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2009  
Annual  
Report  
*To the Membership*



## From the President

It is with pleasure that I introduce the 2009 annual report for the Council for Resource Development. The report chronicles the CRD initiatives that have taken place throughout the year. It has been a challenging year, but one also full of opportunities. Regardless of challenges, CRD has successfully carried out its mission to connect, educate, support, strengthen, and celebrate community college development professionals at all of our events, workshops and conferences. In addition, we have begun the very important work of examining our governance and volunteer leadership structure to ensure our strength and relevance as a member-serving organization for years to come.

Our members, sponsors and supporters are so valuable to the vitality of our organization. Thank you for making this a tremendous year for the Council for Resource Development.

This annual report is a synopsis of the activities and events conducted by the Council for Resource Development from January 1, 2009 – December 31, 2009.



Judy Everett  
2009 CRD President

### Mission

*The Council for Resource Development connects, educates, supports, strengthens, and celebrates community college development professionals.*

### Vision

*The Council for Resource Development is the essential education and networking choice for all community college development professionals.*

## Membership

2009: 1583 members from 727 institutions  
2008: 1671 members from 720 institutions

## 2009 National Programming

- Resource Development Specialist Training, Richland College, TX and Washington, DC  
April 19 – May 1      19 registrants
- Presidents Fundraising Workshop, San Francisco, CA  
July 19 – 21      24 registrants
- Planned Giving and Major Gifts Workshop, San Francisco, CA  
July 19 – 21      33 registrants
- Community College Alumni Development Workshop, San Francisco, CA  
July 19 – 21      30 registrants
- Webinars— Various topics  
Various dates      249 registrants
- Federal Funding Task Force, Washington, DC  
Nov. 8 - 11      55 registrants
- Executive Institute for Fundraising Leadership, Washington, DC  
Nov. 10 - 11      44 registrants
- 42nd Annual Conference *Revitalizing Resources*, Washington, DC  
Nov. 11 - 13      470 registrants

## 2009 Regional Programming

|                               |             |                    |                |
|-------------------------------|-------------|--------------------|----------------|
| Region X Conference           | March 11—13 | Seattle/Tacoma, WA | 55 registrants |
| Region VII Conference         | March 12—13 | Kansas City, MO    | 29 registrants |
| Region I, II & III Conference | March 25—26 | Atlantic City, NJ  | 29 registrants |
| Region IX Conference          | May 13—15   | San Diego, CA      | 34 registrants |
| Region V Conference           | June 22—23  | Chicago, IL        | 67 registrants |
| Region VIII Web-Conference    | August 6—7  | Salt Lake City, UT | 8 registrants  |

## 2009 Workshops/Seminars given by CRD

- NACCE Annual Conference, Jan 4-6, Anaheim, CA . Polly Binns attended as presenter and exhibitor.
- AACC Workforce Development Institute, Jan 28 – 31, Newport Beach, CA. Tom Snyder presented.
- AACC Convention, April 3. Steven Budd, Laura Qaissaunee, Judy Everett, Ann Wiley presented pre-con session: Organizational Development is Resource Development
- AACC Convention, April 6. Polly Binns and Ann Kaplan (CAE) presented roundtable session: The VSE Survey – Benchmarking Your Progress
- Montgomery County Community College Leadership Academy, April 10, Blue Bell, PA. “Leadership in Practice: Resource Development at the Community College” Polly Binns presented.
- NISOD Conference, May 24—27. Polly Binns presented, exhibited.
- Rural Community College Alliance Conference, October 13—15. Polly Binns, John Rainone, Stephen Budd, and Racheal Stuart from the New Hampshire Charitable Foundation presented 2-hour session: Community College Comprehensive Resource Development.
- AACC Washington Institute, November 9. Polly Binns presented.

## 2009 Partner/Council Meetings

- Community Colleges Futures Assembly, January 24-27, Orlando, FL. Bellwether Award in Planning, Governance and Finance selected by CRD committee. CRD represented by Judy Everett, CRD President and Laura Qaissaunee, CRD Immediate Past President
- AACC Commission Meeting, April 3, Phoenix, AZ
- AACC Council of Affiliated Councils Meeting, April 3, Phoenix, AZ

## 2009 Legislative Initiatives

- CRD recognized *Congressman David Loebsack, 2nd District, Iowa*.
- CRD committee examined the ARRA legislation and produced: Community Colleges Thriving Under the Stimulus Package, written by Dr. Mary Brumbach, CFRE, Dallas County CCD and Dr. Douglas Van Nostran, Louisiana Community & Technical College System.
- Collected data for AACC advocacy efforts regarding potential success of I:I match requirements in the American Graduation Initiative legislation.

