



A Comprehensive Approach to
Enhancing Early Care and Education

REQUEST FOR APPLICATIONS

FOR

REGION 4 CHILD CARE RESOURCE & REFERRAL REGIONAL LEAD AGENCY

May 1, 2025

*** Due by 5:00 PM, Friday, May 30, 2025***

REQUEST FOR APPLICATIONS

REGION 4 CCR&R REGIONAL LEAD AGENCY

Early Years on behalf of the NC Child Care Resource & Referral (CCR&R) Council is soliciting applications from existing CCR&R agencies within NC CCR&R Region 4 to serve as the Regional Lead Agency for CCR&R services in the region. Region 4 is comprised of the following counties:

- Bladen
- Brunswick
- Columbus
- Duplin
- New Hanover
- Pender
- Sampson

I. BACKGROUND/INTRODUCTION

The NC CCR&R Council is the state management hub for CCR&R services in North Carolina. Early Years is the Contract Management Agency (CMA) for NC CCR&R Region 4. As part of the NC CCR&R Council, Early Years is responsible for:

- Seeking and distributing funding from the NC Division of Child Development and Early Education (NC DCDEE) to 14 Regional CCR&R Lead Agencies
- Managing contracts and overseeing service delivery for Regional CCR&R Core Services and Statewide Special Initiatives
- Providing information and resources, professional development and technical assistance to Regional CCR&R Lead Agencies
- Providing leadership and coordination in CCR&R and early care and education systems-change efforts

The mission of the NC CCR&R Council is to partner with NC DCDEE and the 14 CCR&R regions to support a strong child care resource and referral system statewide by:

1. providing high quality CCR&R services across the state and
2. ensuring that families, child care providers and communities have access to high quality CCR&R services.

The vision of the NC CCR&R Council is that North Carolina's CCR&R system will be nationally recognized as an essential and highly effective statewide deliverer of research-based and data driven services that enable families, practitioners, and communities to recognize, support and access high quality, affordable, child and family-centered early care and education and school-age child care services.

II. CONTRACT REQUIREMENTS & TERM

As the Regional Lead Agency, the selected agency (Contractor) will be responsible for delivering services in Region 4 to ensure that the statewide CCR&R Core Services goals and outcomes are accomplished.

The agency selected to serve as Regional Lead will be contractually held to the following requirements:

1. Regularly attend tri-annual Statewide Regional Lead Agency meetings;
2. Regularly attend semi-annual Regional Management Area meetings conducted by Contract Management Agency;
3. Regularly participate in one Service Area Workgroup as assigned by Council;
4. Provide regular feedback to Service Area Workgroups on the development and implementation of Core Services expectations;
5. Provide information to all CCR&R service deliverers in Region 4 regarding the Lead Agency and Workgroup meetings and other CCR&R resources;
6. Provide information and resources to all CCR&R service deliverers and community partners as requested by the Council or Council representatives; (examples might include flyers, information from DCDEE, etc.)
7. Hold semi-annual meetings with all CCR&R service deliverers in Region 4;
8. Provide regional data on service delivery to its Council Management Agency as requested and on a timely basis;
9. Submit Financial Status Reports by the tenth (10th) of the month, unless otherwise requested by Council Management Agency;
10. Submit a Lead Agency line item budget with detailed narrative and FTE sheet and a plan for the distribution of resources within the region;
11. Adhere to statewide Core Services delivery protocols and expectations, as developed;
12. Coordinate with other entities providing CCR&R, child and family services in the region;
13. Conduct semi-annual meetings with local Smart Start Partnership Executive Directors and CCR&R Executive Directors;
14. Provide supervision of all regional Core Services staff to ensure successful program outputs and outcomes;
15. Participate in the evaluation of the NC CCR&R Council and Council Management Agencies, as requested, including but not limited to surveys, focus groups, interviews, etc.; and
16. Notify Contract Management Agency within one week of a change in key CCR&R staff within the region to ensure continued communication between the lead agency and Contract Management Agency as well as DCDEE; and
17. Conduct fiscal and programmatic monitoring if sub-contracting with CCR&R agencies in the region.

