



**Early Learning Coalition of Broward County, Inc.
Ad HOC Fundraising Committee Meeting Agenda
November 4, 2022 – 11:30 AM**

Meeting Call In: 1 646 931 3860

Meeting ID: 862 7011 9537

Passcode: 725673

<https://us06web.zoom.us/j/86270119537?pwd=UDErd1I5VINBSVRsNFkyZjNXSW1SUT09>

Members are reminded of conflict-of-interest provisions. In declaring a conflict, please refrain from voting or discussing and declare the following information: 1) Your name and position on the Board, 2) The nature of the conflict, and 3) Who will gain or lose as a result of the conflict. Please also fill out form 8B prior to the meeting.

PAGE

1. Call to Order		Kristina West, Ad Hoc Fundraising Committee Chair
2. Roll Call		Melody Martinez, Board Liaison
3. Consent Agenda		Kristina West, Ad Hoc Fundraising Committee Chair
4. Regular Business <ul style="list-style-type: none"> • FUND231RB1 – Ad Hoc Fundraising Committee Roles and Responsibilities <ol style="list-style-type: none"> 1. Understand ELCs Funding and spending restrictions 2. Review the Strategic Plan Fundraising Goals 3. Establish the purpose of the committee 4. Establish role of Committee, Board members and staff 	2	Kristina West, Ad Hoc Fundraising Committee Chair Christine Klima, CAO
5. New Business Matters from the Committee Matters from the Chair Public Comment Next ELC Meeting: TBD Adjourn		

Please Note Agenda is subject to revisions and additions per the discretion of the Chair of the Coalition. Notification will be sent of any such revisions or additions. **Members of the Public:** Please sign up at the entry desk for public comments to be made on particular agenda items no later than five minutes after the Coalition meeting has been called to order.



ITEM #/MEETING:	FUND231RB1 / AD HOC FUNDRAISING COMMITTEE
MEETING DATE:	November 4, 2022
SUBJECT:	Ad Hoc Fundraising Committee Role and Purpose
FOR ACTION:	YES
RECOMMENDED ACTION:	Establish Ad Hoc Fundraising Committee Roles and Responsibilities
FINANCIAL IMPACT:	None
AS RECOMMENDED BY:	Board
ELC STAFF LEAD	R. Jaffe

Background

At the February 13, 2020, Board meeting, the Board approved the creation of an Ad Hoc Fundraising Committee (AHF) with the following suggested committee parameters:

- 1) Per the Bylaws, the Ad Hoc Fundraising Committee (“Committee”) will report to the Executive Committee and members of the Committee will be appointed by the Chair.
- 2) The purpose and initial activity of Committee will include establishing an initial fundraising strategy, refine an initial fundraising target and develop an action plan.
 - a. The Committee would serve as the core planning committee for any initial major event hosted by the ELC
- 3) The Committee would serve in this capacity for at least 12 months and then a decision can be made about disbanding the Committee or establishing a Standing Committee.

Unfortunately, due to the onset of Covid 19 in March 2020 and the ELC’s shift in focus related to the pandemic, to date, no AHF Committee meetings have been held to date.

ELC’s (new) five-year Strategic Plan approved at the September 12, 2022, Board meeting, includes fundraising goals.

Current Status

In anticipation of finally launching the new Ad Hoc Fundraising Committee, ELC’s Board Chair appointed Kristina West to Chair the committee. The following Board members agreed to join, Michael Asseff, Amoy Reid, Zachary Talbot, and Kirk Englehardt.

The purpose of the initial committee meeting is to:

1. Understand ELCs Funding and spending restrictions
2. Review the Strategic Plan Fundraising Goals
3. Establish the purpose of the committee
4. Establish role of Committee, Board members and staff
5. Establishing an initial fundraising strategy
6. Refine an initial fundraising target and develop an action plan.
7. Explore the long-term viability of an external focus on fundraising.

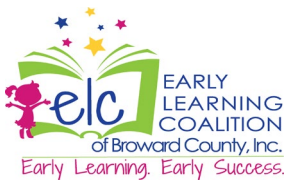
It is anticipated items 1 – 4 will be discussed at the November 4th meeting with the remaining items to be discussed at a subsequent meeting (in the next few weeks).

Recommendation

Review and discuss the purpose and initial activities of the Committee and establish timeframes for next meeting and follow up.

Supporting Documents

- ELC Funding PowerPoint – To be presented at the meeting, not included in the packet
- Five Year Strategic Plan



5 Year Strategic Plan

Vision

All children will have high-quality early learning experiences leading to success in school and life.

Mission

Lead and support the early learning community to promote and deliver high-quality early learning experiences to young children, accessible to all eligible families in Broward County.

