



**Early Learning Coalition of Broward County, Inc.
Nominating Committee Meeting Agenda
April 6, 2021 – 10:30AM**

MEETING CALL IN: 1 (872) 240-3212 ACCESS CODE: 827-725-861

Members are reminded of conflict of interest provisions. In declaring a conflict, please refrain from voting or discussion 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			
I.	Call to Order		Michael Asseff, Nominating Committee Chair
II.	Roll Call		Elsy Silvestre, Executive Assistant
III.	Consent Agenda • Approve March 23, 2021 meeting minutes	1	Michael Asseff, Nominating Committee Chair
IV.	Regular Business • NOM212RB1 Private Business Sector applicant interviews/Approval - Kristina West and Kirk Englehardt	5	Michael Asseff, Nominating Committee Chair Judith Merritt, COO
VI.	New Business Matters from the Committee Matters from the Chair Public Comment Next ELC Meeting: TBD Adjourn		

Please Note: Agenda 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.



Early Learning Coalition of Broward County
 Nominating Committee Meeting Minutes
April 1, 2021 – 10:00AM
 Virtual Meeting

Members in Attendance: Michael Asseff; Amoy Reid; William Karp

Members Absent: Laurie Sallarulo; Twan Russell;

Staff in Attendance: Renee Jaffe, CEO; Howard Bakalar, CPO; Judith Merritt, COO; Hubert Cesar, CIO; Elsy Silvestre, Executive Assistant

Others in Attendance: Jacob Jackson

Item	Action/Discussion
Welcome & Call to Order	The Chair called the meeting to order at 10:06 AM. Roll Call was done and a quorum was established.
Consent Agenda: Approve June 16, 2020 Meeting Minutes	A Motion was made by William Karp to approve the June 16, 2020 meeting minutes. Seconded by Amoy Reid. Unanimously approved. Motion Passes.

<p>Regular Business:</p> <p>NOM211RB1 - Approve Enhancements to Private Business Sector applicant process</p> <p>NOM211RB2 – Review Private Business Sector Applications and Resumes, select candidates for nomination to the Board</p>	<p>COO provided an overview in regards to the enhancements to the board selection process, which had been requested by the January 30, 2020 Executive Committee. Those enhancements included the creation of a Board flyer outlining those fields of expertise that would complement the existing board, along with the establishment of a Board Member Roles and Responsibility document. These along with the updated and enhanced step by step guide on board recruitment process are being presented for approval by Nominating committee.</p> <p>A Motion was made by William Karp to approve the enhancements to private business sector application process. Seconded by Amoy Reid. Unanimously approved. Motion Passes.</p> <p>COO outlined the steps ELC had taken to attract new Private Business Sector Board candidates, utilizing the Board Flyer and Roles and Responsibilities documents that had been developed, along with promoting the opportunity on ELC website, social media as well as providing materials to the Board and Community, so that they too could promote this opportunity.</p> <p>ELC received 7 applications for the Private Business Sector seat. A candidate summary was provided outlining each candidate’s area of expertise as it pertained to the areas required to enhance the board.</p> <p>There was a discussion about the number of candidates that were able to be recruited for, since there were several that met the criteria. CEO confirmed that we must have over 33% Private Sector Board members and that currently we have an 18-member board, but can have a board up to 30 members, therefore, we could select several candidates.</p> <p>Chair feels that we should not limit ourselves and that we should choose at least 2 from the candidate list.</p> <p>A Motion was made by William Karp to select two candidates at this time to go forward with. Seconded by Amoy Reid. Unanimously approved. Motion Passes.</p>
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	<p>CEO provided an overview of all candidates along with recommendations for the two candidates ELC felt would enhance the board. Those candidates were, Kristina West and Kirk Englehardt.</p> <p>Kristina West has 16 years in the financial industry. She works for PNC and is actively involved in initiatives that support early learning for children.</p> <p>Kirk Englehardt, works for the Community Foundation, which we hope to foster a stronger relationship with. Most of his career has been in the marketing, communications and fundraising field.</p> <p>We had several candidates with education expertise, but it was agreed that currently we are well represented in that field, and really needed to concentrate on those with fundraising, banking, and marketing backgrounds.</p> <p>Chair suggested that we interview the two candidates. The committee agreed that this was a good idea. The committee members present agreed that April 6 would be a suitable day to conduct interviews with the two candidates: Kristina West and Kirk Englehardt.</p> <p>A Motion was made by William Karp to extend the opportunity to interview Kristina West and Kirk Englehardt. Seconded by Amoy Reid. Unanimously approved. Motion passes.</p>
New Business	There was no discussion.
Matters from the Chair	There was no discussion.
Matters from the Committee	There was no discussion.
Public Comment	There was no discussion
Next Meeting Date	April 6 th , 2021
Adjourn	William Karp motioned to adjourn the meeting. The meeting adjourned at 10:42am

These minutes contain the action items of the Nominating Committee meeting of the Early Learning Coalition of Broward. They do not include all the Committee's discussions or comments on each matter or issue raised during the meeting. A tape recording of the meeting is held in the Coalition office. Corrections from the Committee will be taken prior to approval at the next meeting.

