI (formerly titled Infant Toddler services) and HSB (Healthy Social Behavior) contracts have been submitted. We received notification that each region is receiving an increase in the B3QI budget, including indirect costs. CCSA (Child Care Services Association) is the lead on the B3QI project and we are appreciative of the increase in year 2 of the contract.

## 3. State Level

- Budget has passed. Governor will let go into law without signing. See attached summary of items related to early childhood initiatives.
- Senate Bill 20, passed earlier in the long session, allocates \$74M to make the 2021 Child Care Subsidy reimbursement rate increase permanent and decouples private tuition rates from subsidy rates. Federal ARPA funds had been used to go to the 2021 market rates.
- 4. Federal Level
  - FY 24 Appropriations Process –While the Senate has passed spending bills on a bipartisan basis, the House has not at this point. A federal shutdown is looming if an agreement isn't reached by midnight on Saturday, September 30<sup>th</sup>.

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### **B.** Grant Opportunities/Updates/RFPs

- 1. **City of Fayetteville ARPA grant** MOUs with providers are in development. FCCH MOUs have been sent out and 4 of 5 are executed. Center MOUs in process. No funds have been dispersed to date from the \$200,000 advance.
- Cumberland County Revised Nonprofit Fiscal Recovery Assistance Program Funds were directed to support the Family Connects program. Contract has been revised and Partnership has signed. Executed contract pending going through county process. Presentations for this program will be done at the County Commissioner's meeting on Monday, October 2<sup>nd</sup> at 9:00 am.
- 3. Met with **Chamber of Commerce and the Economic Development Corporation** Monday, September 25<sup>th</sup> to discuss the child care crisis and the economic impact. Additional data is being put together as other stakeholders are added to the discussion group.

### C. Staff updates

- 1. Welcome Nikita Grayson, Provider Services Coach who joined the Partnership on August 29th.
- 2. **Farewell Kimberly Shaw, Program Specialist.** Kim has been a valuable part of the Family Services team for nearly ten years. She has roots in Wilkes County and plans to move back there with her husband in the near future. We wish her well as she leaves the Partnership and in her move.

### **D.** Events/Community Outreach

- 1. Little Land Down on the Farm September 1-10 at the County Fair. Focused on activities for young children and their families. The event started off with 800 young children and families attending. Partnership staff and collaborating agencies staffed the area throughout the fair. It was a great outreach event and we look forward to growing its presence at the fair next year. Thanks to Board member Lisa Childers for getting the ball rolling last year to have this special area at the fair.
- 2. **PFC United Way Campaign/Food Drive** Campaign kicked off on September 27. We will be doing a Food Drive as part of the campaign. Boxes will be located throughout the building for donations.
- 30<sup>th</sup> Anniversary for Partnership for Children of Cumberland County December 2023. The celebration will occur on Thursday, December 14 from 1:00-7:00 pm at the Partnership. The next planning meeting will be on Tuesday, October 3<sup>rd</sup> at 10:00 am. Board members and staff are asked to attend. Please let Daniele Malvesti (<u>dmalvesti@ccpfc.org</u>) know if you can come.
- 4. Little Land Saturday, February 10, 2024 Save the Date.