18. Possibly hire and supervise Special Project staff in the future, including NC Birth-to-Three Quality Initiative and Promoting Healthy Social Behaviors in Child Care Settings Project specialists.

The contractor will be expected to meet outcomes and outputs for Core Services at the county and regional level. The Contractor will also monitor its regional and county level progress toward achievement of approved goals. The Contractor will provide reports to its Council Management Agency as requested or on a semi-annual basis, at minimum.

The award of contract will be effective for twelve months from the date of award, July 1, 2025. The proposed FY26 regional allocation for Region 4 is \$265,412.

III. APPLICANT ELIGIBILITY

Priority will be given to current Local CCR&R Agencies. All agencies submitting applications for Regional Lead Agency for Region 4 must meet the following **eligibility criteria**:

1. Be a public entity or a private, 501(c)(3)/tax exempt non-profit agency;
2. Be based in a county within Region 4;
3. Have a governing board and/or advisory committee (for public agencies);
4. Have delivered comprehensive CCR&R services (professional development, technical assistance, data collection, analysis and reporting, and public/community education) and supported regional consumer education and referral services provided through the current lead agency for at least five years;
5. Be a current Local CCR&R Agency in good-standing with the NC CCR&R Council, NC DCDEE, and the Office of the State Auditor; and
6. Have a financial audit that was conducted within the past 12 months that resulted in no more than 2 findings.

Successful applicants will also demonstrate:

7. A successful history collaborating with large diverse groups such as parents, child care providers, institutions of higher education, community agencies, legislators, media, the faith community, and public officials;
8. Prior success achieving outcomes and outputs for CCR&R Core Services and utilizing Regional Specialists in the community;
9. The ability to implement consumer education and referral services as part of the comprehensive CCR&R services;
10. Experience using appropriate technology and information management systems to collect and track service data and generate reports;
11. Administrative and fiscal capacity to manage funds and track results;

12. A demonstrated ability to access public and private funds and be willing to seek funds to expand the project;
13. Employment of qualified staff; and
14. Assurance there is no conflict of interest in providing services under this RFA.

V. APPLICATION INSTRUCTIONS

Please submit an electronic copy of the complete application, which must include the following items:

1. Cover sheet with complete agency contact information (see attached)
2. Narrative response to Application Questions (no more than **10 pages** in length, excluding requested attachments)
3. Attachments:
 - ✓ Board of Directors list, including affiliations of members
 - ✓ Resumés of Key Personnel (*see Application Question 7a*)
 - ✓ Agency Organizational Chart (*see Application Question 7c*)
 - ✓ 501(C)(3) determination letter for Agency
 - ✓ Financial Statement for last fiscal year (indicate whether it is an audited statement or not) and most recent Audit

Send application materials to:

Denise Squier, denises@earlyyearsnc.org
and
Mary Martin, marym@earlyyearsnc.org

Applications must be received by 5:00 PM, Friday, May 30, 2025.

VI. SELECTION PROCESS AND TIMELINE

Upon receipt of all applications, each application will be evaluated by Early Years staff to determine which applications meet all minimum eligibility criteria as set forth in this Request for Applications.

Every eligible application will be reviewed and scored by a RFA Selection Committee. Selection Committee members may include representatives from Early Years, the NC CCR&R Council, the Division of Child Development and Early Education, a current Lead Agency representative, and additional representatives from outside community or public agencies familiar with the CCR&R system.

After an initial review by the RFA Selection Committee, applicants may be asked additional follow-up or clarifying questions about their application. Applicants will have a short timeframe in which to provide a response to these questions. Upon receipt of these responses, the RFA

Selection Committee will conduct a meeting to determine final application scores and identify the successful applicant that will be named the Region 4 Regional Lead Agency.