DRAFT

ITEM #/MEETING:	NOM212RB1/NOMINATING COMMITTEE
MEETING DATE:	April 6, 2021
SUBJECT:	Private Sector Board applicant
FOR ACTION:	YES
RECOMMENDED ACTION:	Motion 1: Recommend Kristina West for ELC Private Sector Board seat Motion 2: Recommend Kirk Englehardt for ELC Private Sector Board seat
FINANCIAL IMPACT:	None
AS RECOMMENDED BY:	N/A
ELC STAFF LEAD	J. Merritt

Background

Florida Statutes 1002.83 states that including the members appointed by the Governor, that *“more than one-third of the members of each early learning coalition must be private sector business members.”*

At the December 10, 2020 Governance meeting, the committee approved a motion to commence recruitment efforts for an additional private sector board member with expertise/background in the areas of Banking, Health Care, Marketing/PR, Fundraising and Champion of ELC Mission while promoting fundraising/friendraising).

Through the ELC Board Recruitment process, 7 applications were received (6 eligible and 1 ineligible).

Current Status

At the April 1, 2021 Nominating Committee meeting all ELC Board applications were presented and reviewed. The committee members approved to select two candidates at this time, since they had several candidates with the qualities required. The committee also approved a motion to move forward with interviews for Kristina West and Kirk Englehardt for Private Business Sector board seats.

Recommendation

ELC staff support the Nominating Committee’s approval of Kristina West for consideration by the full Board.

ELC staff support the Nominating Committee’s approval of Kirk Englehardt for consideration by the full Board.

Supporting Documents

- Kristina West ELC application
- Kristina West Resume
- Kirk Englehardt ELC application
- Kirk Englehardt Resume



Early Learning Coalition Board of Directors Application

SUBMIT APPLICATION & RESUME TO:

Elsy Silvestre, Executive Assistant esilvestre@elcbroward.org

1475 W. Cypress Creek Road,

Suite 301

Fort Lauderdale, FL 33309

954-377-2183 FAX 954-377-2192

Applicant's Name: Kristina West
(Last, First – include commonly used name)

Email Address: Kristina.west@pnc.com

Cell Phone: 561-308-0308

Address: 156 Cypress Trace, Royal Palm Beach, FL 33411

Current Employer: PNC Bank

Current Occupation: Client and Community Relations Assistant Director

Business Address: 7121 Fairway Drive Suite 300, Palm Beach Gardens, FL 33418

Specify preferred mailing address:

EDUCATION

List postsecondary educational institutions (or highest) attended or professional certifications:

<u>NAME & LOCATION</u>	<u>DEGREE/CERTIFICATE RECEIVED</u>	<u>DATES ATTENDED</u>
Florida State University	Bachelor's Degree	2001-2004

COMMUNITY INVOLVEMENT

Please list community, civic, professional, business & other organizations of which you're involved in (including professional/civic fraternal organizations):

<u>ORGANIZATION</u>	<u>POSITION(S) HELD</u>	<u>DATES INVOLVED</u>
The Children's Movement	Advisory Council	2018 -
Broward Reads	Member	2018 -
ARC Broward	Co-Chair Delish	2018 and 2019
New Mirawood Academy	Volunteer	2018-2019

Have you ever been elected/appointed to any public office in the state? If yes, please provide details:

POSITION/OFFICE TITLE

DATES SERVED

LEVEL OF GOV'T

<u>POSITION/OFFICE TITLE</u>	<u>DATES SERVED</u>	<u>LEVEL OF GOV'T</u>

Have you received any awards/recognition? If yes, list:

Performance Award Nominee – PNC

Market All Star – PNC for 3 Years

Do you have any other skills/recognition you would like to share with us?

- Event Planning and activation
- Budget Planning

PERSONAL STATEMENT

Please answer all questions: Why do you want to serve on the ELC's Board? What do you hope to achieve as a board member? What is your vision for early childcare in Broward County?

I am interested in serving on the Early Learning Coalition of Broward Board, due to my passion for Early Childhood Education. I am fortunate enough to work for a company that has a funding priority of Early Education. I have been with PNC Bank for over 16 years, and in Client and Community Relations for 6 years. I have learned a tremendous amount about the importance of early childhood education. Even as a mother of 1, I was not aware of a lot of the statistics, until I started in the CCR role. PNC created the Grow up Great program in 2006. Through our Grow up Great program, we've provided tools and resources that help develop young minds. We're proud to serve children from birth to five, particularly underserved children, by empowering their caregivers and supporting their teachers. For the last 15 years, we've grown into a \$500 million initiative. I have had the opportunity to share the program with early educators, non-profit organizations and families for several years in Broward County. PNC recently awarded a grant to the TMW center to create the Any Time is 3T's time campaign. This program helps set children up for success, and I have had the pleasure of working with the ELC of Broward on this initiative.

If I am given the opportunity to be a board member at the ELC, I hope to be able to share valuable resources to families, educators and fellow board members. I also hope to share with the business community the importance of early childhood education and the vision of the ELC of Broward. I truly believe with the backing of the business community; appropriate grade level reading statistics can improve. My manager is currently the chair of the business alliance through the Florida Chamber and we discuss ways to engage the business community. Business roundtables about early education are a great way to share information about all the great work the ELC is doing.

The resources that the ELC of Broward provides are extremely beneficial, and I think every parent regardless of financial status should be aware of the resources. My vision for early childhood education in Broward, would be that every 4-year-old child would have access to a VPK program. I would also like the opportunity to assist in ways to get ELC resources out to every parent in Broward County. The 2030 Blueprint through the Florida Chamber includes a goal of 100% of 3rd graders reading at grade level. I think sharing resources and business involvement will help Broward County towards that goal, but it all starts at birth.

Thank you for the opportunity to apply to be a board member with the ELC of Broward County. I would be honored to be a part of the mission of the Early Learning Coalition of Broward County.