Core Values

- **Customer Centric:** Delivering outstanding customer service to providers, families, community partners, etc. is at the core of everything we do and vital to delivering our mission
- **Education:** We believe ongoing education/educational support and advocacy promote positive early learning experiences and the opportunity for all children in our community to succeed.
- **Inclusion:** We believe all children develop and learn at their own pace. Inclusive learning environments allow for positive learning experiences, development, and social/emotional growth to help children reach their full potential regardless of economic means
- **Innovation:** We are committed to finding innovative and creative ways to better help and support our families, providers, partners, staff, and community
- **Quality:** We are committed to providing quality services, programs, and support and take pride in the assistance, programs, and services we provide to our providers, families, children, and partners
- **Collaborative:** We forge collaborations with our community, partners, providers, and parents who are the "Most important individuals to ensure a child's success"
- **Equity:** Equity, inclusion, and cultural competence is embodied in our values, practices, and programming so that all children, parents, families, and providers have the opportunity to be successful.



5 Year Strategic Plan

2022-2027 GOALS

Goal 1: Eligible families will be aware of and can access ELC SR services.

Objective 1: Deploy a successful targeted outreach and enrollment initiative.

Outcome 1: A minimum of 3,000 families will apply for SR services quarterly. (Current quarterly average is 2,700)

Reported: Quarterly

Outcome 2: At least one thousand families annually will use QR codes, social media, and customized URLs created for outreach purposes to access information about School Readiness Services.

Reported: Quarterly

Objective 2: Families that are eligible to continue receiving SR services will receive them.

Outcome 1: The overall retention rates for potentially SR eligible families will increase from 80% to 85%

Reported: Semi-annual

GOAL 2: Eligible families will be aware of and access ELC VPK services.

Objective 1: ELC will reach and enroll as many VPK eligible families as possible.

Outcome 1: ELC Broward will meet or exceed State of Florida estimating conference estimates for VPK

Reported: Semi-annually

GOAL 3: Broward's childcare centers/homes are high quality, nurturing settings.

Objective 1: Childcare providers being CLASS assessed because they offer School Readiness (SR) services will participate in quality improvement opportunities, which will increase quality and raise the countywide CLASS score average from a 5.0 to a 6

Outcome 1: 90% of SR providers scoring between a 4 and 4.49 on their CLASS assessments will attend ELC trainings focused on increasing scores.

Reported: Annually

5 Year Strategic Plan

Outcome 1(a): 90% of SR providers scoring between a 4 and 4.49 on their CLASS assessment will raise their score to a 4.5 or higher within a year.

Reported: Annually

Outcome 2: 85% of SR providers scoring between a 4.5 and a 4.99 on their CLASS assessment will attend ELC trainings focused on increasing scores.

Reported: Annually

Outcome 2(a): 85% of SR providers scoring between a 4.5 and a 4.99 on their CLASS assessment will raise their score to a 5 or higher within a year.

Reported: Annually

Outcome 3: 65% of SR providers scoring between a 5 and 5.49 on their CLASS assessment will attend ELC trainings focused on increasing scores

Reported: Annually

Outcome 3(a): 55% of SR providers scoring between a 5 and a 5.49 on their CLASS assessment will raise their score to a 5.5 or higher within a year.

Objective 2: Providers participating in the Broward Above and Beyond will successfully recruit, upskill, and retain qualified staff.

Outcome 1: Once a baseline is developed, a to-be-determined metric will be established to demonstrate an increase in the successful recruitment of early educators at Above and Beyond participating sites.

Reported: Quarterly

Outcome 2: Once a baseline is developed, 50% of early educators will attain the next level in personal development goals (CDA or higher).

Reported: Semi-annual

Outcome 3: Once a baseline is developed, retention level of early educators will be at a minimum of 80% at Above and Beyond sites.

Reported: Quarterly

Objective 3: Early Learning educators will gain the foundational skills to increase classroom preparedness and effective child/educator interactions to help increase Broward's average CLASS scores.

Outcome 1: Broward County Above and Beyond CLASS Observation Provider Instructional Support Average, the CLASS Observation domain that is most often lowest, will increase from a 3.6 to a 5.

Reported: Semi-annual

5 Year Strategic Plan

GOAL 4: Broward's VPK sites offer high quality services in a nurturing environment.

Objective 1: VPK providers will participate in quality improvement opportunities, which will result in a countywide CLASS score average of at least a 5.25

Outcome 1: 80% of VPK providers scoring between a 4 and 4.49 on their CLASS assessments will attend ELC trainings focused on increasing scores.

Reported: Annually

Outcome 1(a): 80% of VPK providers scoring between a 4 and 4.49 on their CLASS assessment will raise their score a 4.5 or higher within a year.

Reported: Annually

Outcome 2: 70% of VPK providers scoring between a 4.5 and a 4.99 on their CLASS assessment will attend ELC trainings focused on increasing scores.

Reported: Annually

Outcome 2(a): 70% of VPK providers scoring between a 4.5 and a 4.99 on their CLASS assessment will raise their score to a 5 or higher within a year.