Estimated Timeline

- May 16th Pre-Application Webinar (Optional) – Early Years will provide an overview of the RFA and an opportunity for Q&A. Please click the link to join the session:
Microsoft Teams [Need help?](#)
[Join the meeting now](#)
Meeting ID: 217 202 908 848 8
Passcode: mQ96S4RT
- May 30th Applications due to Early Years by 5:00 PM
- June 4th Initial review by RFA Selection Committee
- June 6th Follow-up questions sent out to applicants
- June 11th Responses to follow-up questions due back from applicants
- June 16th Notification of applicants and award

VII. APPLICATION QUESTIONS

1. Describe your own successes and strengths in the delivery of comprehensive CCR&R services. What have been the biggest issues and how have you addressed them? Please describe your work in terms of four components: (1) strategies employed, (2) outcomes achieved, (3) collaborations developed and (4) types of funding accessed.
2. Describe what process you would use to conduct a SWOT analysis of early care and education and school-age care needs in Region 4 and Region 4's CCR&R services. How would you determine the strengths, weaknesses, opportunities and threats in the region with regard to CCR&R service delivery? What do you believe will be needed to make this region successful?
3. Please provide a work plan for fulfilling the following core Lead Agency functions:
 - Collaboration with other Local CCR&R agencies in Region 4
 - Data collection, analysis, and reporting
 - Other anticipated regional activities (e.g., regional training calendar, newsletter, website, etc.)
 - If subcontracting with Local Agencies, fiscal oversight and monitoring of Local Agencies
 - If subcontracting with Local Agencies, program monitoring/evaluation of Local Agencies
4. Describe the experience and/or expertise that you would bring to the role of providing training and technical assistance to your Local Agencies on the delivery of CCR&R services in your counties and region and improving performance to meet Council goals and objectives.
5. Describe how you have demonstrated leadership capacity and partnered your organization's activities with other agencies in your county and/or region. Be sure to describe thoroughly any joint initiatives that have required close collaboration and sharing of resources and information.
6. A primary responsibility of the Regional Lead Agency is to ensure that Core services outputs and outcomes are met region-wide. These outputs and outcomes are based on the total services provided in counties, regardless of funding source. As noted above, the proposed FY26 regional allocation for Region 4 is \$265,412. Please describe how funding will be used and if you would sub-contract with Local CCR&Rs. While the CCR&R Council will provide technical assistance and support to the new Regional Lead Agency in advance of carrying out these responsibilities and budgeting, Early Years is interested in the process and rationale that your agency would use in allocating and distributing funds. *As an exercise only*, please provide a proposal for how these funds could be budgeted, including the funding to be retained by your agency and the funds to be allocated to each of the other

counties' Local Agencies, if you choose to do so. Please specify the process and rationale you propose using. To assist you in your efforts, the following chart provides the county and regional goals for the Core Services outputs.

REGION 4 FY25 CORE SERVICES GOALS								
County	Professional Development		Technical Assistance			Consumer Education & Referral		
	Current PD Goal	Current CEU Goal	Current PS TA	Current SA TA	Total TA Goals	PS Households	SA Households	Total Households Goal
Bladen	79	4	9	2	11	57	8	65
Brunswick	135	7	18	3	21	125	17	143
Columbus	155	8	15	3	18	80	13	93
Duplin	116	6	14	3	17	94	12	106
New Hanover	490	25	51	13	64	286	38	324
Pender	90	5	10	2	12	62	12	73
Sampson	129	6	17	2	19	119	17	135
Total-R4	1,194	61	134	28	162	823	117	939

7. Organizational/staff capacity:

- a. Describe the education and experience qualifications of staff and the individuals (management-level and above) responsible for the administration and provision of the services in this Application, and attach their resumes.
- b. Describe the current and projected staff *positions* for your own local CCR&R service delivery and the anticipated regional responsibilities to be filled under this application, including job descriptions for the positions.
- c. Attach an organizational chart and provide a description of your agency's *organizational structure* that demonstrates your agency's ability to perform the functions under this Application. Describe how the services pertaining to this application will be complemented and/or supported by those of the rest of your organization.