PERSONAL HISTORY

Please check all that apply:

- Have you ever been removed from a board(s), committee(s), council(s), etc.?
- Has probable cause ever been found that you were in violation of Part III, Chapter 112, F.S., Code of Ethics for Public Officers & Employees?
- Are you now, or have you in the last 3 years, been a member of any club/organization that in practice restricts (restricted) membership on the basis of race, religion, national origin, or gender?
- Have you ever been convicted/withheld adjudication for violation of any federal, state or municipal law/regulation/ordinance?
- Have you, your immediate family (spouse, child, parent(s), sibling(s) or businesses of which your immediate family have been owners, officers, or employees, held any contractual/direct dealings with any state/local governmental agency in Florida during the last four years (including the office/agency to which you've been appointed or are seeking appointment)?

If you said yes to any of the above questions, please explain:

REFERENCES

List 3 professional references who have known you well within the past 5 years (exclude relatives):

NAME

PHONE NUMBER

Kim Reckley	561-803-9709
Jessica Rodriguez	954-789-0582
Cressman Bronson	561-803-9721

If required by law or administrative rule, will you file financial disclosure statement(s):

- Yes No

QUESTIONS FOR CHILDCARE PROVIDERS ONLY

Are you employed by a private childcare provider/employee who receives funding services from the ELC of Broward County? Yes No

If yes, are you: For Profit Not for Profit Faith Based Other:

****Please Note that the designated child care provider representative (non-faith based) serving on Early Learning Coalition's Board must be from a for-profit child care provider.**

Approximately what percentage of the children/families attending your child care center/home receive child care subsidies?

Approximately what percentage of the children/families attending your child care center/home receive VPK?

Is your center/home accredited by a recognized agency? If yes, provide details/expiration:

Have you ever been determined to be a LLP (Low Performing Provider) by the FDOE (FLDept. of Education)? Yes No

A provider may not be eligible for board membership, if during the last 24 months it:

- Failed to repay an overpayment by the required date after the ELC or their sub-recipient discovered the overpayment and requested repayment
- Submitted a monthly attendance roster resulting in an overpayment that exceeded 20% of the payment for a calendar month due to the provider's inaccurate reporting of a student's attendance
- Submitted a monthly attendance roster containing fraudulent reporting or other intentional misreporting of a student's attendance
- Failed to comply with the terms of the ELC's *School Readiness Provider Agreement*
- Provider's license status, as recorded in CCIS, is "*Revocation Action Pending,*" "*Suspension Action Pending/Suspended,*" or "*Closed*"

- Provider's accreditation status has expired or been rescinded (for providers not licensed by

Broward Co. Child Care Licensing) – *s.1002.55(3)b., F.S.*

- Identified on the FSDA or Florida Disqualification List
- Received more than Class 1 or Class 2 Violations from Broward County ChildCare Licensing and Enforcement

COMMITMENT AND OPERATIONAL STATEMENTS

TIME COMMITMENT: Serving as an ELC Board Member will require a commitment of time, including attendance at regular Board meetings and committee involvement, visiting community program sites, ELC events, and becoming educated about many aspects of early childhood development and school readiness. Board meetings are generally held once every other month.

CONFLICT OF INTEREST: A conflict of interest may occur when an item is presented for a vote that will directly affect you, your employer, your immediate family or another organization with which you are affiliated. Conflict of interest rules generally require you to disclose the conflict and abstain from discussion/vote on the matter.

MEMBERSHIP REQUIREMENTS: School Readiness legislation & the Office of Early Learning Policies (OEL-PG-0002-10 “*Early Learning Coalition Board Membership*”) govern the requirements for Board membership. Please see applicable policies.

SUNSHINE LAW: The ELC of Broward County is a legislatively mandated group and operates under the general Florida guidelines of The “Sunshine” Law.

Private Provider, Faith Based Provider & Special Needs Representative: Serving in such capacity requires a commitment to communicate Board business to constituents.

I understand the requirements of Board Membership for the Early Learning Coalition of Broward County, Inc. I agree that I have carefully and personally prepared/read the answers to the foregoing questions. The information in this application is complete and true.

Kristina West
NAME

Kristina West
Signature

3/12/2021
Date

PRIVATE-SECTOR MEMBER

I, Kristina West , have read and reviewed OEL-PG-0002-10 "Early

PRINT NAME

Learning Coalition Board Membership" and that I meet the eligibility requirements for Early Learning Coalition Private-Sector membership in Broward County, as reflected therein, and that I do not have a substantial financial interest in early learning programs as defined by said policies. I agree to immediately notify the Board of Early Learning Coalition of Broward County, Inc. in writing, should that change during my term.

Kristina West

SIGNATURE

3/12/2021

DATE

Self-Identification

Completion of the following section is optional:

Race:

- | | |
|---|---|
| <input checked="" type="checkbox"/> White, non-Hispanic | <input type="checkbox"/> Native Hawaiian/Other
Pacific Islander American |
| <input type="checkbox"/> Hispanic | <input type="checkbox"/> Indian/Alaska Native |
| <input type="checkbox"/> Black/African American | |
| <input type="checkbox"/> Asian | |

Gender:

- | | |
|--|-------------------------------|
| <input checked="" type="checkbox"/> Female | <input type="checkbox"/> Male |
|--|-------------------------------|

KRISTINA WEST

156 Cypress Trace, Royal Palm Beach, FL 33411 · 561-308-0308
kridom1@hotmail.com · [linkedin.com/in/kristina-west](https://www.linkedin.com/in/kristina-west)

Accomplished professional with over 16 years of experience in the financial industry, and 5+ years of experience in Client and Community Relations. I develop and maintain relationships with non-profit organizations in Broward and Miami-Dade counties. I am also an advocate for early learning education and the arts.

