

## **Community Engagement and Development Committee**

Thursday, March 6, 2025 ▪ 8:30 – 10:30 am. ▪ Via Teams

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\***

- a. Welcome/Chair Comments
- b. Introduction of new members

### **2. Review and Approval of Minutes\* January 9, 2025**

### **3. Grilled Cheese Festival**

### **4. Board and Committee Learning Tracts**

- a. Board members were to review the talking points and determine if anything was missing
- b. How do we move forward in training our board and other committee members?

### **5. General Reports (see attached)**

- a. President's Report<sup>Δ</sup>
- b. Community Engagement Team Updates<sup>Δ</sup>
- c. Grant Report<sup>Δ</sup>

### **6. Other business**

### **7. Adjournment\***

**Meeting Schedule:** May 1, 2025

\* 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**  
**January 9, 2025 (8:32 am to 9:50 am)**

**MEMBERS PRESENT:** Patricia Fecher (Chair), Amanda Klinck, Maybelyn Rodriquez Laureano, Paige Ross, Elizabeth Stiff, Dorothy Strahley, Jenny Teague, April Venegas

**MEMBERS ABSENT:** Bersuada Saunders-Clarke, Elizabeth Simpler

**NON-VOTING ATTENDEES:** Pamela Federline, Daniele Malvesti, Sharon Moyer, Shaun Savarese, Mary Sonnenberg

AGENDA ITEM	DISCUSSION & RECOMMENDATION:	ACTION	FOLLOW-UP
1. Determination of Quorum & Call to Order	Dr. Patricia Fecher called the meeting to order at 8:32 am. A quorum was established.	Called to Order	None
a) Welcome/Chair Comments	Welcomed our new CED members, Maybelyn Rodriquez Laureano, Jenny Teague, and April Venegas. Introductions made by committee members	None	None
2. Review and Approval of Minutes*	Patricia Fecher called for review and approval of the October 3, 2024, minutes. No changes were indicated. Dorothy Strahley motioned to approve, and Paige Ross seconded. Motion passed unanimously	Minutes Approved	None
3. Bylaw Review	The recommended changes to the Committee Description and Quorum from the October 3 <sup>rd</sup> CED meeting were made to the board. No changes were requested. These will be included in the final By-Laws revision by the end of this fiscal year.	None	None
4. Little Land	Volunteers are needed, and the committee was asked to spread the word using the <a href="http://ccpfc.org/volunteer">ccpfc.org/volunteer</a> website.  New additions include the zoo and a kid's tasting area from the Apple Crate.	None	None
5. Board and Committee Learning Tracks	The concept of committee learning tracks, aiming to provide clear talking points for board members and committee members.	None	None
a. Board members were to review the 17 talking points and determine if anything was missing	Is anything missing from the talking points?	None	The committee will review and determine if anything needs to be edited, combined, etc.
b. Review categorized talking points from the CE team	Rather than categorizing these, the committee did an exercise of sharing their "Why."		
c. Review single sentence options (Sharon)	N/A		



**Partnership for Children of Cumberland County, Inc.**  
**Community Engagement and Development Committee Meeting Minutes**  
**October 3, 2024 (8:32 am to 9:50 am)**



6. General Reports a. President's Report  b. Community Engagement Team Updates         c. Grant Report	Mary provided two updates since the President's report was written: 1) The hold on Dolly Parton taking applications has now been delayed until February instead of January. That's because our state funding is limited, but they're still working out that. 2) We have a continuing resolution on budgets at the federal level, and we do now till March.  <ul style="list-style-type: none"><li>• Social followers continue to increase.</li><li>• Barnes and Noble Holiday book drive yielded books valued at \$13,006.65.</li><li>• Very close to Family Connects certification.</li><li>• Google Ad Grant numbers are way down. Shaun and Sharon working on bringing the numbers up</li><li>• Previously awarded ARPA funding for the Early Care and Education program will now be partially diverted to our Family Connects Program – The contract is in-house.</li></ul> Overall Proportion of Cash and Non-Cash Grants Awarded is 93.5%	None	None
7. Other Business	Sharon announce that we have tentatively picked November 15 <sup>th</sup> for Fayetteville's first Grilled Cheese Festival as a fall fundraiser.		
8. Adjournment	Patricia Fecher motioned to adjourn. The motion passed unanimously. The meeting was adjourned at 9:50 am. The next meeting is March 6, 2025	Adjourned	N/A

