

**Cincinnati Preschool
Promise Community
Engagement
Committee**

November 19, 2020 1:00PM – 2:00PM
Held via Zoom Video Conferencing

Committee Members Present:

Bishop Ennis Tait (Chair), Vanessa White, PhD., Bianca Edwards, Laura Sanregret, Dr. Eric Rademacher, Vera Brooks, and Verline Dotson

Committee Members Absent:

Pastor Lesley Jones

Cincinnati Preschool Promise Staff Present (CPP):

Kenetra Mathis – Data and Evaluation

LaKeisa Ealy – Marketing and Community Engagement Manager

Florence Malone – Outreach and Enrollment Manager

Kara Marie Sheehan – Senior Administrative Assistant

1. Welcome, Roll Call, Approval of Agenda, and Meeting Minutes

Bishop Tait welcomed members of the Community Engagement Committee to the meeting which was held via Zoom video conferencing. A roll call was called and the meeting was called to order at 1:05 PM.

The following was read out to the committee members and members of public by the Chair of the committee before proceeding to the agenda approval.

Please note that in conjunction with Ohio State's Stay-at-home-order and the rule limiting the number of people who may meet in a space and who may so meet, CPP has decided to convene the Community Engagement Committee meeting via video conference. In accordance with Ohio Public Records and Open Meeting laws, CPP has advertised the meeting on it's website in advance, and has provided a link for members of the public to listen and view the meeting. This meeting will be recorded and a copy of the meeting, including any documentation, will be made available via the CPP website, under the area Board Of Directors, Approved Board and Committee Minutes, Community Engagement Committee and then Approved Meeting Minutes as soon as practical after the meeting.

ACTION: A motion to approve the agenda was made by Laura Sanregret and seconded by Bishop Ennis Tait. The motion was unanimously approved.

ACTION: A motion to approve the minutes of May 21, 2020 was made by Laura Sanregret and seconded by Bishop Ennis Tait. The motion was unanimously approved.

2. Committee Charter for CEC

- Committee Structure – Charter states that the committee should contain a minimum of three board members and additional non-members. Pastor Ennis Tait submitted a request to the governance committee concerning the possibility of providing voting rights to non-board members. The Governance Committee replied that they suggest the Community Engagement Committee consider Board Member attendance issues rather than expand voting to non-board members. Pastor Ennis Tait would like everyone to review the committee draft charter and be prepared to vote on a final version on December 17, 2020.

3. Program Updates

1. Enrollment Process

- Vera Brooks from CPS shared a flow chart for the preschool enrollment process at CPS. If CPS cannot fulfill the needs of the family on items like hours or locality, then they are referred to other organizations such as Cincinnati Preschool Promise or CPF. CPS does not track them after referral.
- Pastor Ennis Tait asked about the CPS wait lists for preschools and if families are kept waiting instead of being referred to other organizations like Cincinnati Preschool Promise. Vera Brooks said that waitlists are only for special magnet programs like a Montessori program because they have smaller class sizes like only 9 students.

2. Parent/Family Engagement

- **November 11** Think Pink text message
- **November 17** Think Pink Provider and Parent engagement for Breast Cancer Awareness
- **November 18** Touchpoint with Co-Brand partner (Cincinnati Health Dept.)
- **November 23** Happy Thanksgiving text message to parents
- **Upcoming Events:** Preschool Chats on December 3 and December 10
- 4730 Direct Mail Items to Parents including Birthday cards and Resource Cards
- 50% improvement on Facebook parent site improvement
- 511 Smart Start bags delivered to families

3. Provider Engagement

- **November 2** Provider visits for CPP Check In
- **November 7, 12, 14, 17, & 21** Professional Development Sessions
- **November 9 & 23** Provider Newsletter
- **November 17** Think Pink Day
- **Upcoming Events: January 2021** CPP & CPS Joint Virtual Celebration
- 65% of providers and administrators who signed up for training are participating

4. Communication Updates

The goals have been adjusted to 35 Community Ambassadors due to Covid-19 considerations. We are currently working on increasing community groups to partner with to help get the word out about CPP.

1. Branding

- Our goal was to build the new website around our customers of families and providers.

2. Website Redesign

- The new website will be launched on December 1 and will contain a Board Portal which will make accessing pre-reads and other documents easier and more convenient.
- There will be a 3rd party stakeholder survey that will measure what the stakeholder think about the new redesigned website.

3. Social Media

We are currently on:

- LinkedIn
- Twitter
- YouTube
- Facebook
- Instagram
- Constant Comment

We have daily and weekly theme posts as well as newsletters to get the word out to the community.

5. Landscape Analysis

- Dr. Eric Rademacher said the Census work previously used part was part of the Rand Report and he is not sure what has been done since that report. The presentation to the Board of Managers was based on the Rand Report. Any separate analysis would need to be commissioned. The 4C data doesn't have the direct assignment of how many 3 and 4 year olds there are within each preschool. Metrix is collecting the data for providers participating with CPP but those numbers are unknown for family providers and centers not affiliated with CPP. Licensure is not the way to gather the data. The best numbers will come the 2020 Census about can be analyzed in 2021 or 2022 when that data is available.

6. Reminders for next meeting

- Be prepared to vote on the committee charter on December 17.
- LaKeisa Ealy will send out a Facebook parent link that you can share with community members.
- Please provide feedback next meeting on new website redesign.

7. Adjourn

Future Meetings

March 9, 2021
May 11, 2021
July 8, 2021
August 10, 2021
September 14, 2021
October 14, 2021
November 11, 2021

Submitted by Tanya Del Valle, Senior Administrative Assistant
Cincinnati Preschool Promise