# NCPC and Smart Start Network: Review of 2023 Appropriations Act

Citation	Special Provision/Allocation
SECTION 5.4. CAP STATE-FUNDED PORTION OF NONPROFIT SALARIES SECTION 7.54 (a – e) INCREASE AMOUNT FOR DEVELOPMENTAL DAY CENTERS/CARRY FORWARD GRANT RESERVE/REPORT	Changes non-profit salary cap from \$120,000 to \$140,000. No more than \$140,000 in State funds, including any interest earnings accruing from those funds, may be used for the annual salary of any individual employee of a nonprofit organization. Increases the reimbursement rate for Developmental Day Centers up to a maximum of \$1,350/month per child.
SECTION 9B.9. (a-b) MANAGEMENT FLEXIBILITY FOR THE DEPARTMENT OF HEALTH AND HUMAN SERVICES TO EXPEND CERTAIN ARPA TEMPORARY SAVINGS FUND APPROPRIATIONS FOR PURPOSES RELATED TO CHILD AND FAMILY WELL-BEING	Provides \$80 million total \$20 million (non- recurring for 2023-24 and \$60 million (non-recurring for 2024-25) to DHHS to provide supports to families and other caregivers caring for children with behavioral health or other special needs and strengthen available specialized behavioral health treatment. DHHS may allocate these funds to the Division of Child Welfare and Family Well-Being; the Division of Mental Health, Developmental Disabilities, and Substance Use Services; and the programs and initiatives the Department deems necessary, as long as such programs and initiatives are consistent with the purposes described in this section.
SECTION 9D.1.(a1) NC PRE-K PROGRAMS/STANDARDS FOR FOUR- AND FIVE-STAR RATED 21 FACILITIES	Increases NC Pre-K class size from 18 to 20 children. The classroom shall not exceed a maximum staff-to- child ratio of one to 10 with a maximum class size of 20 children, with at least one teacher and one teacher assistant per classroom.
SECTION 9M.1.(q) SOCIAL SERVICES BLOCK GRANT	\$1,582,000 to Child Advocacy Centers \$1,582,000 appropriated in the Social Services Block Grant for each fiscal year of the 2023-2025 fiscal biennium to DHHS, DSS to continue support for the Child Advocacy Centers.

# NCPC and Smart Start Network: Review of 2023 Appropriations Act

Citation	Special Provision/Allocation
SECTION 9D.5.(b) ADMINISTRATION	Allows Smart Start to charge 10% administrative
	overhead of total allocation, up from the previous
SMART START INITIATIVES	cap.
SECTION 9D.8.	\$525,000 each year of the biennium (non-recurring)
INCREASE PROVISION OF IN-HOME CHILD	to establish a pilot program that provides business and financial assistance in creating and sustaining
CARE/PILOT PROGRAM	family childcare home programs
SECTIONS 9D.9. (a-g)	\$900,000 each year of the biennium (non-recurring)
	to establish the Tri-Share child care pilot program,
TRI-SHARE CHILD CARE PILOT PROGRAM	with three Local Partnerships serving as regional
	facilitator hubs.
	A regional facilitator hub may use up to nine 9% of
	its allocation for administrative costs and the
	provision includes a reporting requirement.
SECTION 9D.10 (a-b)	Increases the number of children allowed to be
	enrolled in family child care home programs from 9
INCREASE CAPACITY/FAMILY CHILD CARE HOMES	to 10 children.
SECTION 9D.11	Instructs DCDEE to use any remaining federal ARPA
	funds from the 2021 appropriation to extend
EXTEND COMPENSATION GRANTS FOR CHILD	compensation grants; DCDEE estimated the funding
CARE PROGRAMS	will extend the grants until June 2024 during a prior
	communication. This provision does not include any
	new or additional funding.
SECTION 9H.15.	State Office of Child Fatality Prevention established
	within DHHS, Division of Public Health, as lead
REVISIONS TO STRENGTHEN THE CHILD	agency for NC child fatality prevention.
FATALITY PREVENTION SYSTEM	
ESTABLISHMENT AND FUNDING OF STATE	
OFFICE OF CHILD FATALITY PREVENTION	
WITHIN THE DEPARTMENT OF HEALTH AND	
HUMAN SERVICES, DIVISION OF PUBLIC	
HEALTH	
SECTION 9J.11.	\$3,000,000 in recurring funds for each year of the
CHILD ADVOCACY CENTER FUNDS	2023-2025 fiscal biennium to be allocated to the
	Children's Advocacy Centers of North Carolina, Inc. (CACNC), a nonprofit organization.