**Submittal:** The minutes of the above-stated meeting have been 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

## What are the talking points we want to raise?

1. We help kids get ready for school and life.
2. Our programs support families in giving children the best start possible.
3. We work to make sure all local children have access to quality early education.
4. By investing in early childhood, we're building a stronger future for our community.
5. We connect parents with resources to help their children grow and learn.
6. Our efforts lead to healthier, happier kids and families in Cumberland County.
7. We bring together local organizations to create better opportunities for young children.
8. Supporting us means supporting the next generation of Cumberland County.
9. We support our children today to build a better Cumberland County tomorrow.
10. Investing in kids now creates a stronger community for the next generation.
11. Healthy children grow into a healthy society - we make that happen.
12. We're laying the foundation for a thriving future by nurturing our youngest residents.
13. Our work helps create smart, capable kids who will become tomorrow's leaders.
14. By supporting families, we're building a more resilient community for everyone.
15. Healthier, happier kids today mean a brighter future for all of Cumberland County.
16. We're not just helping children - we're shaping the future of our entire community.
17. When we invest in early childhood, we invest in a better society for all.

**President's Report**  
**NC Pre-K Planning Committee and Board of Directors Meeting**  
**Charles Morris Room**  
Thursday, February 27, 2025

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

**1. NCPC**

- This month's sample story is about **the Parents for Higher Education at FTCC**. This is an example of how this program supports students with childcare resources so they can continue and complete their education. See attached.
- NCPC is working hard to keep up with all that is going on at the state and federal level. As part of this they are pulling together a catalogue of resources that are available to the network. As those are available we are sharing with staff, providers and community partners.
- Smart Start Conference is April 29 – May 2 in Greensboro. **The Leadership Symposium for Executive Directors and Board Members will be on Friday, May 2<sup>nd</sup> from 9:00 am – Noon.** Additional information will be coming out soon regarding the Leadership Symposium. **Board members who are interested in attending the Leadership Symposium should let Belinda Gainey know.**
- **DPIL update – New registrations through Smart Start funding ended February 1.** United Way of Cumberland County is the affiliate for DPIL in our county and children will continue to be enrolled in DPIL through their account. We fund United Way with program administration funding as part of our collaboration to have DPIL available to families in Cumberland County.
- **Tri-Share:** NC Tri-Share Week will take place March 17- March 21. This is a great opportunity for businesses to learn more about the NC Tri-Share pilot. The Partnership is hosting the March 20 session in our region.

**2. DCDEE**

- Public Notice of the QRIS Modernization Proposed Rule Amendments and Adoptions has been posted. This set of rules is in response to Session Laws 2023-40 and 2024-34 regarding the modernization of the state's Quality Rating Improvement System (QRIS). The proposed effective date of the rules is August 1, 2025.

**3. State Level**

- NC's 2025 legislative session has begun. As information becomes available, we will share it. Refer to the NC Center for Nonprofits February 21<sup>st</sup> Public Policy update for details of the session thus far. <https://myemail.constantcontact.com/Nonprofit-Policy-Update---February-21--2025.html?soid=1101994282339&aid=XhJBGftjUkw>
- Dr. Devdutta "Dev" Sangvai has been named Secretary for DHHS. Other senior level appointments for DHHS and DCDEE are in process.

**4. Federal Level**

- Executive Orders were issued beginning on January 20. A number of court cases are in process regarding some of the orders.
- The White House federal Office of Management and Budget (OMB) memo to federal agencies ordering them to pause most of their grants and loans was rescinded. Disbursement of federal funds should continue for the time being.

