

## Community Engagement and Development Committee

Thursday, May 2, 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/Introduction of Shaun Savarese, new CE team member.
- 2. Review and Approval of Minutes\* 9:10 am**
  - a. March 19, 2024
- 3. President's Report<sup>△</sup> 9:10 – 9:25 am**
- 4. Community Engagement Team Updates<sup>△</sup> 9:25 – 9:55 am**
  - a. Projects
    - i. Salesforce Database – Sharon and Pamela
    - ii. Outreach
      1. 2025 Little Land – Feb, 15<sup>th</sup>
      2. 2024 Kindness Awards – Tentative Nov. 7 (Thursday)
  - b. Daniele Updates
  - c. Sharon Updates
- 5. Grant Report<sup>△</sup> 9:55 – 10:05 am – Pamela**
- 6. Board and Committee Learning Tracts 10:05 – 10:45**
  - a. How do we develop a short synopsis of what we do? Update from CE and concept image.
  - b. How do we train ourselves and our board members on what we do at Partnership for Children?
  - c. Long-term goal – small community meetings
- 7. Other business 10:45 am**
  - a. CED Committee Leadership FY24/25
- 8. Adjournment\***

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



**Partnership for Children of Cumberland County, Inc.**  
**Community Engagement and Development Committee Meeting Minutes**  
**March 19, 2024 (8:31 to 9:55 AM)**



<b>MEMBERS PRESENT:</b> Ayesha Neal (Chair), Paige Ross, Erica Little, Amanda Klinck <b>MEMBERS ABSENT:</b> Bersuada Saunders-Clarke and Dorothy Strahley <b>NON-VOTING ATTENDEES:</b> Mary Sonnenberg, Sharon Moyer, Pamela Federline, Liz Simpler, Daniele Malvesti Petti, Amanda Hamilton			
AGENDA ITEM	DISCUSSION & RECOMMENDATION:	ACTION	FOLLOW-UP
1) Determination of Quorum & Call to Order	Determining quorum was reached, Chair, Ayesha Neal called the meeting to order at 8:31 AM.	Called to Order	None
a) Welcome/Chair Comments	The chair opened the meeting and welcomed the committee members.	None	None
		None	None
2) Review and Approval of Minutes	Chair, Ayesha Neal called for review and approval of the January 11, 2024, minutes. No changes were indicated. Erica Little motioned to approve and Paige Ross seconded. No discussion. Motion carries – minutes approved.	Minutes Approved	None
a) January 11, 2024			
3) President's Report	<p>Mary Sonnenberg, President of the Partnership, presented the President's Report. The report documents were provided in full to committee members in the meeting packet for further review and details.</p> <p>Highlights provided to the committee:</p> <ul style="list-style-type: none"> <li>- TriShare Program pilot project (it is a child care program where parents, employer and the program each pay a 1/3 to help cover CC cost) put in place by the Legislature 900k for three pilots each receiving 300k. We will collaborate and support Moore County. It is designed for families who do not qualify for subsidy.</li> <li>- NCPC has put in place caps on reverted money.</li> <li>- We have increased our Wages stipend through the end of the year with internal money.</li> <li>- Region 5 is still in arrears, but catching up slowly.</li> <li>- NC Pre-K had waivers due to pandemic beyond 12 weeks, but we have received official notice of this ending for next school year and must have qualified teachers, no longer substitutes.</li> <li>- Session for General Assembly begins April 21<sup>st</sup>. The spending budget was passed on the 8<sup>th</sup> and we shall see on Friday if the rest passes and we have a general budget or if we have continuing resolutions.</li> </ul>	None	None





