

Respected Dallas Educator Enhances PNC Grow Up Great Advisory Council

Robert DeHaas joins team of experts guiding PNC's early childhood education initiative

Highly respected Dallas educator Robert DeHaas is now part of the PNC Grow Up Great Advisory Council. An educator at heart, Rob has served in multiple roles in the K-12, education nonprofit and higher education space, including teacher, school leader, nonprofit leader and higher education founding dean. Among his own educational accomplishments are a master's degree in education leadership (MEd) from DePaul University's College of Education in Chicago and a doctorate in education from Peabody College at Vanderbilt University.

"Because we're bankers, not educators, we've collaborated from the start of PNC Grow Up Great with education experts at the local and national levels," said **Sally McCrady**, chair and president of the PNC Foundation. "With that expertise, we are better able to address the evolving needs of children and families in our communities. The addition of Rob DeHaas to our Council, with his wealth of experience in education, particularly in advancing the early education workforce, makes us stronger."

PNC Grow Up Great was established in 2004 as PNC's signature philanthropic initiative. Nearly 20 years later, the now \$500 million comprehensive, bilingual program helps prepare children, particularly underserved children, from birth to age 5 for success in school and life. It has supported more than 8 million children and provided \$225 million in grants to nonprofits to advance high-quality early childhood education.

At the heart of PNC Grow Up Great, since its inception, has been the Advisory Council. Comprised of experts who influence the field of early childhood education, the Council provides ongoing strategic direction and guidance for PNC Grow Up Great. The Council offers insight that positions PNC Grow Up Great as a leader in advocating for early childhood education, identifying opportunities for strategic partnerships, tracking progress and ensuring that all efforts reach, resonate with and benefit young children in their early development phases.

Rob currently serves as the inaugural vice provost for Dallas College. In this role, he leads the Dallas College School of Education, which launched in 2020 and created the first four-year bachelor's degree program in early childhood education and teaching in the state of Texas. The school won the 2022-23 Innovation of the Year Award from the League for Innovation in the Community College.

He also serves on the Dallas County Blue Ribbon Child Care Commission, the Texas Early Childhood Professional Development System (TECPDS) Advisory Council, the Region 10 Head Start and Early Head Start Advisory Council, the Early Matters Dallas Advisory Board, the Texans Care for Children Leadership Council for School Readiness, the Texas Teacher Preparation Regulatory Committee, and the NAEYC Higher Education Leadership Advisory Council. He is on the board of managers for the Moorland Family YMCA at Oak Cliff, an alumnus of Leadership ISD and the Mayor's Star Council.

"Rob is very familiar with PNC Grow Up Great," said **Brendan McGuire**, PNC regional president for North Texas. "We've worked together on many early education initiatives, most notably the new Dallas College Early Childhood Education Institute. This program is not only helping to address the significant need for qualified early childhood educators in our region, but it also significantly increases their wage-earning potential. It's primarily served segments of the population who may have been shut out of higher education due to the cost."

“That kind of economic mobility and opportunity – for children and the teachers who educate them – is what PNC Grow Up Great is all about. Rob’s leadership on these outcomes make him a fantastic addition to our Advisory Council.”

Rob joins an accomplished group of national early education experts spanning a wide variety of industries.

PNC Grow Up Great Advisory Council Members:

Barbara A. Wasik, Ph.D.

PNC Endowed Chair in Early Childhood Education, Temple University

Maureen Barber-Carey, Ed.D.

Barber National Institute

Steven Barnett, Ph.D.

National Institute for Early Education Research

Barbara Bowman, M.A.

Erikson Institute

Jerlean E. Daniel, Ph.D.

Early Childhood Consultant

Marcia Egbert

The George Gund Foundation

Deforia Lane, Ph.D.

Early Childhood Consultant

Wendy Lewis Jackson

The Kresge Foundation

Michael L. López, Ph.D.

NORC at the University of Chicago

Michèle M. Mazzocco, Ph.D.

University of Minnesota

Felicia Cumings Smith, Ed.D.

National Center for Families Learning

Ex Officio Advisory Council Members:

Jeanette Betancourt, Ed.D.

Sesame Workshop

Paul Siefken

Fred Rogers Productions

Yasmina S. Vinci

National Head Start Association