

April 14, 2015 SECA Advisory Board Meeting Notes
Call to Order: 10:00 a.m.

Attendees: John Starr (CMS), Tina Scott (CMS), Susan Caimi (HFS), Michelle Silver (DNR), Jennifer Varner (DOT), Charles Gibbons (DOC), Lenore Roth (Aging), Tom Dede (HFS), Tom Dede (HFS),

Charities: Jenny Connors (ACS), Contessa Gibson (AHA), Regina Hendrix (Americas Charities), Calvin Cook (BUFI), Lizzy Selzer, Rick Mesi – (Community Health Charities), Linda Moses (Community Shares), Thomas Jacks (Earthshare), Renee Tabor (Global Impact), Cathy Miller (Independent Charities of America), Shelley Chenoweth (Special Olympics), Lisa Rollins (UNCF), Emily Rabin (United Way of Central IL)

John Starr introduced Deputy Director of Governmental Affairs, Wendy Butler as the Official SECA Chair Designee. She is located in Springfield. Tina Scott and Katie Meyer will continue to handle everything for SECA as Wendy is in session for the next 6-8 weeks and will keep Wendy updated on all SECA related issues. Currently, Tina does not have the credentials to hold that role so Wendy is the official chair designee. And John Starr will step down as the temporary SECA Chair Designee.

Michelle Silver announced that Charles Good (DNR) was unable to attend today because something came up. He wanted to let everyone know that SECA is important to him and wants to be kept updated on all SECA issues.

Lisa Rollins wanted to make a note that she was present at the Feb. 3 Board Meeting on the phone but came in late. We will make that change in the Feb. 3, 2015 meeting notes.

Susan Caimi made a motion to approve the February 3, 2015 meeting notes with one change. Jennifer Varner seconded and all approved.

SECA Chair Designee Report: Tina asked that we decide on the dates for the 2015 SECA Campaign. The art work, posters, booklets, 20 page Ambassador Training booklet, etc. need to be finalized and turned in by April 27.

The dates for the 2015 SECA campaign are set for Wed. Sept 23 thru Wed. Nov. 18.

Tina is working with Dave O'Brien (SRS) to get the retiree updates completed. Tina is also working on the pledge forms, contacted all of the United Way offices for updates which need to be in by 4/17. All federation updates are due 4/27. Tom Dede is waiting on the charity updates for the back of the pledge forms.

Tina is working on the RFP for the booklet. One change will be the listing of the federations in alpha order by federation.

Tom Dede needs the general code for United Way for the back of the pledge form. Tina will create the code and report that to the comptroller's office so the payroll departments also have the code for payroll deductions. The Comptroller's office has the Federation codes and all of the United Way County Codes. The Federations disperse the donations to their charities.

Linda Moses asked about the 2014 campaign totals. Jennifer reported that they were actually completed the night before this day. The Charity Assessments worksheet is included in the attachment Jennifer sent out to everyone.

A discussion regarding the Transmittal form process concluded that we need to assure copies of all transmittal forms are sent back to each Ambassador with verification of receipt and the numbers are correct, initialed by the pledge form processor. This has not been done in the last 2 years. Tom Dede will also update the transmittal form so that it is 100% fillable.

Tina reported that the donor list has been completed and will be sent out soon.

Committee Reports

Marketing:

Dates for 2015 SECA: Wednesday, September 23 through Wednesday November 18.

Theme: SECA – Change for a Better Future

Honorary Chair: we currently do not have an Honorary Chair

The Award Ceremony will be held Wednesday, August 5. Our Board meeting is Tuesday, August 4 and the committee has requested that volunteers come forward to help set up on the afternoon of August 4 at Department of Transportation. Tables will already be in place. The handouts and giveaways will be sent to Jennifer at DOT so we do not have to pick them up from CMS this year. Jennifer has reserved the auditorium for August 4 and August 5.

Tina will reach out to the Federations requesting handouts and giveaways at least 2 months in advance and will give Jennifer Varner's contact information and address to send everything.

We have tentatively planned a continental breakfast for the morning of the training and a catered luncheon to be served just before the award ceremony. Susan will get menus and bids from 3 caterers and report to the Marketing Committee.

Awards will be the same as the last few years: 7 Division Awards, Exceptional and Sustainable Awards. All figures are in and Jennifer will have a list of the award winners, and how many plaques we will need. Tina has already been in contact with DOC for the plaques.

The Board looked at the selections from CMS graphics for the poster and booklet and selected #3. Tina will change the dates before sending it in to the printer and it was decided to have the booklets in color for this year. Jennifer Varner made the motion to use #3 and Lenore Roth seconded. All agreed.