EXPERIENCE

FEBRUARY 2021 –

CLIENT AND COMMUNITY RELATIONS ASSISTANT DIRECTOR, PNC BANK

- Promoted to Assistant Director, will continue to manage job functions included in Client and Community Relations Specialist role.

OCTOBER 2015 – FEBRUARY 2021

CLIENT AND COMMUNITY RELATIONS SPECIALIST, PNC BANK

Palm Beach Gardens, FL

- Plan and execute client and community relations activities including event planning, execution and tracking, market sponsorship activation (Broward and Miami Dade), grant-making and employee engagement programs to deliver the brand across the market.
- Support the Regional Presidents office in executing business strategies to help drive revenue across all lines of business. Produce campaign and event tracking reports showing return on investments and key initiatives.
- Maintain and oversee the allocation of highly valued tickets to line of business partners, customers and prospects.
- Administer/coordinate the local sponsorship and PNC Foundation grant process. Coordinate employee volunteerism, employee engagement, grant announcements and activation with local early learning centers.
- Support activities including coordination with legal, compliance, invoicing and budget management.
- Support Diversity and Inclusion initiatives.

JULY 2008 – OCTOBER 2015

CORPORATE SALES DEVELOPMENT CONSULTANT, NATIONAL CITY/PNC BANK

West Palm Beach, FL

- Provide marketing support for Corporate & Institutional Banking for the state of Florida.
- Work closely with managers and sales team to develop targeted campaigns and messaging to help drive revenue.
- Management of sales reporting for the Florida market and accuracy of information in CRM.
- Plan and execute events specifically for Corporate & Institutional Banking.

FEBRUARY 2006 – JULY 2008

EXECUTIVE ASSISTANT, NATIONAL CITY BANK

West Palm Beach, FL

- Perform confidential administrative support functions for Business Banking and Corporate Banking Executives. Prepare reports pertaining to employee revenue goals and bonuses.
- Provide support by routing mail, visitors, and calls. Respond to requests for information and furnishing the information when possible or referring to appropriate area/person.
- Responsible for onboarding of new employees in department.

DECEMBER 2004 –FEBRUARY 2006

CONSUMER LOAN PROCESSOR, FIDELITY FEDERAL BANK & TRUST

West Palm Beach, FL

- Prepare and process a large volume of consumer home equity documents in a timely manner.
- Verified status of appraisal and accuracy of credit documents.
- Act as a liaison between underwriter and client.

EDUCATION

MAY 2004

BACHELOR OF SCIENCE, FLORIDA STATE UNIVERSITY

SKILLS

- Budget management
- Proficient in Microsoft Office and CVENT
- Effective communication skills
- Event planning
- Teamwork
- Organizational skills

ACTIVITIES

- Broward Reads Council
- Children’s Movement of Florida Broward Advisory Council
- ARC Broward Delish Co-Chair
- Volunteer at New Mirawood Academy preschool in Broward



Early Learning Coalition Board of Directors Application

SUBMIT APPLICATION & RESUME TO:

Elsy Silvestre, Executive Assistant esilvestre@elcbroward.org

1475 W. Cypress Creek Road,

Suite 301

Fort Lauderdale, FL 33309

954-377-2183 FAX 954-377-2192

Applicant's Name: Kirk J. Englehardt

Email Address: kenglehardt@cfbroward.org

Cell Phone: 786-562-4282

Address: 10293 SW 55th Lane, Cooper City, FL 33328

Current Employer: Community Foundation of Broward

Current Occupation: Vice President, Marketing and Communications

Business Address: 910 East Las Olas Blvd., Fort Lauderdale 33301

Specify preferred mailing address: Work address

EDUCATION

List postsecondary educational institutions (or highest) attended or professional certifications:

NAME & LOCATION

DEGREE/CERTIFICATE RECEIVED

DATES ATTENDED

<u>NAME & LOCATION</u>	<u>DEGREE/CERTIFICATE RECEIVED</u>	<u>DATES ATTENDED</u>
Florida State University	B.S. Communications	Graduated 1994
Florida Atlantic University	Master, Public Admin. (MPA)	Graduated 2001

COMMUNITY INVOLVEMENT

Please list community, civic, professional, business & other organizations of which you're involved in (including professional/civic fraternal organizations):

Cooper City Education Advisory Board	Board Member	2020-
Public Relations Society of America – Greater Fort Lauderdale Chapter	Board Member	2018-
Fort Lauderdale Illustrated Magazine Advisory Board	Board Member	2020-

ORGANIZATION

POSITION(S) HELD

DATES INVOLVED

Have you ever been elected/appointed to any public office in the state? If yes, please provide details:

POSITION/OFFICE TITLE

DATES SERVED

LEVEL OF GOV'T

No		

Have you received any awards/recognition? If yes, list:

2020 "Stevie" American Business Awards for the redesign of Community Foundation of Broward website

2019 Earned 12 MarCom Awards from the American Association for Marketing and Communications Professionals for a variety of projects including web, video, print, events, and more.

2019 Earned 5 Videographer Awards from the American Association for Marketing and Communications Professionals for a series of productions showcasing the bold impact of the Community Foundation of Broward.

2018 Earned 16 MarCom Awards from the American Association for Marketing and Communications Professionals for a variety of projects including web, video, print, events, and more.

2017 & 2016 Earned a total of 6 MarCom Awards from the American Association for Marketing and Communications Professionals for a variety of projects including web, video, print, events, and more.

