

Council for Resource Development  
Executive Committee Meeting  
Saturday, April 4, 2009  
Minutes

Prior to the formal meeting, Laurie Quarles from AACC visited the executive committee and reported on the Stimulus Package and other federal issues pertaining to community colleges. She noted that she has been spreading the word that more than ever community colleges need to be plugged into organizations like CRD and AACC who will be up-to-date on regulations, reporting requirements, and more in order to be sure that community colleges in general will continue to be looked upon favorably as the 2010 and 2011 budgets are developed. She further identified other authorization for funding being developed in green jobs, energy, and other administration priorities. She asked that CRDers continue to send her stories of success in short-term training programs.

Then Judy Everett, President, reviewed the goals for the year established in November by the full board, identifying areas of accomplishments so far, and areas that still need attention. These will be discussed in the course of the meeting.

Judy officially called the meeting to order at 9:30 am.

Present:

Executive Committee: Judy Everett, President; Laura Qaissaunee, Immediate Past President; Kay Strickland, Vice President for Programs; Perry Hammock, Vice President for Trustees; Julie Erickson, Vice President for Publications; Kim Sturgeon, Vice President for Finance; John Rainone, Vice President for Annual Conference; Adrienne Price, Vice President for Regional Services; Kathrine Swanson, Vice President for Marketing and Development

Other: Steven Budd and Susan Arscott, Trustees; Polly Binns, Executive Director and recording Secretary.

Absent: Deb Wilson, President-Elect

Laura Qaissaunee established that a quorum was present.

Laura Qaissaunee presented the February 26, 2009 minutes. Judy Everett called for a motion to approve the minutes. John Rainone noted that there was an error in the minutes regarding the number of attendees he's projecting for the annual conference in the revised budget. The number should be 425, not 435.

**MOTION:** Kim Sturgeon moved to approve the amended minutes. Perry Hammock seconded the motion. Motion carried by voice vote.

### **Vice President Reports**

## **Vice President for Finance Report, Kim Sturgeon reporting**

### **2009 Finance Committee**

- Kim Sturgeon (*Chair, VP for Finance*)
- Deb Wilson (*President Elect*)
- Kathrine Swanson
- Adrienne Price (*representing regions*)
- Susan Arscott (*Trustee*)
- Judy Everett (*Ex Officio as standing President*)

The Committee has been meeting monthly to discuss CRD Finances and monitor budget to actual numbers. There is a sub-committee working on a study of possible hotel locations for 2013 national conference. The Finance committee has been monitoring membership numbers as compared to last year and recommending cost-saving or income-generating ideas to the Executive Committee or appropriate VP's, including:

1. Utilizing Regional Directors to assist with membership drive phone calls
2. Revising the Executive Institute Format for 2009
3. Reconsidering timeline for hiring of Campaign Manager

### **2009 Audit Committee**

- John Rainone (*Chair, Immediate Past VP for Finance*)
- Perry Hammock (*Trustee, served on 2008 Finance Committee*)
- Kevin Honigford, Executive Director, Finance & Admin Ops, College Development, Ivy Tech Community College
- Auditors: Dewey Robinson, Jay Tsoutsouras

An initial call with auditors was held to confirm appropriate committee makeup. Kim and Polly will serve as resources, as needed, rather than committee members. Management response letter to 2007 audit findings was submitted.

### **2009 Investment Committee**

- Mort Congleton (*Region IV Director-elect*)
- Doug Heesten (*Region V Director-elect*)
- Kim Sturgeon (*VP for Finance*)

The Committee will be drafting revised Investment and Spending Policies for CRD and overseeing the RFP process for a new investment manager. Revised policies will be presented to the full board in July for approval. The draft policies need to be sent to board for review 30 days prior to the July board meeting.

### CRD Members (as of March 27, 2009)

2008 CRD Members		2009 CRD Members	
June 2007	2	June 2008	1
July 2007	0	July 2008	4
August 2007	25	August 2008	19
September 2007	98	September 2008	44
October 2007	34	October 2008	38
November 2007	32	November 2008	43
December 2007	162	December 2008	422
January 2008	545	January 2009	189
February 2008	249	February 2009	165
March 2008	125	March 2009	185
<b>YTD Comparison</b>	<b>1272</b>		<b>1110</b>
<b>Difference</b>			<b>(162)</b>
April 2008	36	None reporting yet	
May 2008	55	None reporting yet	
June 2008	8	None reporting yet	
July 2008	26	None reporting yet	
August 2008	23	None reporting yet	
September 2008	12	None reporting yet	
October 2008	10	None reporting yet	
November 2008	2	None reporting yet	
December 2008	1	None reporting yet	
January 2009	1	None reporting yet	
<b>TOTALS</b>	<b>1446</b>		<b>1110</b>
<b>Difference</b>			<b>(336)</b>

Kim reviewed the P & L Previous Year Comparison Report with committee. The report indicated an income of \$60,462.64 YTD March 25, 2009 vs. \$132,661.54 YTD March 25, 2008. This was due in large part for invoicing members for 2008 membership in January/February 2008 and 2009 membership in November/December 2008. Perry requested a report that indicates calendar membership year vs. amount of membership dollars received. Polly will build that report and present at next executive committee conference call. John Rainone requested similar reports for all programs including annual conference. Kim pointed out that income from Webinars is new revenue. Polly noted that during webinars one of the phone lines is tied up, leaving only one line available for incoming and outgoing calls. She will look into rolling the phone number to the cell phone during webinars.