## 2009 Other Activities

- Laura Qaissaunee, CRD Immediate Past President, served as a primary negotiator for the Title IV (Higher Ed Act) rulemaking committee February—April.
- Lieba Cohen, CFRE, Hagerstown Community College, MD, served on the CFRE Advisory Council.
- CRD hosted a meeting with University Development and Fundraising Principles in the U.S. Team from the Republic of Georgia under the auspices of the Department of State’s International Visitor Leadership Program, at CRD offices in Washington, DC, and at Bunker Hill Community College, MA. May/June

*As a member-driven organization, CRD offers programs and services made possible through the tireless efforts of our volunteer board of directors and countless regional and national committee members. As 2009 comes to a close, we thank each and every CRD member for their continued commitment to CRD and community college resource development.*

## 2009 Publications

- Dispatch News Magazine
  - Winter 2009 *Wrangling Support from Unusual Places*
  - Spring/Summer 2009 *Every Drop Counts: Community Colleges Leading Efforts to Green America*
  - Fall 2009 *Foundations for Success: Presidents Speak on Organizational and Best Practices for Resource Development*
- New Century Resource Paper #17 *The Change from a Community College to a State College*, by Phyllis Renninger, Ph.D., GPC, and Jennifer Peterson, GPC
- “Gift Planning: You Can’t Afford Not To”, by Richard Morley and Mike Gaudette. *Community College Journal*, February/March 2009
- “New form 990 a challenge”, by Perry Hammock, July 3, 2009.
- “Making the most of institutional resources”, by Laura Qaissaunee. *Community College Times*, July 31, 2009.
- “HRSA looks to work with more colleges on nursing”, by Judy Everett. *Community College Times*, August 14, 2009.
- “Maximizing fundraising ROI”, by Kim Sturgeon. *Community College Times*, August 28, 2009

## 2009 Technology Initiative

- CRD implemented stage two of the three year technology plan which included the new membership database and listserv provider, and planning for new website design.

## 2009 Board Meetings

- Three full board meetings
- One annual meeting of the corporation
- Nine executive committee teleconferences
- One executive committee meeting
- Each Region met twice: once at Annual National Conference, once at Regional Conferences
- Weekly teleconferences with President, President-Elect, Immediate Past President, Executive Director

## 2009 Planning

- In a process that began with reviewing CRD regional structures, the CRD 2009 board of directors unanimously voted to convene a Governance Task Force to examine full governance and volunteer leadership restructuring. Work began in August with anticipated recommendation for new governance and volunteer leadership structure approval at the July, 2010 CRD board of directors meeting. CRD membership input is encouraged. Information about the planning process and how to participate can be found at the Governance Task Force Website: <http://>

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**Polly Binns, CFRE, Executive Director**

**Stephanie Melvin, Director of Marketing & Development**

**Stephanie Woods, Database & Membership Services Coordinator**

## Donations and Sponsorships

Our deepest appreciation is extended to our members and friends who made gifts in 2008/2009 to support scholarships and programming.

We also extend our thanks to our 2009 sponsors and affiliate members.

### Lighthouse Endowment

*(from 1/1/2008—1/1/2009)*

*In honor of Laura Qaisaunee*

Polly Binns  
Mary Brumbach  
James P. Chitwood  
Shelley Conner  
William Craft  
Edward F. Duffy  
Julie Erickson  
Judy Everett  
Mike Gaudette  
Adrienne Price  
John Rainone  
Kimberley D. Sturgeon  
Kathrine Swanson  
Douglas Van Nostran  
Patricia R. Williams  
Joy Wohl LeCuyer

*In memory of Richard Farmer*

Polly Binns  
Judy Everett  
Kathrine Swanson

*In memory of Dr. Steve Jones*

James P. Chitwood

### Specialist Training Alumni Scholarship

*(from 1/1/2008—1/1/2009)*

Carol Anglet  
James P. Chitwood  
Kristeen Christian  
Debbie Douma  
Maureen Dowdle  
Mike Gaudette  
Janice Keimig  
Debbi Richards  
Janice W. Roberts  
Joyce B. Wolford  
Brooke Young  
ST Alumni at annual reception