- We will continue to monitor changing policies and updates and stay in close contact with our grant funders. The NC Center for Nonprofits update also covers federal issues.
- The Continuing Resolution for FY25 expires March 14. The House passed their budget resolution Tuesday. Part of it includes an estimated \$880 billion cut from Medicaid, the federal program providing healthcare coverage to more than 72 million Americans, and a \$230 billion cut from the Supplemental Nutrition Assistance Program (SNAP). The Senate passed a competing plan last week and the two chambers must now reconcile the differences between the two budgets. There are different approaches to key issues between the two chambers. The Senate is looking to avoid deep cuts to Medicaid and making 2017 tax cuts permanent.

#### 5. Local Level

- Leaders from Fayetteville and Cumberland County through the Joint City and County Liaison Committee voted unanimously to pursue to work together to ensure that residents have access to childcare.

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

- Grant submitted to Cumberland County Government for funding in FY26 for Family Connects.
- Camber Foundation Grant – funding request will be submitted for General Operating Funds.
- NCPC FY24-25 Voluntary General Smart Start Reversions & Reallocations – funding request submitted for additional Admin funds.

#### C. Staff Updates

- **Farewell to Marla Donaldson, Health Social Behavior Specialist.** Marla is currently completing her Master of Social Work. She has accepted a position as a Social Worker III position with the Cumberland County Department of Social Services. This is a natural progression towards her goal of becoming a clinical practitioner. We wish Marla the best in her new role as she leaves the Partnership.
- If you know someone who may be interested in positions at the Partnership, contact Anthony Ramos, HR Manager (aramos@ccpfc.org).

#### D. Events/Recognitions

- **Congratulations to Dr. Jennifer Green, Director of the Cumberland County Department of Public Health, for receiving the 2025 Outstanding Government Service Award from the American Medical Association.** We are proud partners and collaborators with the Health Department and the Department of Social Services with Cumberland County Government. The Health Department operates the Child Care Health Consultant activity and DSS operates our main Subsidy activity.
- **The Library is open for business!** It is exciting to see parents and children utilizing the library. We are seeing a number of families with children coming for appointments with service providers in the Family Resource Center making a stop in the library to play and access resources. Wanda Wesley, longtime Board and Committee member sent a picture of her nephew playing in the library.
- **NC Pre-K Let's Get Enrolled: We have launched applications for the 2025-2026 school year.** Please share the URL: [LetsGetEnrolled.com](https://letsgetenrolled.com).
- **Little Land: Big Play for Families: Total attendance was 1,132 which includes children, families, staff and community partners.** Feedback generally has been positive about the event. **A survey has been sent out and we encourage people to complete it.** We are working on finalizing the date for the event in early 2026.

### **Story – Parents for Higher Education program, FTCC**

“The Parent for Higher Education program has truly been a blessing for me and my family. As a nursing student in my final semester at FTCC, I’m juggling the demands of school while raising three wonderful children—two amazing boys, ages 11 and 8, and a brilliant 2-year-old girl named Alina, who is now thriving in daycare and absolutely loving it. Until recently, my mother had been helping care for Alina while I focused on nursing school. Unfortunately, due to medical reasons, she had to return home over the summer, leaving me with the challenge of balancing school, clinical hours, and a toddler, all without the means to cover daycare expenses. Thankfully, I remembered a classmate mentioning the Parent for Higher Education program. I applied, and to my relief, we were accepted. This program has been a game-changer for our family. It has allowed me to focus on my studies, complete my clinical hours, and achieve a better school-life balance. Most importantly, Alina loves her daycare! Over the past three months, she has grown so much learning her alphabet, colors, and even counting to ten. She’s also making friends and creating memories, which brings me so much joy. I am incredibly thankful for this program. It has not only supported me in pursuing my dream of becoming a nurse but has also enriched my daughter’s life in ways I couldn’t have imagined.”