# NCPC and Smart Start Network: Review of 2023 Appropriations Act

Citation	Special Provision/Allocation
SECTION 9M.1x	\$1,350,000 for each year of the 2023-2025 fiscal
	biennium shall be used to establish 18 new positions
CHILD CARE AND DEVELOPMENT FUND	in DCDEE (A portion CCDF federal funds will be
BLOCK GRANT (CCDF)	used))
SECTIONs 27.10 (a -b)	Joint Legislative Commission on Governmental
GOVOPS MODIFICATIONS	Operations can study the efficiency, economy, and
GOVOPS MODIFICATIONS	effectiveness of any State agency, public authority, unit of local government, non-State entity receiving
	public funds.
	Includes investigating possible instances of
	misfeasance, malfeasance, nonfeasance,
	mismanagement, waste, abuse, or illegal conduct
	and requesting access to documents as part of the investigation.
Committee Report	\$1.2 million each year of the biennium (recurring) to
•	provide child care support for parents who are
	enrolled in community colleges (in Committee
	Report)
	\$1.5 million (non-recurring) for Dolly Parton's
	Imagination Library for each year of the fiscal
	biennium.
	Cabarrus County Partnership for Children
	\$2,000,000 (non-recurring for 2023-24)
	Partners for Children & Families, Inc. (Moore County)
	\$100,000 (non-recurring for 2023-24)
	Children's Council of Watauga County, Inc.
	\$50,000 (non-recurring for 2023-24)
	One Place
	\$3,500,000 (non-recurring for 2023-24)

## Partnership for Children Giving Survey, 2023 Initial Results

Describe 🖉 01: The Partnership for Children (PFC) is interested in your feedback on a few questions related to how donors give in our community. The survey should take about five minutes to complete. Please tell us y Filters

Summary of Q1: The Partnership for Children (PFC) is interested in your feedback on a few questions related to how donors give in our community. The survey should take about five minutes to complete. Please tell us your relationship to PFC. (Check all that apply) - Selected Choice

Q1: The Partnersh Selected Choice	Checked Percent	• \$	CheckCount 💠	Sample Size
Board Member		75.0%	6	
Committee Member		62.5%	5	
Interested Community Member		25.0%	2	
Parent/Caregiver		12.5%	1	
Other		12.5%	1	
Staff Member		0.0%	0	
Child Care Provider		0.0%	0	

#### Describe 🔽 Q2: In your own words, tell us why you select a particular organization/nonprofit to receive your donati

Filters  $\cdots$   $\times$ 

#### Summary of Q2: In your own words, tell us why you select a particular organization/nonprofit to receive your donati

Q2: In your own wceive your donati	Checked Percent		-	\$	CheckCount 🗢	Sample Size
Organization impact in the community	·			75.0%	6	
Personal connection to organization or cause				62.5%	5	
Meaningful services (same as impact in community)				62.5%	5	
Organization is mission driven				50.0%	4	
Trust the organization	-	-4		37.5%	3	
Organization engages donors	4			0.0%	0	
Tax benefits of giving				0.0%	0	

#### Describe 🖌 Q3: What type of local charitable organizations do you support? (Please select all that apply) - Selected Choice

Filters  $\cdots$   $\times$ 

#### Summary of Q3: What type of local charitable organizations do you support? (Please select all that apply) - Selected Choice

Q3: What type of Selected Choice	Checked Percent		-	\$	CheckCount 💠	Sample Size
Education - Birth to K-12				87.5%	7	3
Human Services - Children		<u>.</u>		75.0%	6	
Arts, Culture, and Humanities				62.5%	5	3
Sports / Athletics				50.0%	4	
Education - Postsecondary				37.5%	3	
Human Services - Adults				37.5%	3	3
Literacy				37.5%	3	
Other (Please describe)				37.5%	3	3
Environment				25.0%	2	
Public Safety				12.5%	1	3
	0.0% 20.0%	40.0% 60.0%	80.0% 100.0%			