2016 Earned a Merit Award for the creation of a new Strategic Marketing and Communications Plan for the University of Tennessee at Chattanooga during the 32nd Annual Educational Advertising Awards. Additional awards were won for ad campaign design.

2014 Silver Quill Award of Merit from the International Association of Business Communicators (Southern Region) and a 2013 Golden Flame Award from IABC-Atlanta for an in-depth market research effort that provided clarity of purpose and resulted in growth of the Georgia Tech Research Enterprise.

2012 Anne Raymond Distinguished Service Award from the Georgia School Public Relations Association for commitment and dedication to the organization and the profession.

2011 Chapter Champion from the Georgia Chapter of the Public Relations Society of America for being actively involved in growing the chapter and showing outstanding commitment to the organization.

2009 Bronze Anvil from the Public Relations Society of America for a newly branded annual report for

the Georgia Tech Research Institute.

2009 Communicator of the Year by the Georgia Institute of Technology (Georgia Tech) honoring the top communicator of more than 100 working at the university. The award was presented by the university President.

2005 Gold Medallion Award by the National School Public Relations Association for excellence in educational public relations. The award was given for the development and execution of Georgia's Statewide No Child Left Behind Communications Strategy. It's the top honor from this organization.

2005 Silver Anvil Award of Excellence by the Public Relations Society of America for the development and execution of Georgia's Statewide No Child Left Behind Communications Strategy.

2000 Florida Law Enforcement Public Information Officer of the Year presented by the Florida Law Enforcement Public Information Officers Association and selected by peers for the statewide honor.

Do you have any other skills/recognition you would like to share with us?

Strategic Communications and Marketing, Policy, University Governance, Relationship Building, Advocacy, Targeted Outreach, Public Affairs, Partnerships/Collaborations, Media/Public Relations, Brand Development, Communications Training, Crisis Communication, Spokesperson, Web Strategy, Social Media, Writing/Editing, Event Management, Video/Audio Production, Photography

PERSONAL STATEMENT

Please answer all questions: Why do you want to serve on the ELC's Board? What do you hope to achieve as a board member? What is your vision for early childcare in Broward County?

Most of my career has been spent supporting education in one way or another. From my work leading communications for the Broward Public Schools to my time working at the state level at the Georgia Department of Education to the ten years I spent working in higher education at one of the nation's top research universities, education has been a common thread tying everything together. In my current role at the Community Foundation of Broward, I proudly support our School is Cool initiative. And in my community, I am a volunteer member of the Cooper City Education Advisory Board. Education is my passion and something I truly believe in. It's a difference-maker.

There is tremendous value in putting a child on the right track from day one. It's an investment in not just their future, but our future. The sad reality is that in Broward, not all things are equal. Often your zip code determines which opportunities are available to you – and which ones are not. Socioeconomic challenges also have a direct impact the ability of parents to help their children be successful. Another complication is that teachers often feel they lack the support and training to perform at their best. How do we unpack all of these challenges? How do we level the playing field and unstack the deck so every child has the ability to succeed? How can we ensure every teacher is prepared? I would love to be a part of the solution and believe joining the ELC board would enable me to make a difference in the community – one that would last for generations.

I envision a Broward where every child has access to high quality early education. Where all parents understand the value in taking advantage of the educational opportunities that do exist. Where the social and economic barriers to effective parental involvement are minimized. And a Broward where all organizations and agencies that have a stake in the bright future of our community work together to tackle the issues that stand in the way.

PERSONAL HISTORY

Please check all that apply:

- Have you ever been removed from a board(s), committee(s), council(s), etc.?
- Has probable cause ever been found that you were in violation of Part III, Chapter 112, F.S., Code of Ethics for Public Officers & Employees?
- Are you now, or have you in the last 3 years, been a member of any club/organization that in practice restricts (restricted) membership on the basis of race, religion, national origin, or gender?
- Have you ever been convicted/withheld adjudication for violation of any federal, state or municipal law/regulation/ordinance?
- Have you, your immediate family (spouse, child, parent(s), sibling(s) or businesses of which your immediate family have been owners, officers, or employees, held any contractual/direct dealings with any state/local governmental agency in Florida during the last four years (including the office/agency to which you've been appointed or are seeking appointment)?

If you said yes to any of the above questions, please explain:

- Pled no contest to a speeding ticket to avoid points on my license. I think it was in 2016/2017.

REFERENCES

List 3 professional references who have known you well within the past 5 years (exclude relatives):

NAME

PHONE NUMBER

Susan Hale Romanick, Fulton County Schools	404-667-5881 / romanick@fultonschools.org
Dana Tofig, American Institutes for Research	240-994-1309 / dtofig@air.org
Joseph Donzelli, NSU Marketing/Communications	954-262-2159 / jdonzelli@nova.edu

If required by law or administrative rule, will you file financial disclosure statement(s):

- Yes
- No

QUESTIONS FOR CHILDCARE PROVIDERS ONLY

Are you employed by a private childcare provider/employee who receives funding services from the ELC of Broward County? Yes No

If yes, are you: For Profit Not for Profit Faith Based Other: [Click or tap here to enter text.](#)

****Please Note that the designated child care provider representative (non-faith based) serving on Early Learning Coalition's Board must be from a for-profit child care provider.**

Approximately what percentage of the children/families attending your child care center/home receive child care subsidies? [Click or tap here to enter text.](#)

Approximately what percentage of the children/families attending your child care center/home receive VPK? [Click or tap here to enter text.](#)

Is your center/home accredited by a recognized agency? If yes, provide details/expiration: [Click or tap here to enter text.](#)

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- Provider's accreditation status has expired or been rescinded (for providers not licensed by Broward Co. Child Care Licensing) – *s.1002.55(3)b., F.S.*
- Identified on the FSDA or Florida Disqualification List
- Received more than Class 1 or Class 2 Violations from Broward County ChildCare Licensing and Enforcement

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TIME COMMITMENT: Serving as an ELC Board Member will require a commitment of time, including attendance at regular Board meetings and committee involvement, visiting community program sites, ELC events, and becoming educated about many aspects of early childhood development and school readiness. Board meetings are generally held once every other month.