NORTH CAROLINA  
**DEPARTMENT of  
COMMERCE**

# Join NC Tri-Share Week!

Co-hosted by Smart Start and the NC Department of Commerce

The NC Tri-Share Child Care Pilot Program is a public-private partnership to share the cost of child care among employers, eligible employees, and the State, each covering an equal share. This initiative provides child care benefits to eligible employees, supporting working families.

## Join us to learn how you can be a Tri-Share Employer!

### NC Tri-Share In-Person Information Sessions

All in-person NC Tri-Share information sessions will take place **10:00am-11:30am**. Employers throughout the state can join any in-person information session regardless of location.

**Henderson**  
Monday, March 17

**Children and Family Resource Center**  
851 Case St. Hendersonville, NC 28792

[Register Now!](#)

**Gastonia**  
Tuesday, March 18

**Gaston County Health Department**  
DHHS 991 W. Hudson Blvd, Gastonia, NC 28052

[Register Now!](#)

**Rockingham**  
Wednesday, March 19

**City of Rockingham**  
514 Rockingham Road, Rockingham, NC 28379

[Register Now!](#)

**Fayetteville**  
Thursday, March 20

**Partnership for Children of Cumberland County, Inc.**  
351 Wagoner Dr., Charles Morris Room,  
Fayetteville, NC 28303

[Register Now!](#)

**Greenville**  
Friday, March 21

**Parish Hall at St. Timothy's Episcopal Church**  
107 Louis St. Greenville, NC 27858

[Register Now!](#)

### NC Tri-Share Virtual Information Sessions:

**Monday, March 17th – Thursday, March 20th at 1pm**

Businesses can learn more about the NC Child Care Tri-Share Pilot Program. All sessions are 90 minutes and open to any employers throughout North Carolina.

**Monday, March 17th**  
from 1:00pm-2:30pm

**Tuesday, March 18th**  
from 1:00pm-2:30pm

**Wednesday, March 19th**  
from 1:00pm-2:30pm

**Thursday, March 20th**  
from 1:00pm-2:30pm

[Register Now!](#)





## 2025 Smart Start Network Bill Tracking Report (2/19/25)

Bill Number	Title	Synopsis	Sponsor(s)	Status
<a href="#">HJR 157</a>	State of the State Invitation	Governor invited to deliver the State of State to House and Senate on 3/12/25 at 7pm	Bell	Filed 2/18/25
<a href="#">HB 115</a>	Child Care Facility Tax Exemption	Provides for a total exclusion from property taxation for <i>qualifying</i> child care facilities that are actually and exclusively used to provide child care.	Cohn	In Finance Committee, if favorable, Health, if favorable, Education - K-12, if favorable, House Rules, Calendar, and Operations
<a href="#">HB 113</a>	Create Committee on Medicaid Sustainability	Creates a Joint Legislative Committee on Medicaid Sustainability to consider ways that the North Carolina Medicaid Program can be modified to respond to any decreases in federal support to maintain current State funding levels.	Lambeth, Potts, Reeder, White	House Rules, Calendar, and Operations
<a href="#">SB 110</a>	North Carolina Work and Save	Includes <i>Whereas Clauses</i> to creates a Small Business Retirement Savings Program	Hanig, Moffitt, and Adcock	Senate Rules and Operations
<a href="#">SB 98</a>	Funds for Dolly Parton's Imagination Library	Appropriate \$1.5 million, recurring for each year of 2025-27 biennium.	Hise, Burgin	Appropriations
<a href="#">HB 72</a> (= <a href="#">SB 58</a> )	AG/Restrict Challenge to Presidential EOs	Limits Attorney General's participation in litigation in advancing any litigation resulting in invalidation of executive orders issued by the US President.	House – Kidwell, Gable, Eddins, Moss Senate – Settle, Hanig, Moffitt	House – Federal Relations and American Indian Affairs, if favorable, House Rules, Calendar, and Operations  Senate – Senate Rules and Operations
<a href="#">HB 60</a>	Modernize Medicaid Dental Rates	Funding appropriate to increase Medicaid rates for dental services	Biggs, Lambeth, Potts, Cotham	Appropriations
<a href="#">SB 62</a>	Nonprofit Fundraising Sales Tax Exemption	Provides a sales tax exemption for certain nonprofits and exempts certain fundraising events by nonprofits from sales tax; and includes time-saving	Burgin	Senate Rules and Operations

