



Cincinnati Preschool Promise
Community Engagement
Committee Meeting
January 14, 2021
1:00 p.m. – 12:00 p.m.

Please note that in conjunction with Ohio State's revised Sunshine Laws 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 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 Who we are, and Our Impact section. Approved Meeting Minutes as soon as practically possible after the meeting.

Roll Call

Pastor Ennis Tait, Chairperson

Bianca Edwards

Laura Sanregret

Vanessa White

Pastor Lesley Jones

Eric Raudemaucher

Verline Dodson



Community Engagement Committee Meeting

January 14, 2021, 1PM

VIDEO CONFERENCE ONLY

Agenda

Item #	Time	Description	Action Request	Speaker
1	1:00 PM	Welcome and Call to Order <ul style="list-style-type: none"> • Roll Call • Agenda Approval • Approval of Minutes of Nov 19, 2020 	Approval	Bishop Ennis Tait
2	1:10 PM	Charter for CEC	Approval	Bishop Ennis Tait
3	1:05 PM	Enrollment Updates	Information	LaKeisa Ealy
3	1:20 PM	Ambassador Program Preschool Chat Content	Discussion	LaKeisa Ealy
4	1:35 PM	Communication Tools	Information	LaKeisa Ealy
5	2:00 PM	Adjourn		ALL

**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.
- Bishop 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



Community Engagement Committee Charter

1. Purpose

As a standing committee of the Cincinnati Preschool Promise Board of Managers the primary focus¹ for the Community Engagement Committee (the “Engagement Committee”) is charged with ensuring clear and active communication with parents, providers, taxpayers, and all CPP stakeholders, for seeking community input on major decisions regarding CPP, and for ensuring that there are timely reports on the goals and outcomes of CPP.

2. Key Responsibilities

The committee should support and engage families within the community in which the organization serves, informed community partners, tax payers and key stakeholders of information vital to mission and purpose of the organization. The committee will ensure mission and vision of organization is executed to those who have a vested interest for and with the organization.

3. Composition

The committee will be comprised of a minimum of three Board of Manager² members and XX of non-managers.

Board of Managers are expected to serve on at least one Standing Committee or the Executive Committee.

Committee will have a designated staff member who will assist the committee in its work and will be required to attend the committee meetings

4. Goals

To cultivate a strong parent engagement in order to collaborate together to support and improve the learning, development, and health of children.

To ensure CPP imagery and brand is expanded beyond service region.

To fill the information gap so parents know where to turn for support with Preschoolers and resources for other needs.

¹ Governance Principles §8.D

² Governance Principles §8, para. 3, pg. 4



Cincinnati Preschool Promise Marketing Campaigns

- **Preschool Chat**
 - Audience: Community, Providers, Parents
 - Zoom to transfer to FB and YouTube Channel
 - Frequency: Monthly
 - Who: Teachers, Providers, Parents, CPP, Community-at-Large
 - Purpose: Engage community, Inform, Offer insight

- **Coffee & Conversations**
 - Audience: Providers
 - How: Zoom
 - Frequency: Monthly
 - Who: Providers and CPP Team
 - Purpose: Engage Providers in open dialogue, Q &A , to inform them of opportunities available with CPP

- **Smart Start**
 - Audience: Preschool families
 - How: Partnership with African American Chamber of Commerce
 - When: April – August : Back to School
 - Who: Members of the AACC, Community-at-Large
 - Purpose: Promote preschool enrollment, Create Ambassadors, increase AACC/ CPP visibility, provide children with resources to enhance learning

- **Tuesday Tip of the Day**
 - Audience: Parents, Providers and Community-at-Large
 - How: Live FB broadcast via zoom to transfer to YouTube channel
 - Frequency: Every other Tuesday of the month: Beginning January 26 at 11am
 - Who: Community Agencies, Public, Parochial, Charter Schools, Health and Wellness professionals, Teachers, Parents
 - Purpose: Create ambassadors, community to see value, support enrollment

- **Provider & Partner Spotlight**
 - Audience: Community-at-Large, Families
 - How: Newsletter, SM, The Cincinnati Herald
 - Who: Providers and Partners
 - Frequency: Monthly; Quarterly group ad listings (February, May, August and November)



- Purpose: Show appreciation, value and support enrollment
- Promise Readers (Story time)
 - Audience: Parents and Providers
 - How: YouTube Channel to transfer to social media and parents text message
 - Who: Participants submit video of favorite story
 - Frequency: Once a month Thursday: Beginning January 28
 - Who: Community
 - Purpose: Promote literacy, Create ambassadors, Increase visibility
- Professional Development Sessions
 - Audience: Providers, Administrators, Teachers
 - How: Contract with KB Education
 - Who: Kwanah Brounaugh
 - Frequency: Monthly
 - Who: CPP & KB Educational Services
 - Purpose: Offer professional development sessions to enhance value in ECE

Adjourn

Future Community Engagement Committee Meeting

- March 9, 2021 - 1 pm -2 pm
- May 11, 2021 - 1 pm -2 pm
- July 8, 2021 - 1 pm -2 pm
- August 10, 2021 - 1 pm -2 pm
- September 14, 2021 - 1 pm -2 pm
- October 14, 2021 - 1 pm -2 pm
- November 11, 2021 - 1 pm -2 pm