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SUNSHINE LAW: The ELC of Broward County is a legislatively mandated group and operates under the general Florida guidelines of The “Sunshine” Law.

Private Provider, Faith Based Provider & Special Needs Representative: Serving in such capacity requires a commitment to communicate Board business to constituents.

I understand the requirements of Board Membership for the Early Learning Coalition of Broward County, Inc. I agree that I have carefully and personally prepared/read the answers to the foregoing questions. The information in this application is complete and true.

Kirk J. Englehardt
NAME

Click or tap here to enter text.
Signature

3/17/2021
Date

PRIVATE-SECTOR MEMBER

*I, Kirk J. Englehardt , have read and reviewed OEL-PG-0002-10 “Early
PRINT NAME*

Learning Coalition Board Membership” and that I meet the eligibility requirements for Early Learning Coalition Private-Sector membership in Broward County, as reflected therein, and that I do not have a substantial financial interest in early learning programs as defined by said policies. I agree to immediately notify the Board of Early Learning Coalition of Broward County, Inc. in writing, should that change during my term.

Click or tap here to enter text.

SIGNATURE

March 17, 2021

DATE

Self-Identification

Completion of the following section is optional:

Race:

White, non-Hispanic

Native Hawaiian/Other

Pacific Islander American

Hispanic

Indian/Alaska Native

Black/African American

Asian

Gender:

Female

Male

COMMITMENT AND OPERATIONAL STATEMENTS

TIME COMMITMENT: Serving as an ELC Board Member will require a commitment of time, including attendance at regular Board meetings and committee involvement, visiting community program sites, ELC events, and becoming educated about many aspects of early childhood development and school readiness. Board meetings are generally held once every other month.

CONFLICT OF INTEREST: A conflict of interest may occur when an item is presented for a vote that will directly affect you, your employer, your immediate family or another organization with which you are affiliated. Conflict of interest rules generally require you to disclose the conflict and abstain from discussion/vote on the matter.

MEMBERSHIP REQUIREMENTS: School Readiness legislation & the Office of Early Learning Policies (OEL-PG-0002-10 "Early Learning Coalition Board Membership") govern the requirements for Board membership. Please see applicable policies.

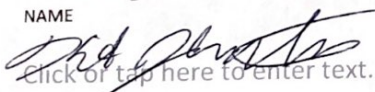
SUNSHINE LAW: The ELC of Broward County is a legislatively mandated group and operates under the general Florida guidelines of The "Sunshine" Law.

Private Provider, Faith Based Provider & Special Needs Representative: Serving in such capacity requires a commitment to communicate Board business to constituents.

I understand the requirements of Board Membership for the Early Learning Coalition of Broward County, Inc. I agree that I have carefully and personally prepared/read the answers to the foregoing questions. The information in this application is complete and true.

Kirk J. Englehardt

NAME


Click or tap here to enter text.
Signature

3/17/2021

Date

PRIVATE-SECTOR MEMBER

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Click to wrap here to enter text.

SIGNATURE
March 17, 2021
DATE

Kirk Englehardt

10293 SW 55th Lane, Cooper City, FL 33328
786-562-4282

kenglehardt@cfbroward.org

Florida Atlantic University
Master of Public Administration

Florida State University
B.S., Communication

Experience

Vice President, Marketing and Communications
The Community Foundation of Broward

(May 2017 – Present)

As part of the Foundation's executive leadership team, I contribute to the overall strategic direction of the Foundation. This includes direct engagement with Board Members, Community Leaders, Elected Officials, Fundholders, Legacy Society Members, Professional Advisors, Nonprofits. I am ultimately responsible for all Foundation messaging, as well as the creation and execution of targeted communications and marketing strategies that get results.

Ongoing Results Fueled by Communications:

Foundation assets have grown from \$180 million (June 1, 2018) to \$212 million (July 1, 2019).

Raised \$22 million in new gifts (2018-19 FY) - stronger communications, strategic/targeted marketing, enhanced messaging, and outstanding cultivation efforts helped make it happen.

Developed and executed communications strategies for the BE BOLD Leadership Campaign, the largest in Foundation history - a 6-year \$500 million effort – nearly \$150 million raised to date.

Welcomed seven new Community Builders, each creating endowed charitable funds at the Foundation of \$1 million or more (2017-2019).

Grew Legacy Society to 153 members with planned gift promises topping \$300 million.

Broke down silos, mentored staff across departments, and fostered a culture of collaboration, communication and consistency at all levels of the organization.

Developed an editorial planning strategy linked to the Foundation's strategic priorities and grant cycle to ensure the right messages are sent at the right times – to the right audiences.

Launched a new website that generated a \$10 million planned gift in its first three months and continues to function as an active lead generation tool.

Launched a proactive media relations effort that – in the first year – earned placements with a potential audience of more than 164 million people, with an ad value equivalency of more than \$800,000 – dramatically increasing organizational visibility with key audiences.

