

## Community Engagement and Development Committee

Thursday, January 11, 2024 ▪ 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

- a. Welcome/Chair Comments

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

- a. October 12, 2023

### 3. Committee goal: Strategic Plan for Sustainability – 9:10 – 9:25 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 and board sustainability planning – Sharon/Mary

### 4. President's Report<sup>Δ</sup> 9:25 – 9:45 am

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

- a. Highlights from Q2 Reporting for FY23/24
- b. Projects
  - i. Salesforce Database – Sharon and Pamela
  - ii. Outreach
    1. Little Land – Feb. 10<sup>th</sup>
    2. Kindness Awards
- c. Giving Tuesday Update
- d. Family Connects Program

### 6. Grant Report<sup>Δ</sup> 10:15 – 10:30 am - Pamela

### 7. Other business 10:30 am

- a. Board and Committee Member learning tracts – Sharon and Ayesha

### 8. Adjournment\*

**FY 23/24 Meeting dates:** 3/7/2024, 5/2/2024

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



**Partnership for Children of Cumberland County, Inc.**  
**Community Engagement and Development Committee Meeting Minutes**  
**October 12, 2023 (8:33 am to 10:07 am)**



<b>MEMBERS PRESENT:</b> Ayesha Neal (Chair), Amanda Klinck, Bersuada Saunders-Clarke, Paige Ross <b>MEMBERS ABSENT:</b> Erica Little, Dorothy Strahley <b>NON-VOTING ATTENDEES:</b> 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 8:33 AM.	Called to Order	None
a) Welcome/Chair Comments	The chair welcomed everyone and our new board member, Ms. Bersuada Saunders-Clarke. Introduction from Ms. Bersuade Saunders-Clarke and Amanda Klinck  <a href="#">Required Document</a> needs to be turned in.  Vacancies on the committee have been filled.	None  None	None  None
2) Review and Approval of Minutes	Ayesha Neal called for review and approval of the August 3, 2023, minutes. No changes were indicated. Amanda Klinck motioned to approve, and Bersuada Saunders-Clarke seconded. Motion passed unanimously	Minutes Approved	None
a) August 3, 2023			
3) President's Report	Mary Sonnenberg presented the president's report.	None	None
4) Community Engagement Team Updates	Highlights from Q1 Reporting for FY 23/24 July 1 <sup>st</sup> – September 30 <sup>th</sup> Sharon presented Daniele's report.	None	None
a) Current Projects	<ul style="list-style-type: none"> <li>- Worked with over 20 different agencies and organizations to include Fort Liberty via collaborative meetings, events, etc.</li> <li>- Over 14 projects servicing internal and external entities</li> <li>- Participated in the CC Fair hosting Little Land: Down on The Farm. Provided age-appropriate activities for ten days and placed over 700 books in the hands of children while providing resources and program awareness to families</li> </ul> Salesforce Database – Sharon and Pamela presented <ul style="list-style-type: none"> <li>- Working to make salesforce our single form of truth.</li> <li>- Working on grant module</li> </ul> Sharon explains Allocations and CE's Involvement		



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<p>b) Upcoming Projects</p>           <p>5) Family Connects Program</p>           <p>6) Grant Report</p>	<p>Outreach - Sharon presented</p> <ul style="list-style-type: none"> <li>- Little Land: Down on the Farm – September Provided over 700 books Chance to promote Little Land on February 10, 2024 Thanks to Lisa Childers for inviting us out to the Cumberland County Fair</li> <li>- Celebrating 30 years Daniele Malvesti is in charge of the celebration The next planning meeting will be on October 24 at 10:00 am Event date/time December 14, 2024, 1:00 pm – 7:00 pm</li> <li>- Little Land Located at the Crown Coliseum Save the Date flyers are out, and some are located at the front desk Event date/time February 10, 2024, 10:00 am – 2:00 pm</li> </ul> <p>Little Land income and how it gets counted-Sharon</p> <ul style="list-style-type: none"> <li>- Income gets counted as program income which means it has to be spent the same way Smart Start money is spent.</li> </ul> <p>Giving Tuesday Update – Sharon</p> <ul style="list-style-type: none"> <li>- 79 organizations will be participating in a collective Giving Tuesday campaign. More information will be provided within the next three weeks</li> <li>- Cumberland Community Foundation is trying to make sure people have end of life-giving</li> </ul> <p>Liz presented October 2021 Family Connects program begins</p> <ul style="list-style-type: none"> <li>- 7,128 Births Cape Fear Valley</li> <li>- 6,173 Eligible Births</li> <li>- 2,779 Visits</li> <li>- 2,044 Telehealth/over phone</li> <li>- 535 In-home</li> <li>- 46 Open cases</li> <li>- Couple 100 Pending Schedule</li> <li>- 2,875 total connections with families</li> <li>- 8,478 Referrals</li> <li>- 4C to be awarded the contract for RFP</li> <li>- Families will now receive a baby bundle upon finishing a visit with Family Connects</li> </ul> <p>Pamela Presented the grant report. Report attached.</p> <ul style="list-style-type: none"> <li>- Applied for a 25,000 grant from Kohl’s</li> </ul>	<p>None</p>	<p>None</p>
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<p>7) Committee goal for FY 22/23 and Strategic Plan for Sustainability  a) Next step in planning</p>	<p>Next steps in planning - Sharon and Pamela</p> <p>The Community Engagement and Development Committee 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.</p> <p>Survey</p> <ol style="list-style-type: none"> <li>1. Results and what they mean <ul style="list-style-type: none"> <li>- Pamela explains the results from the Partnership for Children Giving survey</li> <li>- Survey was completed by board and committee members</li> <li>- Initial Results report attached</li> </ul> </li> <li>2. Next Steps <ul style="list-style-type: none"> <li>- Question #7 Changing mailed note of thanks to a handwritten note of thanks</li> <li>- Adding Anonymous to question #7</li> <li>- Adding an online giving confirmation screen</li> <li>- Pamela will create a new QR code or hyperlink for the updated survey</li> </ul> </li> </ol>		
<p>8) Other Business</p>	<p>Little Land Event February 10, 2023, 10:00 am – 2:00 pm at The Crown Expo  Celebrating 30 Years Thursday, December 14, 2023, 1:00 -7:00 pm.</p>	<p>None</p>	<p>None</p>
<p>9) Adjournment</p>	<p>Bersuada Saunders-Clarke motioned to adjourn, Paige Ross second. The motion passed unanimously. The meeting was adjourned at 10:07 a.m.</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