VIII. RFA SCORING CRITERIA

Question 1: 30 Points

- (10 points) Respondent should be able to describe current and past performance related to Core Services and utilization of Regional Specialists to effect change in their county/region. Response should identify areas of greatest challenge and progress made toward overcoming these challenges.
- (5 Points) Strategies employed could include outreach and marketing, direct service, advocacy, organizing, public awareness activities, etc.
- (5 Points) Outcomes achieved can include numbers served, system changes, etc.
- (5 Points) Collaborations developed should identify community collaborators, collaborative processes and what was accomplished through these efforts.
- (5 Points) Types of funding accessed should speak to strategies for braiding and/or leveraging funds.

Question 2: 20 Points

Response should demonstrate the use of data-driven processes for analyzing the region from the perspective of family, child care provider, and community needs and services. Response should elaborate on anticipated sources of information and processes for conducting a comprehensive assessment and applying what is learned to region-building efforts.

Question 3: 30 Points

Response should include tasks, assigned staff responsibilities, and timelines where appropriate in order to implement each of the CCR&R core lead agency functions listed. The work plans should incorporate and be reflective of the contract requirements for the lead agency.

Question 4: 10 Points

Response should include specific examples of education, professional development, and experience that will enable successful and appropriate technical assistance and training to the local CCR&R agencies.

Question 5: 10 Points

Joint initiatives include public awareness activities, public policy work, direct service, advocacy, etc. What evidence is there that relationships have been built and that there is trust and good will among community-based organizations? How has the agency played a leadership role in brokering these collaborations? Response should indicate how these relationships and or experiences will translate to efforts to build and strengthen regional CCR&R services/capacity.

Question 6: 15 Points

Response should reflect use of data, and describe principles behind methodologies, processes for collecting additional information and input, and strategies for working and communicating with Locals.

Question 7: 15 Points

- (5 Points) Management staff demonstrate experience in planning, developing and implementing similar projects and a proven track record in business operations and financial management of a small to mid-size agency or company.
- (5 Points) Job descriptions are provided for referral, technical assistance and professional development/training staff, indicating appropriate educational and experiential qualifications.
- (5 Points) CCR&R services align with mission and structure of umbrella agency and there is evidence of general organizational support and capacity to manage services and functions of Regional Lead Agency.

Attachments: 30 Points

- (5 Points) Board of Directors reflects a diversity of stakeholders and is supportive of proposal.
- (5 Points) Management personnel have the education, experience and expertise to effectively plan and implement the functions of Regional Lead Agency.
- (5 Points) Organizational chart reflects alignment of services with mission and structure of umbrella agency and overall support and capacity to manage services and functions of Regional Lead Agency.
- (15 Points) Financial statement reflects capacity to manage funds at this level, including satisfactory audit.

160 Possible Points



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REQUEST FOR APPLICATION COVER SHEET REGION 4 CCR&R REGIONAL LEAD AGENCY

AGENCY INFORMATION

Agency Name: _____

Agency Type: Public Private, non-profit 501(c)3 Federal Tax ID#: _____

Location Address: _____
_____ County: _____

Mailing Address: _____
_____ County: _____

Phone: _____ Fax: _____

Website: _____

CONTACT INFORMATION

Agency Director

Name and Title: _____

Phone: _____ Email: _____

CCR&R Director/Manager

Name and Title: _____

Phone: _____ Email: _____

Fiscal Contact

Name and Title: _____

Phone: _____ Email: _____

Application Contact

Name and Title: _____

Phone: _____ Email: _____

AUTHORIZATION

Agency Director Signature: _____ Date: _____

Print Name: _____

Board Director Signature: _____ Date: _____

Print Name: _____