Completely refreshed and relaunched the Foundation's visual identity and developed the organization's first Brand Standards Manual.

Developed a targeted advertising strategy to more effectively reach key audiences with the right messages.

Launched a video production program, a storytelling tool responsible for bringing the Foundation's work and community impact to life.

Developed enhanced communications mentorship, training and resources for Foundation grantees, staff and board.

Created new relationships with partner organizations to enhance Foundation visibility within key parts of our community, and with key audiences – such as professional advisors.

Conceptualized, coordinated and scripted dozens of Foundation events – from large-scale annual signature events to topic-specific educational events.

Earned 38 national awards for Foundation marketing and communications efforts since May 2017.

Vice Chancellor for Marketing and Communications (January 2016 – May 2017)
The University of Tennessee at Chattanooga

Senior executive responsible for conceptualizing, planning and developing a broader communications and marketing program for the university. The resulting Strategic Marketing and Communications Plan received a national award.

Led a team responsible for marketing, media relations, writing and creative services, internal communication, video production, website design/development, social media, photography, crisis communication, issues management, executive communication and support to campus units.

Provided executive oversight of the university's NPR radio station, which completed its third record-setting membership drive – raising over \$165,000 in 10 days.

Created and implemented innovative student recruitment marketing efforts that drove 200+ more students to apply to the university's undergraduate programs as compared to the prior year.

Piloted a targeted digital marketing effort to raise awareness of the university's graduate programs and successfully doubled the number of online inquiry forms submitted to the graduate school.

Led the development of a multi-channel marketing campaign for campus housing to address concerns that not all units would be fully occupied. As a result, housing opened at capacity in the Fall of 2016.

Created and executed an award-winning collaborative marketing effort in collaboration with Chattanooga State Community College which raised awareness of the dual-enrollment program.

Partnered closely with the athletics department to redesign the print and digital materials used to promote all sports. The effort won two national MarCom Awards.

Developed a dynamic plan for seamlessly incorporating the university's visual identity into the campus environment and improve wayfinding.

Served on numerous campus committees, interfacing directly with student organizations & student government and serving as the campus liaison to state university system communications team.

Director of Research Communications (Promotion) (March 2012 – Dec. 2015)
Georgia Institute of Technology

Georgia Tech's first executive-level communicator accountable for building a comprehensive research communication and marketing program from the ground up, which includes aligning the activities/staff of 6 colleges, 29 schools and 9 research institutes – as well as units focused on research administration, economic development, and industry collaboration.

Created the first Integrated Strategic Communication and Marketing Plan supporting the strategic goals for Georgia Tech's \$730 million research enterprise. Leveraged internal and external market research to produce an audience-focused and results-driven plan impacting the bottom line. Helped drive a 15% increase in industry research funding at Georgia Tech.

Led a 12-person team, that included 9 individuals reporting to other departments. Recruited and hired 8 new marketing communication managers working across Georgia Tech.

Forged new relationships that created a collaborative and inclusive culture, as well as a 'community of communicators' which worked to position Georgia Tech as a world-class technology-focused public research institution.

Founded the campus-wide Research Communicators Council, which met monthly for all persons involved in the communication of research. Facilitated the sharing of ideas and resources, while addressing challenges and bringing the community closer together.

Fortified communication for major philanthropic efforts related to research. Led a team of 24 communicators, from multiple units, on a special project that resulted in a philanthropic gift of \$43.6 million - the largest one-time gift in Georgia Tech history at the time.

Developed Georgia Tech's first lead generating research web pages. Broke from traditional university style, emphasized benefits to industry and catered to audience needs. Resulted in a 210% increase in unique page views and an 11.4% drop in the visitor bounce rate.

Established a client-services team providing creative, design, media, marketing, and other support to campus units lacking their own resources. Led to the production of higher quality materials with consistent messaging and visual identity.

Expanded the organization's visibility through positive relationships with key media outlets, government and industry research sponsors, industry/trade associations, professional societies and federal agencies. Expert use of social media to establish thought leadership, pitch stories and enhance a brand.

Senior Director of Communication (Promotion) (2011 – 2012)
Director of Communication (2005 – 2011)
Georgia Tech Research Institute

Chief communication official responsible for internal and external strategic marketing and communication, media relations, executive communication, crisis communication and creative services in support of the strategic visions of both Georgia Tech and GTRI. Named as the first Georgia Tech Communicator of the Year at the inaugural Gold Tower Awards in 2009.

PR News recognized GTRI's Communications Office in 2009 & 2010 as a *Top Place in the Nation to Work in Public Relations*.

Built and led an eleven-person department, the second largest communications unit at Georgia Tech at the time, with an annual budget of more than \$1.3 million. The team supported 1,500+ employees spread across 21 locations in the U.S. and Ireland.

Led the development and execution of GTRI's innovative branding/messaging platform. The project added clarity, consistency, resonance, and differentiation to the GTRI message and served as the foundation for GTRI's entire communications program, including a complete reworking of the GTRI website, publications and visual identity system.

Raised the profile of Georgia Tech by generating an average of 200 major media placements each year. These included stories in the *Wall Street Journal*, *The New York Times*, CNN, *USA Today*, *Scientific American*, *Popular Science*, *BusinessWeek*, MSNBC, *Georgia Trend*, *Atlanta Journal-Constitution* and other major news outlets.

GTRI strategic communications and rebranding activities contributed to a \$170 million increase in annual research revenue.