## Partnership for Children Giving Survey, 2023 Initial Results

Summary of Q4: When do you give to lo	al charitable organizations? (Please select all tha	t apply) - Selected Choice			
Q4: When do you g Selected Choice	Checked Percent	•	\$	CheckCount 🗘	Sample Size
When someone asks me to give (e.g. School fundrais	·		87.5%	7	8
Monthly			37.5%	3	į
Once a Year			25.0%	2	8
The end of the year	· · · · · · · · · · · · · · · · · · ·		25.0%	2	ł
Other (Please describe)			25.0%	2	8
Twice a Year			12.5%	1	8
Every Other Year			0.0%	0	8
	.0% 20.0% 40.0% 60.0%	80.0% 100.0%			

Summary of Q5: Please tell us your preferred method for donating to local charitable organizations. (Please select all that apply) - Selected Choice

Q5: Please tell u Selected Choice $\diamond$	Checked Percent			-	\$	CheckCount 🗘	Sample Size
Credit / Debit Card					87.5%	7	)
Online portal (secure website or app)					62.5%	5	
Paper Check					25.0%	2	
Recurring Donations	,				25.0%	2	1
Cash		-			0.0%	0	1
Other (Please describe)					0.0%	0	)
	0.0% 20.0%	40.0% 60.0	80.0%	100.0%			

Describe 🗸 Q6: Do you give in any of the following ways? (Please select all that apply) - Selected Choice

#### Summary of Q6: Do you give in any of the following ways? (Please select all that apply) - Selected Choice

Checked Percent			•	\$	CheckCount ≑	Sample Size
· · · · · ·				50.0%	4	
				37.5%	3	
				25.0%	2	
·				25.0%	2	
				25.0%	2	
-				12.5%	1	
				12.5%	1	
	Checked Percent	Checked Percent	Checked Percent	Checked Percent	58.0%           37.5%           25.0% </td <td>59.0%     4       37.5%     33       25.0%     25       25.0%     25       25.0%     25       25.0%     25       25.0%     25       12.5%     12</td>	59.0%     4       37.5%     33       25.0%     25       25.0%     25       25.0%     25       25.0%     25       25.0%     25       12.5%     12

Describe 🖌 Q7: After donating to an organization, how do you prefer to be thanked or recognized? (Please check all that apply) - Selected Choice

Filters ···· ×

Summary of Q7: After donating to an organization, how do you prefer to be thanked or recognized? (Please check all that apply) - Selected Choice

Q7: After donatin Selected Choice	Checked Pe	rcent				-	\$	CheckCount 🗘	Sample Size
Email note of thanks				P			87.5%	7	8
Text note of thanks							50.0%	4	8
Mailed note of thanks							12.5%	1	8
Social Media/Website thank you mention/thanks							12.5%	1	8
Other (Please describe)							12.5%	1	8
	0.0%	20.0%	40.0%	60.0%	80.0%	100.0%			

# Partnership for Children Giving Survey, 2023 Initial Results

Describe 🖌 Q8: Please tell us if you have participated in any of the following Partnership for Children funded program(s)? (Select all that apply)

Filters  $\cdots$   $\times$ 

# Summary of Q8: Please tell us if you have participated in any of the following Partnership for Children funded program(s)? (Select all that apply)

Q8: Please tell ut all that apply)	Checked Percent	\$	CheckCount 🌻	Sample Size
Pre-K Programs		85.7%	6	
Free Books (Dolly Parton Imagination Library, etc.)		57.1%	4	
Parent Education		42.9%	3	
Child Care Teacher Professional Development		42.9%	3	
Diapers		28.6%	2	
Parent/Child Playgroups		14.3%	1	
Help with finding child care		14.3%	1	
Lending Library		14.3%	1	
Newborn Home Visits		0.0%	0	
Help paying for child care		0.0%	0	
WAGE\$		0.0%	0	
Other Family Resource Center programs		0.0%	0	