

Community Engagement and Development Committee

Thursday, March 19, 2024 ▪ 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* 9:00 am

- a. Welcome/Chair Comments

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

- a. January 11, 2024

3. President's Report^Δ 9:10 – 9:25 am

4. Community Engagement Team Updates^Δ 9:25 – 9:55 am

- a. Projects
 - i. Salesforce Database – Sharon and Pamela
 - ii. Outreach
 - 1. 2024 Little Land – Feb. 10th
 - 2. 2025 Little Land – Feb. 15th
 - 3. 2024 Kindness Awards – Tentative Nov. 7 (Thursday)
- b. Daniele Updates
- c. Sharon Updates

5. Grant Report^Δ 9:55 – 10:05 am – Pamela

6. Board and Committee Learning Tracts 10:05 – 10:45

- a. How do we answer people when they ask what the Partnership for Children does?
- b. How do we develop a short synopsis of what we do?
- c. What is the Partnership for Children?
- d. How do we train ourselves and our board members on what we do at Partnership for Children?
- e. Long-term goal – small community meetings

7. Other business 10:45 am

a. CED Committee Leadership FY24/25

8. Adjournment*

FY 23/24 Meeting dates: 5/2/2024

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



Partnership for Children of Cumberland County, Inc.
Community Engagement and Development Committee Meeting Minutes
January 11, 2024 (9:04 am to 10:38 am)



MEMBERS PRESENT: Ayesha Neal (Chair), Paige Ross, Dorothy Strahley, Erica Little MEMBERS ABSENT: Bersuada Saunders-Clark and Amanda Klinck NON-VOTING ATTENDEES: Mary Sonnenberg, Sharon Moyer, Pamela Federline, Ben Hughes, Daniele Malvesti, 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 9:04 AM.	Called to Order	None
a) Welcome/Chair Comments	The chair welcomed everyone.	None	None
2) Review and Approval of Minutes		None	None
a) October 12, 2023	Ayesha Neal called for review and approval of the October 12, 2023, minutes. No changes were indicated. Dorothy Strahley motioned to approve, and Paige Ross seconded. Motion passed unanimously	Minutes Approved	None
3) President's Report	Mary Sonnenberg presented the president's report. Report attached.	None	None
4) Community Engagement Team Updates		None	None
a) Current Projects	Highlights from Q2 Reporting for FY 23/24 October 1 st – December 31 st Daniele's report <ul style="list-style-type: none"> - Each quarter, we do a special story, and this quarter's special story will highlight the 30-year celebration of PFC. Ben reported <ul style="list-style-type: none"> - Highlighted the last three months of the Google AD Grant - Updated graphic work for the Let's Get Enrolled Campaign Salesforce Database – Sharon and Pamela reported <ul style="list-style-type: none"> - Still working to make salesforce our single form of truth. - Still working on the grant module - Developing a grant submission portable - Use submission portable for future RFPs - Parent Portal coming next fiscal year 		



Partnership for Children of Cumberland County, Inc.
Community Engagement and Development Committee Meeting Minutes
January 11, 2024 (9:04 am to 10:38 am)



<p>b) Current Projects</p>	<p>Outreach - Sharon presented</p> <ul style="list-style-type: none"> - 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 - Volunteer Schedule will be out soon - In works with the Fort Fisher Aquarium - Arts Council has generously agreed to pay up to \$1,000 for arts and entertainment - Carolina Fun Factory will be in attendance with their train and jumbo inflatables - Possibly have a sensory space for children on the spectrum <p>Kindness Awards – Sharon reported</p> <ul style="list-style-type: none"> - The goal is to do another Kindness Awards event next year in the Fall - Getting our community partners involved next year <p>Giving Tuesday Update – Sharon reported</p> <ul style="list-style-type: none"> - We had more than \$12,000 between the amplified gift and straight donations - 33% increase in donors 	<p>None</p>	<p>None</p>
<p>5) Family Connects Program</p>	<p>Sharon report Introduction of Bianca Morales, our new employee of Family Connects as their family support specialist October 4, 2021 – November 30, 2023</p> <ul style="list-style-type: none"> - 6,500 Eligible Births - 4,800 Visits - 619 Declines - 60% completed scheduled visits - 10,000 Referrals 		
<p>6) Grant Report</p>	<p>Pamela Presented the grant report. Report attached.</p> <ul style="list-style-type: none"> - We have been awarded the \$50,000 grant from Cumberland County Nonprofit Covid Assistance program in July 2023 - Kohls Care has awarded PFC with \$25,000 on January 3, 2024 - First Citizens Bank Community Grant we asked for \$100,000, and we were awarded \$10,000 on January 4, 2024 		



Partnership for Children of Cumberland County, Inc.
Community Engagement and Development Committee Meeting Minutes
January 11, 2024 (9:04 am to 10:38 am)