Developed a fresh web presence for GTRI, which led to a 555% increase in page views and a 409% increase in visitors per day. The site generated hundreds of new qualified business leads. GTRI was the first unit at Georgia Tech with a robust mobile website and launched a social media outreach effort using Twitter, Facebook, and LinkedIn.

GTRI's Communications Office received more than 60 awards for excellence in strategic communications & branding, media relations, research and evaluation techniques, and publications from local, state, national and international trade, industry and professional organizations.

Public Information Officer
Georgia Department of Education

(2003 – 2005)

Chief communication official and spokesperson for the Georgia Department of Education, the elected State Superintendent of Schools and the State Board of Education. Developed presentations, speeches, marketing campaigns and communication strategies in support of the Superintendent. Supported all units of the state agency, 181 Georgia school systems, statewide/national education media, education associations, Georgia's Governor, Senate and House Education Committees, as well as other elected officials and policymakers. Managed all agency media inquiries and led crisis communication efforts. Established Georgia's first collaborative statewide communications plan to help local school systems share complex information related to *No Child Left Behind* so it was understandable to their local stakeholders. The effort received national awards from the National School Public Relations Association and the Public Relations Society of America.

**Director of Community Relations
Broward County Public Schools**

(2001 – 2003)

Chief communication official leading all internal and external communication and media relations for what was the nation's fifth-largest school system (12 direct reports, 244 schools, 26,000 employees and a nine-member elected school board.) Enhanced media visibility and message consistency through the development of a unique decentralized structure, which included defined processes and media training for more than 200 employees. This role also included regular crisis response to school-related incidents and other major events such as 9/11, as well as representing the school system during disasters at the county's emergency operations center. This role also included collaborating with other local agencies and partner organizations.

**Media Relations Specialist
Broward County, FL Sheriff's Office**

(1998 – 2001)

Named State of Florida Public Information Officer of the Year (2000) – Florida Law Enforcement Public Information Officers Association.

Provided direct strategic communication support to Broward County's elected sheriff. Experienced at handling breaking news, crisis situations, special events, volatile live situations, and news conferences with professionalism and poise. Experienced in major crisis and disaster communications. Supported BSO activities in the county's emergency operations center during disasters and collaborated with partner organizations and other first responder agencies.

**Reporter / Anchor
WIOD Newsradio 610 – Miami, FL**

(1996 – 1998)

**Local Television Programming Producer
Jones Intercable – Davie, FL**

(1994 – 1996)

Selected Presentations:

- *Communications Training Seminar for Public School District Superintendents* – Instructor - Georgia School Superintendents Association – Macon, GA (November 2019)
- ***Represented CF Broward on Congressional Lobbying Trip with CEOs from Florida Community Foundations*** – Community Foundation Public Awareness Initiative – Washington, D.C. (October 2019)
- *Communications Training Seminar for Public School District Superintendents* – Instructor - Georgia School Superintendents Association – Macon, GA (November 2018)
- *Responsible Communication of Basic Biomedical Research* – Panelist – Federation of American Society for Experimental Biology and National Institute of General Medical Sciences NIH – Bethesda, MD (June 2017)
- *Science Communication and Social Media: What, Why and How* – St. Jude Children's Research Hospital Research Technologists – Memphis, TN (September 2016)
- *Thinking Strategically About Your Lab's Public Communication* – Association of Public Health Laboratories Annual Meeting – Albuquerque, NM (June 2016)

- Invited Panelist at the National Academy of Sciences for the National Research Council's roundtable workshop exploring the nature of trust in science – Washington, D.C. (May 2015)
- *Rethinking and Delivering Top Tier Research Communications and Going Social: How Scientists Can and Do Leverage Social Media to Enhance Reputation* – Two presentations at the U.S. Dept. of Energy Pacific Northwest National Laboratory - Richland, WA (April 2015)
- *Internal Communication: Engaging Employees and Strengthening Your Brand* – The 48th Annual Basic Economic Development Course – Georgia Tech Professional Education – Atlanta, GA (March 2015)
- *Enhancing Your College Brand Through Market Research and Developing Your Career Through Public Engagement* – Georgia Tech College of Architecture Faculty – Atlanta, GA (March 2015)
- *Establishing Yourself as a Thought Leader Through Public Engagement* – Georgia Tech College of Sciences New Faculty Workshop – Atlanta, GA (March 2015)
- *A Science Communication Revolution: From Publish or Perish to Post or Perish* – St. Jude Children's Research Hospital Post Doctoral Fellows – Memphis, TN (November 2014) & Purdue University Library and Data Science Faculty - West Lafayette, IN (October 2014)

Specialized Training:

- Community Foundation Bootcamp by the Southeastern Council on Foundations and Florida Philanthropic Network (2017)
- Behavior-Based Interviewing Techniques for Employee Recruitment (2014)
- Basic Economic Development Course (2014)
- Working with Culturally Diverse and Distributed Work Teams (2013)
- Georgia Tech Masters Series Executive Development Program (2010)
- Advanced (Disaster and Crisis) Public Information Officer Training - FEMA (2001)

Community Involvement and Professional Affiliations:

- Board Member, Public Relations Society of America, Fort Lauderdale Chapter
- Member, Broward College Village Square
- Member, Broward's Tower Forum
- Member, Navy League of the United States, Fort Lauderdale Council
- Volunteer, Fort Lauderdale Division of U.S. Naval Sea Cadet Corps
- Member, Public Relations Society of America
- Member, Council for Advancement and Support of Education
- Member, Kappa Kappa Psi National Honorary Band Fraternity
- Member, Pi Alpha Alpha Global Honor Society for Public Affairs and Administration