The Budget vs. Actual Report is tracking pretty evenly: \$60,462.64 actual to \$68,820 budget.

Kim also reviewed the February 2009 Investment Report which shows total investments of \$429,940.62 with a loss of \$27,748.92 during the month. She expects next month's report will show gains based on market performance in March. Perry noted that we are invested at about 40% equities, which is conservative and thus has protect our assets somewhat. She noted that our investments and their incomes are allocated into our endowment funds, which PNC tracks. Polly will scan that report and post to SharePoint.

#### **Trustee Report; Steve Budd –Trustee.**

Steve updated the committee on the CRD/NSF grant. He reported on a conversation he had with Corby Hovis at NSF who has taken over as program officer now that Liz Teles has retired. The grant has been transferred from Springfield Technical Community College to River Valley Community College where Steve is now, and he is awaiting the new award letter. Corby has agreed that extension can occur after the award letter arrives. The original award was \$35,000 and two workshops have been conducted so far. Region 9 is still interested in conducting workshop. A suggestion that an NSF workshop be held as a double pre-con at the annual conference was approved. Kay Strickland will ask Marilyn Herbert-Ashton from Virginia Western Community College to work with Steve Budd to organize it. Laura Qaissaunee and Kathrine Swanson will provide materials, presenter names to Marilyn. Drew Matonak and Steve continue to submit proposals to various conferences wearing their CRD hats including a Trustee presentation at ACCT last October. They also presented to the New York State Trustees last month. Judy noted that she, Steve, Ann Wiley, and Laura presented a pre-con at AACC yesterday.

#### **Vice President for Programs, Kay Strickland reporting**

##### **Federal Funding Task Force, Report from Judith Cawhorn:**

Planning is on target and will now start picking up steam. The announcement to register goes out to the listserv in the next few weeks. Attached is the small piece that I wrote for the Dispatch. I purposely didn't go into detail in the article about how we were going to structure things this time around to deal with the fact that the agencies will be closed on Wednesday. FYI – we will actually, do all of the visits on Monday and Tuesday without built in reporting out times and then on Wednesday do all of our reporting out. This may actually work well, serendipitously, because since this is one of the great benefits of being on FFTF, everyone will stay through to the end for the briefings. I will be emphasizing this year the importance of understanding that this is a collective commitment that requires full attention the entire three days. We still haven't achieved the ideal of having most of the entries down prior to leaving DC and we will continue to work on that this year.

**President's Fundraising Workshop,** Report from Kathleen Guy (per an email to Polly that she forwarded to me):

We had a conference call yesterday (3.21.09) to plan the PFW with our presenters. We would like to run the workshop from 8-3 (with consultations from 3:30-5:30) on July 20 and 8-2 on July 21, based on last year's feedback and our discussion yesterday. I know this may pose some challenges with meeting room reservations beyond noon on 7/21, but hopefully this is not insurmountable. Food-wise, if we do "brunch" on 7/21 mid-morning instead of breakfast, perhaps we could get by without feeding lunch--which also my cut down on folks leaving early if we're not "breaking" for lunch on the 2nd day. I know this may also require us to communicate a different message in any upcoming publicity.

Also, Leah and I would like to see the brochure with changes since our feedback--has it gone to press? Did you receive my emails about Chancellor Gornick and Currie and their willingness to sign a letter to California presidents?

Any registrants to date? I note that registration is not yet "live" on the CRD website--when will it be?

How is our publicity roll-out planned--can you give us a brief synopsis of what is going to be done and when?

**Mentoring Program,** Report from Patrice Whitten:

To date we have recruited 4 Mentors who are classifying their levels of expertise. We now have two mentees. One has a match; the other will be matched next week. We have a new committee member who will add technical expertise. We suggest that we market the mentoring project using the CRD website content at our most visible opportunities: around the National Conference and Alumni Workshops. There is hope that we will have time for a mentors/mentees mixer and can piggyback on the Newcomer's Reception at National to avoid additional expense.

April: I am meeting with our FCRD group at the conference April 22-24 and will actively promote and recruit additional mentors during that time. I will be serving on the FCRD Board and think this will help with the Regional mentees. At this time, we are not ready to go "live" with our matching and it is being handled on a case-by-case basis. After my meeting with FCRD, our committee will hold a teleconference to discuss next steps.

**Specialist Training 2009:**

Central Piedmont Community College has withdrawn support of Specialist Training. The first week training will be divided by CPCC and York Tech, hosted by Ed Duffy. The second week in DC will be handled by Polly and Mike Gaudette. Polly and Judy have almost completed scheduling the entire second week.