### Funding Our Future Campaign

Polly Binns

### CRD Legacy Society

Paul Iannaccone  
Thomas J. Snyder

### Affiliate Members

Brakeley Briscoe, Inc.  
Business Access  
Datatel  
Donor2/Campus Management  
Dowden Associates, Inc.  
Economic Modeling Specialists Inc.  
(EMSI)  
It Works  
iWave Information Systems/  
Prospect Research Online  
JCCI  
NACCE  
SunGard Higher Education  
Think Education Solutions, LLC

### Scholarships

#### Annual National Conference

Region 1  
Region 2  
Region 4  
Region 5  
Region 6  
Region 9

#### Specialist Training Scholarships

Burton Talmage Endowment  
Specialist Training Alumni Scholarship

### Sponsors

*Alumni Development Workshop*  
Harris Connect

*Planned Giving Workshop*  
SunGard Higher Education

*Specialist Training*  
Donor 2/Campus Management  
PNC Bank

*Region 1,2,3 Joint Conference*  
Brakeley Briscoe, Inc.  
Butcher & Briggs  
The Clements Group, L.C.  
Curtis Group Consultants, Inc.  
JCCI  
JNB & Associates

*Region 5 Conference*  
The Clements Group, L.C.  
Lincoln Land Community College Fdn  
Parkland College

*Region 7 Conference*  
The Clements Group, L.C.  
Des Moines Area Community College

*Region 8 Conference*  
The Clements Group, L.C.

*Region 9 Conference*  
The Clements Group, L.C.  
Payden & Rygel

*Region 10 Conference*  
Buckley Investment Group BNY  
Mellon Wealth Management  
The Clements Group, L.C.  
Ferguson Wellman

*Annual National Conference*  
Alexander Macnab & Co.  
The Clements Group, L.C.  
Campbell & Co.  
Datatel  
EMSI  
FERA  
The Hodge Group  
IceMiller, LLP  
McNellis Accelerated Planning Systems  
York County Community College



# Funding Our Future Letter of Intent

In support of the mission of the Council for Resource Development, I pledge the following: \$ \_\_\_\_\_ (full pledge amount) to be paid fully by \_\_\_\_\_ (date).

### Pay by Check:

one-time donation  recurring donation

My check in the amount of \$ \_\_\_\_\_ made payable to the Council for Resource Development is enclosed. I would appreciate pledge payment reminders to be sent to me  annually  semiannually  quarterly

### Pay by Visa/MasterCard

If you choose recurring donation, pledge reminders will not be sent. Your credit card will automatically be charged. Minimum payment is \$50. More information about recurring billing is found at [http://www.crdnet.org/pubs/Make\\_a\\_Gift.cfm](http://www.crdnet.org/pubs/Make_a_Gift.cfm).

I authorize CRD to automatically charge my credit card  annually  quarterly  monthly:

VISA  MasterCard

Please begin charging my credit card \_\_\_\_\_ (date) for \_\_\_\_\_ (number of charges to complete my payment)

Account number \_\_\_\_\_ Expiration date \_\_\_\_\_ CSC # \_\_\_\_\_

### This pledge is made in support of:

Robert L. Stoddard Scholarship Endowment  
*Awarded to experienced professional to attend Summer Symposium*

Member Services Support (non-endowed)\*  
*Technology Initiative, Mentoring, Resource Papers, Dispatch*

The Lighthouse Endowment  
*Earnings support national office operations, and program and member service development identified in CRD strategic plan.*

Member Programming Support (non-endowed)\*  
*Specialist Training, Presidents Fundraising Workshop, Alumni Workshops, Summer Symposium, Planned Giving Workshops, Webinars, Federal Funding Task Force, Executive Institute, Regional Conferences, Annual National Conference, Diversity*

The Joy LeCuyer Endowment  
*Earnings support scholarships to the annual national conference*

Needs to be determined by the CRD Board of Directors  
*Unrestricted*

Burton Talmage Scholarship Endowment  
*Awarded annually to selected Specialist Training Intern*

Specialist Training Alumni Scholarship (non-endowed)

Should you wish to establish an endowed fund, please contact the national office. \* You may indicate program/area to benefit from your gift: \_\_\_\_\_

### Please acknowledge my gift as follows:

I wish this gift to remain anonymous  
*Unless anonymity is requested, gifts may be publicized by CRD*

\_\_\_\_\_  
Mr./Ms./Mrs./Dr. First Name Last Name

\_\_\_\_\_  
Address

\_\_\_\_\_  
City State/Zip

\_\_\_\_\_  
Phone contact Email contact

\_\_\_\_\_  
Signature Date

**THANK YOU FOR YOUR PLEDGE!**  
Your gifts to CRD support the mission of community college education.