Reported: Annually

Outcome 3: 60% of VPK providers scoring between a 5 and 5.25 on their CLASS assessment will attend ELC trainings focused on increasing scores

Reported: Annually

Outcome 3(a): 50% of VPK providers scoring between a 5 and a 5.25 on their CLASS assessment will raise their score to a 5.25 or higher within a year

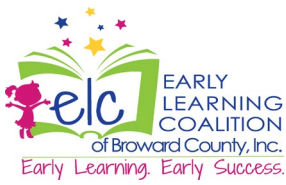
Goal 5: Children will enter kindergarten with the tools, skills, and support they need to succeed.

Objective 1: SR and VPK children will receive support (developmental, behavioral, health, etc.) to maximize their developmental potential.

Outcome 1: 65% of families with children ages 0-2 who have received a referral, will follow through with their referrals to Early Steps (current rate is 47 percent, 387 of 833 families).

Outcome 2: 75% of families with children ages 3-5 who have received a referral, will follow through with their referrals to FDLRS (current rate is 63 percent, 364 of 580 families).

Reported: Quarterly



5 Year Strategic Plan

Outcome 3: Through funding or partnerships, four (4) additional comprehensive support services will be added or expanded to children/families (such as but not limited to vision, hearing, dental screenings, mental health, nutrition services and general medical)

Reported: Annually

Objective 2: Expand ELC's literacy efforts to increase the number of children who have access to books/libraries at home as well as increased exposure to reading experiences.

Outcome 1: Increase # of families with children under 5 who sign up for ELC's bookworm program to 15,000 families.

Reported: Quarterly

Outcome 2: ELC will participate in at least 15 literacy events throughout the year, utilizing new and existing partnerships/events, as well as creating its own.

Reported: Quarterly

Goal 6: The ELC has strong relationships with community leaders and other stakeholders to mobilize all parts of our community to support early learning.

Objective 1: Broward County leaders are aware of the importance of early learning, ELC Services, and ELC Legislative Priorities.

Outcome 1: ELC leadership will meet (one on one) with new local Legislators, Broward County commissioners/county administration, and newly elected municipal leaders (in high-needs areas) at least 1x/within the first year of their role.

Reported: Semi-annual

Outcome 2: ELC leadership will meet/present to 80% of current legislators, Broward County commissioners/county administration, and municipal leaders (in high-needs areas) at least 1x/annually.

Reported: Semi-annual

Objective 2: ELC will strengthen relationships and partnerships with Community leaders and stakeholders through participation in early learning activities/events.

Outcome 1: A minimum of 30 community leaders/elected officials will participate in at least one ELC's activities/events annually.

Reported: Semi-annual

5 Year Strategic Plan

Outcome 2: ELC will build relationships with a minimum of 10 Faith based community leaders or business partners annually.

Reported: Semi-annual

Goal 7: ELC Broward is a healthy, efficient, and effective organization.

Objective 1: The ELC promotes an inspired workplace culture by developing quantitative and qualitative approaches to attract, engage, and retain a talented workforce efficiently and effectively.

Outcome 1: ELC is hiring the right staff, for the right positions and retaining them as evidenced by retaining 75% of new hires at one year.

Reported: Semi-annual

Outcome 2: ELC annual staff turnover will be 5% below the National turnover average for similar organizations.

Reported: Semi-annual

Outcome 3: 25% of promotional opportunities are filled internally.

Reported: Semi-annual

Outcome 4: At least 85% of Staff respond they are overall satisfied working at the ELC.

Reported: Annually

Objective 2: Continue to optimize use of technology and data to promote efficiencies, evaluate value, impact, and progress, and increase data security.

Outcome 1: 85% of the CRM Plan will be fully implemented.

Reported: Annually

Outcome 2: 90% of ELC data infrastructure will be stored in the cloud.

Reported: Annually

Outcome 3: A minimum of 95% of ELC staff will continually pass ELC quarterly security testing.

Reported: Annually

Objective 3: A mechanism exists to bring in a regular stream of funding to address an annual structural deficit and an annual process to gradually build a reserve.

Outcome 1: Annual net asset/reserve balance changes are positive at the end of each fiscal year.



5 Year Strategic Plan

Reported: Annually

Objective 4: Strategy will be in place to obtain dedicated funding for specific unallowable expenses.

Outcome 1: ELC will have funds for items for meetings, programming, and training.

Reported: Annually

Objective 5: The ELC board is energized, enthusiastic, educated, participates, and partners effectively with staff.

Outcome1: Results of the annual staff and board survey will show at least an 90% rating in all categories.

Reported: Annually

Outcome 2: 100% of board members will complete an individual scorecard and meet or exceed 80% of their goals

Reported: Annually

Objective 6: The ELC will have a cohesive board where every member has a voice.

Outcome 1: Board ratings after meetings will average 8 or higher

Reported: At each meeting then quarterly

Outcome 2: Results of the annual board self-survey will show that 90% of board report they feel they have a voice in meetings.

Reported: Annually