**President's Report**  
**NC Pre-K Planning Committee & Board of Directors Meeting**  
**Charles Morris Room**  
Thursday, December 14, 2023

**A. NCPC/DCDEE Updates / Legislative Updates**

**1. NCPC**

- Our amendment for Carry-forward funds has been executed. Subcontracts are in process.
- NCPC submitted their 2022-2023 Impact Report of the North Carolina Partnership and Smart Start to the North Carolina General Assembly, as required by G.S. 143B-168.12(d).  
[Annual Report | Smart Start - NC Partnership for Children](#)

**2. DCDEE**

- **Region 5** reimbursements are still in arrears. We have received July and August payment for the CORE contract. We are in touch with Southwestern Child Development Center and DCDEE regarding delays in payment.
- **QRIS Modernization** – Following the quarterly Child Care Commission Meeting on December 11, 2023, NCDHHS released an updated **draft of the Quality Rating and Improvement System** (QRIS) recommendation presentation. Anyone interested in providing feedback regarding the Draft plan can submit feedback to [DCDEE\\_QRIS@dhhs.nc.gov](mailto:DCDEE_QRIS@dhhs.nc.gov). The Commission's QRIS sub-committee will review feedback in preparation for the next quarterly Commission meeting in February 2024.

**3. State Level**

- **Medicaid Expansion – began December 1, 2023.** NC DHHS launched a new website to help with community outreach. The website includes basic information on eligibility for Medicaid coverage, details of costs and coverage, and free materials to help nonprofits provide clear and accurate information about Medicaid and Medicaid expansion.

**4. Local Level**

- The City of Fayetteville is applying for the Murchison Choice Neighborhood Plan. Several Partnership staff participated in the planning phase for this Choice Neighborhood project over the past several years. This is an exciting proposal for the revitalization of the Murchison Road corridor. The most immediate step is writing letters of support. The Partnership can be a key collaborator in bringing early childhood support to the plan.

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

- **Cumberland County Community Agency Grant** – received the grant application from the County budget office on December 1, 2023. The Grants Team is working on the application which is due by January 31, 2024. The request will be to support the Family Connects program for FY25.
- **City of Fayetteville ARPA grant** – MOUs with providers have been executed. Additional information is being provided to facilitate reimbursement requests. A revised budget has been submitted for the contract amendment to decrease the allocation to \$600,000.
- **Cumberland County Revised Nonprofit Fiscal Recovery Assistance Program** – Funds were directed to support the Family Connects program. A subcontract has been executed with 4C, our nurse partner, to utilize these funds for nursing personnel following the end of the PDG pilot funding per the grant narrative and budget.
- **First Citizens grant** – submitted for operations funding for the Family Resource Center due to increased operating costs. Additional financial information was requested from First Citizens and has been submitted.

- **Cumberland Community Foundation** – We received the final grant payment of \$50,000 from the Elizabeth A. Hudspeth Endowment Fund of the Cumberland Community Foundation, Inc. This was a five-year grant for the Family Connects program.
- **Cumberland Community Foundation Giving Tuesday campaign** – The campaign was a huge success, with a 33% increase in donors. We are expecting our donor list this week and checks are to be distributed next week.

#### C. Staff updates

- **Thank you – Mercedes Reaves, NC Pre-K Program Specialist Temp.** Her last day with us is December 15<sup>th</sup>. She has been a tremendous help with the NC Pre-K programs as we processed applications and got the school year started.
- **Welcome – Vianey Graham, Regional Coach and Linda Washington, Program Specialist NC Pre-K** who started on December 8<sup>th</sup>. When we return after the holiday break, we will welcome **Brianna Brown, Program Specialist NC Pre-K, Shariah James, Family Childcare Consultant, Kathleen Hoffler, Family Childcare Consultant and Bianca Morales, Program Support Specialist for Family Connects** who will all start on January 3<sup>rd</sup>.

#### D. Events/Community Outreach

- **The 2023 Barnes and Noble Fayetteville book drive officially concluded on December 8<sup>th</sup> successfully yielding over 1,600 books to place in the hands of local children.** Though the drive has ended, Barnes and Noble has chosen to leave the donation baskets at the registers until the week of December 24<sup>th</sup>. Any additional books collected will be provided to the Partnership in January 2024. This is one way we have books to give out to children during Outreach Events. We are greatly appreciative of this collaboration with our local Barnes and Noble store.
- **NC Pre-K Let's Get Enrolled** will launch January 17, 2024 for applications for the 2024-2025 school year.
- **Little Land Saturday, February 10, 2024 – Save the Date.** More information will be coming but we will need volunteers, providers and community agencies to participate. Contact Daniele Malvesti Petti ([dmalvesti@ccpfc.org](mailto:dmalvesti@ccpfc.org)) if you already have ideas or activities for Little Land.