The Charity Matrix that goes out to all Ambassadors as a reference for their individual campaign is being updated. It has not gone out for the last year or so and American Heart needs to be added.

The Ambassador list is being updated. We still need an Ambassador from the Governor's Office, Lieutenant Governor's Office, the Senate, CMS, DHS and some smaller agencies. This was turned over to Tina. Michelle Silver will give us a contact from Historic Preservation.

Pledge form: Tom Dede, John Kelker, Dave and Lizzy Selzer and Tina Scott are on the committee to update the pledge form. Tom reported the two forms he came up with. Form #2 where the payroll deductions are separated from the One-time deductions was the most popular. Tom will check to make sure the boxes auto-jump to the next box and realign the top lines for employee information. The release of information was simplified to one choice instead of three.

Tom is still working with the charities to update the back of the form with the 25 words or less blurb from each Federation and the Federation code for those that do not have access to a computer or choose not to use the booklet or website and just want to keep it simple. There will be information from each Federation on how funds are distributed if an employee chooses to use this for donations. The deadline for any changes to the logo's or 25-word description of the federation is to be completed and sent to Tom by April 17 so he has time to fine-tune any problems that might come up before sending to the printer.

SECA Booklet: we are not making any major changes to the booklet this year but we will get a subcommittee together to work on a consistent format for updating the booklet and making any changes recommended by the charities and board members. Listing charities by county has been suggested.

April 27 is the deadline for the federations to report to Tina in order to be listed in the booklet for this year. Those that do not respond will not be listed. This is under the federations to follow through with.

Tina talked to Benno Weisberg in Chicago Legal regarding all board members getting an updated copy of JCAR rules and the Voluntary Payroll Deduction Act. Each member will need to sign this so that everyone is on the same page regarding what their obligations to SECA are.

Jennifer reported on cost of Yard Signs for SECA. The price for each sign and the stake to put it on for 250 signs is in the 2.75 – 3:00 range.

Linda Moses suggested adding the printing of the yard signs in the RFP for the posters and booklets to see if the cost could be even less. Tina said if you add it in the RFP then it is in, you can't come back and take it out to go with Image Marketing or whoever you choose for the yard signs.

Rick Mesi suggested asking a large corporation like State Farm or Caterpillar to underwrite the yard signs and they would cover the cost of providing the signs with their logo on the sign. There was some discussion pro and con and we will discuss further at a Marketing Meeting.

Technology: Their currently is no chair for this committee. Tom Dede was asked and he will consider it and let Tina know. We need to move forward with on-line giving. The chair needs to be a state employee.

Finance: FY ended March 31, 2015. Jennifer has the assessments for the federations and explained the assessment worksheet and how the assessments are figured. Tina will send out the letter with the full assessments. Jennifer will send out to everyone the approved 2016 budget since several didn't receive it previously.

The Awards worksheet is done and Jennifer will send it to Susan for the next Marketing Committee Meeting.

We have budgeted for 3 years of audits since they have not been done. Tina has the paperwork needed for Goebel who does our audits and we will get this done for 2013, 2014 and 2015 so next year we only have 2016 to work on.



Accountability & Review: this committee evolved due to a problem that came up and now that the problem no longer exists, we should abolish this committee. Finance Committee could take over the audits. Jennifer made a motion to abolish the Accountability and Review Committee, Michelle Silver seconds.

Jennifer asked that all committee chairs attend the Finance Committee meetings since this involves all of us.

Lenore Roth agreed to chair a committee to work on the SECA Booklet.

Tom Dede will consider serving as the chair for Technology Committee.

Charities: Jennifer suggested that the charities form a committee and have more of a voice as a group. We talked about getting the charities to compose a letter to go out to all agency heads to promote SECA in their agencies.

Linda Moses: There were no State Employees on the SECA Board many years ago. History of SECA is long and involved. The state employees should run the campaign. It is the employee's campaign and the charities are the beneficiaries. Does not think they need a committee. What is the role of a charity committee? Calvin Cook said they used to have more face time with the state employees. Renee questions the need for a committee. We need a clear cut outline for whatever is needed from them possibly by conference call but does not see a need for a committee.



Linda: Thanked those who are working on changing the pledge forms. It was long overdue.

Old Business:

New Business: Rick Mesi – how are we going to approach the Governor to serve as the Honorary Chair? Susan asked the Charities to compose a letter to go to the Governor asking him to serve. Some other suggestions were Mrs. Rauner. Have Wendy approach the governor's office.

Next Meeting Date: June 2 , 2015

Adjourn: Jennifer made a motion to end the meeting at 11:25. Tom seconded. All approved.