<p>7) Committee goal for FY 23/24 and Strategic Plan for Sustainability</p>	<p>Pamela and Sharon Report 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). Survey <ul style="list-style-type: none"> - Pamela explains the results from the Partnership for Children Giving survey - Survey was completed by board and committee members - Eight people completed the survey - Deciding to push out another survey Next Steps <ul style="list-style-type: none"> - Pamela will create a postcard QR code for the survey </p>		
<p>8) Other Business</p>	<p>Board and Committee Member Learning Tracts – Sharon and Ayesha reported Three service buckets <ul style="list-style-type: none"> - Advance the well-being of children - Strengthens the Early Care Education System - Empowers Family How do we answer to people when they ask what does the Partnership for Children do? How do we develop a short synopsis of what we do? What is the Partnership for Children? and how do we train ourselves and our board members on what we do at Partnership for Children? Recommendation for committee <ul style="list-style-type: none"> - Creating a short video of PFC and all the things we do - Having the community and board members come into the PFC building and getting a tour of everything that PFC offers Ayesha reported This will be Ayesha’s last year as chair on the board for CED. If anyone is interested in being chair for the CED committee feel free to email Ayeshaneal@gmail.com or smoyer@ccpfc.org.</p>	<p>None</p>	<p>None</p>
<p>9) Adjournment</p>	<p>Ayesha Neal motioned to adjourn. Motion passed unanimously. The meeting was adjourned at 10:38 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

President's Report
NC Pre-K Planning Committee & Board of Directors Meeting
Charles Morris Room/ Hybrid
Thursday, February 29, 2024

A. NCPC/DCDEE Updates / Legislative Updates

1. NCPC

- NCPC and DCDEE selected three Local Partnerships as regional hubs in the **Tri-Share Pilot** (details in attached flyer). These Local Partnerships will implement Tri-Share and serve as hubs across multiple counties. Selected regional hubs include Martin-Pitt Partnership for Children, serving Martin and Pitt Counties; Partners for Children and Families of Moore County, serving Moore, Chatham, Cumberland, Hoke, Montgomery, Richmond, and Scotland Counties; and Cleveland County Partnership for Children and Families, serving Cleveland, Rutherford, Henderson, Lincoln, and Gaston Counties.
- The Partnership is in the Allocation cycle for local funds for the next three years (FY 25, 26, & 27). Presentations were done for the Allocation Committees on February 12. The committees will meet again on March 12 to review the presentations and make recommendations for the Board of Directors at the April Board meeting.
- **Carryforward caps** are being implemented on Smart Start funding. Caps range from 3-6% depending on the size of the local partnership budget. **The Partnership's cap is 4%, which means that PFC should not revert more than \$307,816 of our total Smart Start available funds for FY23-24. This amount includes DSS and WAGES.**
- **Smart Start Reversions/Reallocations:** There will be two reversion/reallocation opportunities in the coming weeks.
 1. The first is a TANF/CCDF Subsidy Reversion/Reallocation. We are currently meeting our subsidy requirements and will not be making a reversion or requesting additional funds.
 2. The second is a General Smart Start Funds Reversion/Reallocation. We do not anticipate doing a reversion at this point in the year. We did request for Reallocation funds for WAGES.

2. DCDEE

- **Region 5** reimbursements are still in arrears. Payments have been coming in batches. We continue to be in touch with Southwestern Child Development Commission and DCDEE regarding delays in payment. This is the second consecutive year that payments have been significantly in arrears from Southwestern Child Development Commission for the Region 5 grants. The amount in arrears as of February 27, 2024 is \$276,869.
- **NC Pre-K Increased Ratios – we received guidance in late December from DCDEE that the NC Pre-K Planning Committee cannot limit classroom size or ratios. The NC Pre-K Planning Committee can determine the number of NC Pre-K slots that are allocated to programs.**

3. State Level

- Reimbursements from state contracts were delayed due to changes in the State Controllers software platform since December. This impacted **all** of our reimbursements from state contracts. The primary impact of such delays is for the NC Pre-K reimbursements to the Partnership, which results in payment delays to the NC Pre-K providers. As of this week, reimbursements from NCPC and NC Pre-K are up to date.
- Short Session of the General Assembly begins Wednesday, April 24th.

4. Federal Level

- The House, Senate, and President approved continuing resolutions through March 1 and 8, 2024, to avoid a federal shutdown. Negotiations continue as these deadlines approach.

5. Local Level

- **Murchison Choice Neighborhood Plan:** The letter of support was submitted by the January 12, 2024 deadline. City staff was at the February Board meeting to provide additional information to answer questions about the parameters and guidelines of the project. The Partnership is a key collaborator in bringing early childhood support to the plan should it get funded.

