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OF CUMBERLAND COUNTY

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[△] 9:10 9:25 am
- 4. Community Engagement Team Updates[△] 9:25 9:55 am
 - a. Projects
 - i. Salesforce Database Sharon and Pamela
 - ii. Outreach
 - 1. 2025 Little Land Feb, 15th
 - 2. 2024 Kindness Awards Tentative Nov. 7 (Thursday)
 - b. Daniele Updates
 - c. Sharon Updates
- **5. Grant Report**[△] **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*









MEMBERS PRESENT: Ayesha Neal (Chair), Paige Ross, Erica Little, Amanda Klinck

MEMBERS ABSENT: Bersuada Saunders-Clarke and Dorothy Strahley

AGENDA ITEM	DISCUSSION & RECOMMENDATION:	ACTION	FOLLOW-UF
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 a) January 11, 2024	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
3) President's Report	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.	None	None
	Highlights provided to the committee:		
	 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. NCPC has put in place caps on reverted money. We have increased our Wages stipend through the end of the year with internal money. 		
	 Region 5 is still in arears, but catching up slowly. 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. 		
	 Session for General Assembly begins April 21st. The spending budget was passed on the 8th and we shall see on Friday if the rest passes and we have a general budget or if we have continuing resolutions. 		





	- Grants (see grants update)		
	- Little Land (see CE Little Land updates)		
4) Community Engagement Team Updatesa) Current Projects	Salesforce Database – Sharon	None	None
	Several years in process to make Salesforce our single point of truth. With our prior reporting system, GEMS, no longer viable, the goal is to utilize Salesforce in a reporting capacity in one capacity to reduce the burden on staff. We are currently utilizing Kaleidoscope Play and Learn as the test model for the module. The goal is to have the facilitator utilize the component on site to take attendance which will further reduce to the burden on staff. Additionally, the grants and allocation process are an additional point of use along with a volunteer component.		
	Pamela Federline, VP of Planning and Evaluation, added that the goal is to have this same functionality across all programs and with the family data collected we will be able to track what services are being utilized by families.		
	Outreach		
	Sharon (continues)	None	None
	2024 Little Land – Saturday, Feb 10 at the Crown Expo Center We have successfully executed three Little Land: BIG Play for Families. After reviewing the data from the surveys, we captured data from vendors, volunteers, and attendees: -72% of attendees came with children under five86% of attendees rated the event excellent – very good 96% of attendees rated the event extremely organized – very well organized. The information gleaned from the survey helps to inform the event moving forward with targeted vendors, etc 2025 we know we want to have specific sponsors, entryway sponsor, volunteer sponsor, etc. to scale up for program income Mary and Sharon have discussed ways we provide families with opportunities to support the Partnership through a "Friends of Little Land" by donating 25-50 a year, etc. and a small perk to go along with it. Developing an investment for families aside from lowest sponsorship being 500.00.		
	Sharon asked for committee input of ideas to involve families. - Perks like pictures of the event – printed for them - Separate line for photos - A goodie bag		





-	A newsletter u	pdate about the event (aside from socia	l event online)
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- A piece of art from the event for sponsors – maybe a contest at the event

2025 Little Land –Reserved for Saturday, Feb 15 at the Crown Expo Center

Daniele Updates -

- -Book donations Barnes and Noble an annual donor, but in need of additional sources. In talks with NHS at FCA for a book drive, 2ndN Charles, and Knights of Columbus at Fort Liberty.
- -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.
- -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.
- -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.
- -Reporting: The end of March will mark the end of the 3rd QTR for FY 23-24. We continue to track to target reach and surpassing targets as we look toward the 4th QTR. Once reporting is completed for the 3rd QTR, we will report back to the committee progress.
- -Book Update: We continue to push books out into the community to support our literacy initiatives. We are

Sharon Updates

Salesforce Database – Sharon and Pamela reported

Still working to make salesforce our single form of truth.

Sharon report

Introduction of Bianca Morals, our new employee of Family Connects as the family support specialist

October 4, 2021 – November 30, 2023

- 6,500 Eligible Births
- 4,800 Visits
- 619 Declines
- 60% completed scheduled visits
- 10,000 Referrals

Liz Reported

-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.

5) Family Connects Program





	-Uptick with substance abuse in the hospital with families — opioid use and pregnancy. She will report on correlations at the next meeting.	
6) Grant Report	Pamela Presented the grant report. - 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 - We have applied for funding from the Camber Foundation and the County of Cumberland. Hoping to be able to apply to the Anonymous Trust.	
7) Committee goal for FY 23/24 and Strategic Plan for Sustainability	Sharon Report Board and Committee Learning Tracts 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 Three service buckets - Advance the well-being of children - Strengthens the Early Care Education System - Empowers Family Recommendations from the committee: - Creating a short video of PFC and all the things we do - Having the community and board members come into the PFC building and get a tour of everything that PFC offers - 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? - With these things in mind:	





8) Other Business CED Committee Leadership FY 24/25. CED needs a new Committee Chair. If you plan on leaving this committee, please contact Sharon Moyer at smoyer@ccpfc.org . 9) Adjournment Avesha Neal adjourned the meeting at 9:55 am. The next meeting is scheduled for May 2, 2024 Adjourned N/A		 We will concentrate on Simple language Short, easy-to-communicate talking points Benefit-led language (Free Books, Help Finding Child Care, etc.) aka – What's in it for me Examples, video if possible, of the programs Homework for board, committee, and staff would be to follow up on programs (sign up for Dolly Parton's Imagination Library, attend a Kaleidoscope Play and Learn, sign up for the Child Care Resource and Referral site, etc.) The committee brainstormed some words and feelings around PFC. From here, the CE staff will create some language to develop some benefit-led messaging that is short and simple. 		
9) Adjournment Avesha Neal adjourned the meeting at 9:55 am. The next meeting is scheduled for May 2, 2024 Adjourned N/A	8) Other Business	CED needs a new Committee Chair. If you plan on leaving this committee, please contact Sharon	None	None
Typesha freat augustinear the meeting at 3.55 and. The flext freeting is strictured for May 2, 2024.	9) Adjournment	Ayesha Neal adjourned the meeting at 9:55 am. The next meeting is scheduled for May 2, 2024.	Adjourned	N/A

Submittal: The minutes of the above stated meeting are submitted for approval.		
Approval : Based on Committee consensus, the minutes of the above stated meeting are hereby approved as presented and/or corrected.	Secretary of Meeting	Date
	Committee Chair	Date