

March 1, 2016 SECA Advisory Board Meeting Notes  
Call to Order: 10:00 a.m.

**Attendees:** Tina Scott (CMS), Susan Caimi (HFS), Jennifer Varner (DOT), Tom Dede (HFS), Gail Hankins (SUCSS), Lenore Roth (Aging)

**Charities:** Shelby Darnell (AHA), Jennifer Watkins (America's Charities), Lizzy Selzer and Rick Mesi (Community Health Charities), Linda Moses (Community Shares), Thomas Jacks (EarthShare), Renee Tabor (Global Impact), Michelle Jensen (Special Olympics), John Kelker and Jessica Becker (United Way of Central IL), Ken Krull (United Way Metro Chicago)

### **SECA Chair Designee Report:**

Tina emailed some reports for the 2015 campaign. The first report – To Date Report – shows the numbers we have so far. There are no separate reports in the past for just state employee donations but from 2015 forward, we will separate those figures so we can compare how state employees are doing each year.

We do not have the retiree reports or reports from SIUE and U of I Chicago. The figures we do have total \$2,218,750.17 for 2015. We exceeded last year by over \$200,000.00. Our running total since SECA began in 1983 is \$75,950,000.

The Federation report is what each federation received from the state employee campaign only. Tina has the breakdown from the universities that she will send out to the federations.

Campaign Dashboard shows what percentage of each type of pledge was received. 88% of the 2893 pledges from state employees was paper pledges, 11% from checks or one-time donations and .7% credit or debit card. 4% were on-line pledges and 2.6% were from events. Hopefully next year the on-line pledges will increase.

The Agency Status Report shows the top 10 Agencies with Corrections at the top. Out of 103 agencies, 68% or 70 agencies participated. The top 10 agencies contributed 83% of the pledges. Tina has a report that shows agencies that only had one or two donors and we will look at ways to help them increase donations.

The last report shows a running total including number of employee participants. Tina is still working on the 2015 figure for the number of employees.

Tina will send out this week, a breakdown of what was pledged to each charity individually for the federations that have agencies under their umbrella.

Tina will also send out a final report for 2014 that needs to go on the website.

### **Committee Reports**

**Finance:** Jennifer reported expenditures to date are \$27,503.04 with a balance of \$38,350.43. Check book balances –

Budget Narrative:

1. Ambassador Training will be moved to the Marketing line item so the budget for this line item is decreased by \$2000 to \$0
2. Audit/Financial Review – increase by \$400 to \$1200 to cover the cost of a review for FY14, FY15 and FY16
3. Conference Training - unchanged at \$3000 John Kelker is looking into any conferences we could attend and if anyone else has a suggestion for a conference, let Tina know
4. Gifts or Awards also moved to the Marketing line item so the budget for this line item is decreased by \$4000 to \$0
5. Graphics – decreased by \$3000 to \$3000 since CMS currently is not charging us for graphics work but in the event they decide to charge, we have the money available.
6. Marketing – increased by \$6000 to \$11,000 which is the total of line item 1, 4 and 6.
7. Postage and Delivery – unchanged at \$2,000.
8. Print or Reproduction – decreased by \$2,500.00 to \$22,500. Costs for printing came below what was budgeted. This year the RFP will be a 3 year contract so we will know for this year and the next 2 years what our cost will be.
9. Technology – change from Retirement System Campaign – this is unchanged and will be used to cover the \$300 charge for 365 Giving Matters and the \$45 domain charge for our website.
10. Strategic Planning – increase of \$500 to \$1000 to allow for the cost of a focus forum and a university forum for food and travel
11. Business Supplies – unchanged
12. Travel – increased by \$750 to \$1,500 to cover travel and hotel for Chicago training and any state employees who will need to stay overnight for the August Board meeting and Ambassador Training/Award Ceremony which is the next day.
13. Clerical Support – decreased by \$5000 due to the overage in this line item

The total for this budget is \$51,000 so the contingency Reserve at 10% is \$5,100 for a total budget of \$56,100 for FY17. This is \$9735.00 less than last year.

With the approval of this budget, the Finance Committee will figure the assessments for the charities and the assessments will be presented at the April Board Meeting.

Lenore Roth made a motion to approve the budget and Tom Dede seconded. All approved.

**Marketing:** Susan reported that the Leadership gift for this year is a desk caddy at a cost of \$2625.61 for 300 including shipping and set up which is about \$900 more than the lunch bags from last year. The donor gifts are stylus pens. Jennifer and Tom had several samples of the different pens and we will decide on which one to purchase in a future Marketing meeting.

We would like to move the August Board Meeting to DOT instead of SRS. This way those that will stay to set up for the next day will not have to travel from one end of town to the other. Lunch would be provided, there is video conferencing and Jennifer has reserved the auditorium for those two days.

Marketing will be meeting to discuss the theme for this campaign. One suggestion came to me – “Your Campaign – Your Choice”. If anyone has any suggestions for a theme please email Susan.

**Technology:** Tom acknowledged the line item change from Retirement System Campaign to Technology and that we would reimburse Community Health Charities the \$300 cost to set up the 365 Giving Matters on-line giving site and pay the \$45 for the website from this line item.

Once Tina has all the numbers, we will update the website. All changes/updates need to go to Tom. The Charity contact list needs to be updated also.

Tina reported that Regina Hendrix is no longer with America's Charities and Jennifer Watkins has taken over for her.

**Charities:** Ken asked if there was a deadline for the charities or an application process. Linda explained that there is a letter that goes to the Comptroller but that has already been done. New charities wanting to be a part of SECA have an application process but not the existing federations.

**Old Business:** none

**New Business:** Tina discussed forming a few new committees to spread out the work load more evenly. She has discussed a strategic planning committee with Jessica Becker and wants to evaluate SECA as a whole, evaluate the Board, review participation, and make some adjustments to the committees based on where each Board member fits in.

A Booklet subcommittee would be a short term committee to put the booklet together. An Event committee would help with the Ambassador Training, and a Strategic Planning committee would essentially be the Administrative part of the Board which incorporates all of the committees. This committee would evaluate policies and procedures, document all of the parts of each committee so that if someone leaves the Board, another person could pick up where they left off without disruption to the process of SECA, and also be in charge of recruiting new Board members.

Tina will send all Board members a form asking for their preferences on one of the committees. By the April Board meeting, we will know what committee we will be on.

Tina would like anyone interested in serving on the Board first serve on a committee for a set time and then when an opening comes up on the Board, they could step in. This would help her find recruits who are truly willing to step up and do the work needed to run SECA.

By the April Board Meeting Tina will have a list of expectations for all Board members and a copy of JCAR so everyone is on the same page.

**Next Meeting Date:** April 5, 2016 10:00- 12:00

Jennifer made a motion to adjourn at 11:02. Susan seconds.