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<p>5) Family Connects Program</p>	<ul style="list-style-type: none"> <li>- A newsletter update about the event (aside from social event online)</li> <li>- A piece of art from the event for sponsors – maybe a contest at the event</li> </ul> <p>2025 Little Land –Reserved for Saturday, Feb 15 at the Crown Expo Center</p> <p><b>Daniele Updates –</b></p> <p>-Book donations – Barnes and Noble an annual donor, but in need of additional sources. In talks with NHS at FCA for a book drive, 2<sup>nd</sup>N Charles, and Knights of Columbus at Fort Liberty.</p> <p>-Outreach Updates: We can continue to receive many opportunities to engage families from the public, private, and military sectors. Through these opportunities we are deepening our reach into the community.</p> <p>-Social Media Successes: We can continue to grow in our social presence and reach. We have reached over 7k likes and currently have over 7.5k followers. We continue to provide relevant content and information for families to connect services and information to meet their needs.</p> <p>-CE is working closely with FS to promote their services and push out topics via FB relevant to families that they are seeing when they meet with families.</p> <p>-Reporting: The end of March will mark the end of the 3<sup>rd</sup> QTR for FY 23-24. We continue to track to target reach and surpassing targets as we look toward the 4<sup>th</sup> QTR. Once reporting is completed for the 3<sup>rd</sup> QTR, we will report back to the committee progress.</p> <p>-Book Update: We continue to push books out into the community to support our literacy initiatives. We are</p> <p><b>Sharon Updates</b></p> <p>Salesforce Database – Sharon and Pamela reported</p> <ul style="list-style-type: none"> <li>- Still working to make salesforce our single form of truth.</li> </ul> <p>Sharon report</p> <p>Introduction of Bianca Morales, our new employee of Family Connects as the family support specialist</p> <p>October 4, 2021 – November 30, 2023</p> <ul style="list-style-type: none"> <li>- 6,500 Eligible Births</li> <li>- 4,800 Visits</li> <li>- 619 Declines</li> <li>- 60% completed scheduled visits</li> <li>- 10,000 Referrals</li> </ul> <p>Liz Reported</p> <p>-Liz has returned part-time from maternity leave. The team is battling the learning curve with the new HealthCloud program from Family Connects International, but managing.</p>		
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<p>6) Grant Report</p>	<p>-Uptick with substance abuse in the hospital with families – opioid use and pregnancy. She will report on correlations at the next meeting.</p> <p>Pamela Presented the grant report.</p> <ul style="list-style-type: none"> <li>- We have been awarded the \$50,000 grant from Cumberland County Nonprofit Covid Assistance program in July 2023</li> <li>- Kohls Care has awarded PFC with \$25,000 on January 3, 2024</li> <li>- First Citizens Bank Community Grant: we asked for \$100,000, and we were awarded \$10,000 on January 4, 2024</li> <li>- We have applied for funding from the Camber Foundation and the County of Cumberland. Hoping to be able to apply to the Anonymous Trust.</li> </ul>		
<p>7) Committee goal for FY 23/24 and Strategic Plan for Sustainability</p>	<p>Sharon Report          Board and Committee Learning Tracts</p> <ol style="list-style-type: none"> <li>a. How do we answer people when they ask what the Partnership for Children does?</li> <li>b. How do we develop a short synopsis of what we do?</li> <li>c. What is the Partnership for Children?</li> <li>d. How do we train ourselves and our board members on what we do at Partnership for Children?</li> <li>e. Long-term goal – small community meetings</li> </ol> <p>Three service buckets</p> <ul style="list-style-type: none"> <li>- Advance the well-being of children</li> <li>- Strengthens the Early Care Education System</li> <li>- Empowers Family</li> </ul> <p>Recommendations from the committee:</p> <ul style="list-style-type: none"> <li>- Creating a short video of PFC and all the things we do</li> <li>- Having the community and board members come into the PFC building and get a tour of everything that PFC offers</li> <li>- The CED committee recommends developing learning tracts with the end goal of each board member, committee member and support staff (non-service providers) members being able to confidently and succinctly answer the question: What does the Partnership for Children do?</li> <li>- With these things in mind:             <ul style="list-style-type: none"> <li>o The focus around</li> <li>o Pointing out our target audience (birth – 5 years old)</li> <li>o The three programs/support “buckets” of Advancing the Well-being of Children, Empowering Families and Strengthening the Early Care and Education System in our community</li> <li>o Being able to talk about at least one program in more detail</li> </ul> </li> </ul>		