## 2025 Smart Start Network Bill Tracking Report (2/19/25)

		measures applicable to the Smart Start Network.		
<a href="#">HB 47</a>	Disaster Relief Recovery Act of 2025 – Part I	Additional support and flexibility for citizens impacted by Hurricane Helene	House - Greene, Bell	House – On House calendar for 2/25/25
<a href="#">HB 48</a>	Increase UI Max Benefit/2025 UI Tax Credit	Expands unemployment benefits during Hurricane Helene	Howard, Brody, Warren, Setzer	House Rules, Calendar, and Operations
* <a href="#">HB 46</a>	Make Healthcare Affordable	Discloses cost of health insurance mandates	House – K Hall, Lambeth, Paré; Chesser	House Rules, Calendar and Operations
* <a href="#">SB 24</a>	Govt Mandates Increase Healthcare Cost	Discloses cost of state government health insurance	Senate – Burgin, Galey, Sawrey	Passed Senate, House Rules, Calendar, and Operations
<a href="#">SB 31</a>	The Wells Act	Facilitates the elimination of non-responsive boards, committees, and commissions.	Burgin, Brinson, Jones	Regulatory Reform
<a href="#">HB 10</a>	Study State Travel Allowance Reimbursement	Establishes an independent bipartisan committee to study the state’s travel reimbursement allowance to include members of boards and commissions.	Warren	House Rules, Calendar and Operations

\*Similar bills; major focus and priority this legislative session.

# Community Engagement Team Updates

## March 2025

### **Community Relations Specialist Update:**

Social media: (Past 28 days)

- Followers: 7,723 total followers
- New Followers: 137
- New Page Likes: 79
- Views: 59.3K
- Reach: 13.4K
- Visits: 4K
- Content Interactions: 5,015
  - 652 Reactions
  - 124 Comments
  - 109 Shares
  - 427 Link Clicks
- Unfollows: 0
- Ranked 1 in Business Comparison and we have 1,600 more followers than our closest competition (NCPC) and 3,000 more followers than the #3 spot (Randolph Partnership)

Local Outreach/Engagement Opportunities:

- Sifting through various asks for attendance at various events
- Engaged over 1,000 soldiers and their families at Fort Bragg
- Provided program and services information to 6 units at Fort Bragg

### **Visual Communication Designer Update:**

- Ordering printed outreach materials for Family Connects and Family Services
- Coordinating email campaigns and flyers for Region 5 and Kaleidoscope Play & Learn
- Development of a comprehensive, search-optimized, family-focused business directory
- Marketing materials and website landing page design for new teacher training program
- Researching Google Ads optimization techniques, support avenues, and trainings
- Developing comprehensive events assets master lists for planning & ordering purposes

### **Family Connects Update:**

- We had our first case of quadruplets last week!
- The program is consistently moving closer to certification with population reach (currently 56% needs to be 60%) inching ever closer! We have a scheduling rate of 73%, and completion rates are at 77%.

- Some notable successes lately have been providing education to support women getting back to work postpartum, childcare referrals, safe sleep and car seat promotion, as well as some challenging NICU cases.
- We continue to face challenges within the community with congenital syphilis rates and vaccination declines.
- Staff will be visiting community partners this month and coming months to strengthen relationships and boost community awareness.

**Community Engagement Administrator Update:**

- Our Google Ad grant trended up in January but back down in February.
- We had some hiccups with the Volunteer portal for Little Land, but most of it went well.
- Little Land attendance was down but vendors and participants were happy.
- Continue our work alongside the Planning and Evaluation team on our programmatic evaluation and reporting in Salesforce.