

Council for Resource Development
Executive Committee Conference Call
February 26, 2009
NOON EST
MINUTES
Approved April 4, 2009

The meeting was called to order by President Judy Everett at noon.

Present: Adrienne Price, John Rainone, Julie Erickson, Kathrine Swanson, Laura Qaissaunee, Deb Wilson, Judy Everett, Kim Sturgeon, Polly Binns

The quorum was established by Immediate Past President Laura Qaissaunee.

Approval of January 22, 2009 Minutes

Laura Qaissaunee

Laura asked for a motion to approve the January 22, 2009 minutes. Kim Sturgeon so moved. The motion was seconded by Kathrine Swanson. Judy Everett called the motion which was carried by voice vote.

Vice President Reports

VP Finance: Kim Sturgeon

Audit committee met with auditors (Dewey Robinson and Jay Tsoursouras) via phone conference. The audit committee should not include the current treasurer or the executive director, therefore Kim and Polly will not attend further audit committee calls. John Rainone chairs the committee. Other members are Perry Hammock; Kevin Honigford; Executive Director of Finance & Administrative Operations, Ivy Tech. Eileen Piwetz has also been asked to serve.

Finance committee will be working on investment policy and endowment payout policy.

Membership and budget: Kim has been working with office to establish membership numbers and reviewing in light of budget. She asks that board be careful about operating expenditures.

VP Marketing & Development: Kathrine Swanson

A plan to boost membership is being developed in three parts:

First step: invoice to 2008 members who have not paid 2009 membership.

- In process

Second step: sort non-paid member information into excel files by region and state for distribution to executive committee and regional directors

- In process.
- Distribute to executive committee ASAP. If they are to make calls to unpaid members, they are to send that list to national office by March 6 so we can delete them from the files we send to regional directors

- Deliver updated database to regional directors by March 12 (will be as current as we can make it to reflect incoming paid memberships)

Third step: develop marketing materials specific to California, by March 27

- send to California presidents and members of the Network of California Community College Foundations

Campaign Manager Search

We have received 6 applicants. Interview committee is Kathrine Swanson, Judy Everett and Polly Binns. Eileen Piwetz also asked to serve. Judy and Kathrine have discussed refining what manager would do to have CRD ready to launch when economy upturns, and to focus on deferred gifts. Kim asks that we carefully look at our expected ROI for this year in light of budget constraints.

Diversity

By end of week should have chair for diversity committee, especially in light of this week's listserv conversation. Kathrine and Deb Wilson are also planning a phone call tomorrow to discuss opportunities for her 2010 board.

Regional reorganization

Shelly has crafted message for members of her committee, but is very busy with her doctoral course work.

VP Programs: Kay Strickland

Specialist Training: up to 16 members. John Rainone will promote at Region 1/2/3 conference.

Polly will promote at Region 7.

Summer programs: marketing copy is in hands of designer. All marketing will be in Spring Dispatch to cut marketing costs.

VP Regional Services: Adrienne Price

The regional directors met by conference call on February 2 and meet again March 2. Adrienne will let them know that each region will receive \$10/member that will be calculated as of April 15. Regional directors all moving forward with conference planning, but are concerned about low attendance at conferences and membership in general. The regional list will be helpful for them to organize marketing efforts.

VP Publications: Julie Erickson

Spring/Summer Dispatch is being readied. The Kudos are in expect for Region 8 and 10. Joe Stiso is asking for help in editing for Kudos, Dispatch and Resource Papers.

VP Annual Conference: John Rainone

The call for presentations is distributed with the deadline extended to March 16. Staff redesigned the CFP on Survey Monkey. Weekly calls with staff have started. Conference committee chairs and volunteers are pretty much recruited. There is concern that fewer returns

on CFP are due to members who are not sure they can attend. John has based conference budget and planning on 425 attendees.

VP Trustees: Perry Hammock

No report

President-Elect: Deb Wilson

2010 Specialist Training will be at Mt. Wachusett CC with Joe Stiso. He was slated to be 2010 Dispatch editor, so that will need to be addressed. Working with Kathleen Guy on PFW.

Immediate Past President: Laura Qaissaunee

Laura was in DC last week and met with Polly to talk about office issues, including task lists. She was able to help off-load some of the tasks to board members.

Title IV Negotiated Rulemaking Negotiations

Laura was invited to join the committee on TRIO, GEAR-UP and Migrant Workers grants addressing issues on regulations. Laura plans to write a Dispatch article about the experience. Judy thanked Laura for serving.

National Office:

Polly reported that CRD has purchased Survey Monkey. They are using it not only for surveys, but for calls for presentations as well. She noted that it is available to all program directors and regional directors for their calls for presentations and evaluations.

There will be no March executive committee meeting unless something critical arises. The next meeting is in Phoenix with the AACC convention on Saturday, April 4.

Adjourned 1:05 PM