B. Grant Opportunities/Updates/RFPs

- **City of Fayetteville ARPA grant** – Reimbursement information has gone out to those programs that are eligible for these funds. A revised budget was submitted for the contract amendment to decrease the allocation from \$1,000,000 to **\$600,000**, and the amendment has been executed.
- **First Citizens grant** – Received an award of **\$10,000** for general operating expenditures.
- **Cumberland Community Foundation Giving Tuesday campaign** – The campaign was a huge success, with a 33% increase in donors. We received **\$9,640.00** in donations and **\$3,080.27** from the match, for a total of **\$12,720.27**. We are grateful to the Cumberland Community Foundation for taking on this endeavor for the nonprofits in our community.
- **Kohl's National Giveback Initiative** – The Partnership was the recipient of a **\$25,000** award. We were among 4 recipients in North Carolina. We have a long history of collaboration and volunteerism with our local Kohl's store.
- **County of Cumberland – Nonprofit Fiscal Recovery Assistance Grant** – Carolina Collaborative Community Care (4C) fulfilled the \$50,000 grant deliverables in January 2024 and was reimbursed accordingly. The Partnership submitted the payment request to the County, and reimbursement has been approved and received.
- **The Cumberland County Community Funding Application** was submitted on January 30, 2024. Funds were requested to support the Family Connects Activity for FY25. We will continue to seek additional grant funding to sustain the Family Connects Program.

C. Staff Updates

- **Farewell Ben Hughes, Visual Communications Designer, and Terence Poole, Caseworker.** Ben has accepted a position with the City of Fayetteville as their new Graphic Design Manager. His last day with the Partnership is March 1st. We wish him the best in his new role. Terence resigned to pursue other opportunities on February 6th. We wish him success in his future endeavors.
- **Congratulations to Steve Riley, IT Administrator, on his retirement after over 20 years of service to the Partnership.** Steve's last day will be March 1st. **We will celebrate Steve's retirement next Wednesday, March 6th from 1:00-3:00 pm. Please join us for the celebration.**
- **Jeremy Julch will oversee IT operations as the Interim IT Administrator, effective March 4th. Staff will be notified when the position is open for recruitment.**
- **Open positions are on the PFC website with a link to Indeed.** If you have any questions, please get in touch with Anthony Ramos (aramos@ccpfc.org).

D. Events/Community Outreach

- **NC Pre-K Let's Get Enrolled** launched January 17, 2024 for applications for the 2024-2025 school year. Please share the URL: ccpfc.org/letsgetenrolled
- **Little Land Saturday, February 10, 2024, 10:00 am – 2:00 pm was a HUGE success! Over 1,500 children and families attended the event. Thanks to those who volunteered at the event.**
- **SAVE THE DATE for Little Land, Saturday, February 15, 2025.**



Tri-Share Child Care Pilot

The North Carolina Partnership for Children, Inc. (NCPC) in collaboration with the North Carolina Division of Child Development and Early Education (DCDEE), will launch a pilot in 2024 to implement the Tri-Share Child Care program. Tri-Share is a public/private partnership that shares the cost of child care equally between employers, eligible employees, and the state.

Tri-Share Goals

- ✓ Make high-quality child care affordable and accessible for working families.
- ✓ Help employers retain and attract employees.
- ✓ Help stabilize child care businesses.

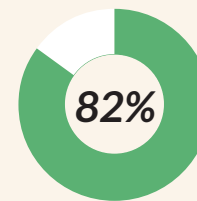
Tri-Share Components

- ✓ Up to three regional hubs from the Smart Start Network will be selected, including at least one Tier 1 hub.
- ✓ \$900,000/year to be divided evenly between regional hubs for fiscal years 2023-2024 and 2024-2025.
- ✓ Regional Hubs may use up to 9% of funding for administration.
- ✓ Qualifying families will be:
 - Employed by a participating business.
 - Have a household income between 185% and 300% of the federal poverty level.
 - Otherwise be ineligible for other subsidized child care.



Participants in the Michigan Tri-Share pilot found that:

On average, employee participants decreased their monthly child care costs by \$464, or 65 percent.



82% of employees agreed or strongly agreed that Tri-Share makes them more likely to keep working and stay in their current job.



Regional Hub Responsibilities

- ✓ Ensuring payment for the cost of child care is divided equally between an employer, an eligible employee, and the state.
- ✓ Coordinating payments between employers, families, and the state
- ✓ Recruiting participating employers.
- ✓ Verifying that participating child care providers are licensed.

Find out more about Tri-Share by contacting:

Angela Lewis, NCPC's Early Care and Education Manager, at alewis@smartstart.org.

Thank you for your interest in supporting North Carolina's young children, families, workforce, and employers!

The North Carolina Partnership for Children

1100 Wake Forest Road, Raleigh, NC 27604 - info@smartstart.org - 919.821.7999

www.smartstart.org @smartstart @ncsmartstat @smartstartnc @ncsmartstart