**Executive Institute**

A small committee looked at EI and gave some recommendations which included: Change format to 1 day, eliminate reception, move it to Friday, serve only 1 meal. Les Fout reviewed the recommendations and would like to:

Keep the Tuesday/Wednesday format to avoid penalty of lost room pickups; eliminate the Monday reception, cut a meal, and add a sponsor. He is unsure if Eaton Cummings is going to sponsor again this year as they have inquired about sponsoring the cover for the Fall Presidents' Issue of the Dispatch. Perry will ask coordinate with Stephanie about Clements Group. Another possibility would be Cargill.

**Presidents Fundraising Workshop, Major Gifts/Planned Giving Workshop, Alumni Development Workshop**

Brochures are complete, marketing plans in action and registrations are live for all summer workshops.

Vice President for Annual Conference, John Rainone reporting

**CRD Report – March 2009**

**John Rainone – Vice President for the Annual Conference**

**Theme and Logo:**

**Council for Resource Development – 43<sup>rd</sup> Annual Conference**

**November 11 – 13, 2009**

**Hyatt Regency – Washington, DC**



**Keynote Sessions:**

**Invited:**



**Dr. Jill Biden** - Dr. Jill Biden has been an educator in Delaware's schools for more than 25 years. She is the wife of Vice President Joe Biden.

For the last 15 years, Dr. Biden has been teaching English full-time at Delaware Technical & Community College. Before that, she taught for 13 years in public schools as a reading specialist and English teacher, as well as working part-time with the Rockford Psychiatric Hospital Adolescent Program.

In 1993, after four of her friends were diagnosed with breast cancer, she started the Biden Breast Health Initiative, which in the past 15 years has educated more than 7,000 ninth-through-twelfth-grade girls in Delaware about proper breast health.

As a Blue-Star Mom, Dr. Biden has made issues important to military families one of her top priorities and has been very active with a nonprofit organization called Delaware Boots on the Ground. Boots on the Ground is dedicated to helping families during times of military deployment and organizes community events to help raise awareness and support. An avid advocate of literacy and reading programs, she also helped found Book Buddies in 2007, a program that encourages reading among children from low-income families.

In January 2007, Dr. Biden earned her Doctorate in Education from the University of Delaware. Her dissertation focused on maximizing student retention in community colleges. She also has a Master's Degree in English from Villanova University (1987) and a Master's Degree in reading from West Chester University (1981) — both of which she earned while working full-time and raising a family.

Dr. Biden was a student at the University of Delaware in 1975 when Joe Biden's brother arranged an introduction between her and then-Senator Biden. On June 17, 1977, they were married at the United Nations chapel in New York City.

Dr. and Vice President Biden have three children: Ashley, a social worker; Beau, Attorney General of the State of Delaware and a captain in the Delaware National Guard; and Hunter, a lawyer. She is the proud grandmother ("Nana") of Naomi, Finnegan, Roberta Mabel ("Maisy"), Natalie, and Robert Hunter.



High-resolution color photo    High-resolution B&W photo

**Dr. Freeman Hrabowski, III, President of the University of Maryland, Baltimore County**

Freeman A. Hrabowski, III, has served as President of UMBC (The University of Maryland, Baltimore County) since May, 1992. His research and publications focus on science and math education, with special emphasis on minority participation and performance. He currently chairs the National Academies' Committee on Underrepresented Groups and the Science & Engineering Workforce Pipeline.

He serves as a consultant to the National Science Foundation, the National Institutes of Health, the National Academies, and universities and school systems nationally. He also serves on the boards of the Carnegie Foundation for the Advancement of Teaching, Alfred P. Sloan Foundation, France-Merrick Foundation, Marguerite Casey Foundation (Chair), and The Urban Institute. He also sits on the boards of Constellation Energy Group, McCormick & Company, and the Baltimore Equitable Society. He also served on the board of the Maryland Humanities Council as both a member and Chair.

Examples of recent honors include being named one of *America's Best Leaders* by *U.S. News & World Report* in 2008; election to the American Academy of Arts & Sciences and

the American Philosophical Society; receiving the prestigious *McGraw Prize in Education*, the U.S. *Presidential Award for Excellence in Science, Mathematics, and Engineering Mentoring*, and the Columbia University *Teachers College Medal for Distinguished Service*; being named a Fellow of the American Association for the Advancement of Science and *Marylander of the Year* by the editors of the *Baltimore Sun*; and being listed among *Fast Company* magazine's first *Fast 50 Champions of Innovation* in business and technology. He also holds honorary degrees from more than a dozen institutions, including Princeton University, Duke University, and Haverford College.

He has authored numerous articles and co-authored two books, *Beating the Odds* and *Overcoming the Odds* (Oxford University Press), focusing on parenting and high-achieving African American males and females in science. Both books are used by universities, school systems, and community groups around the country.

A child-leader in the Civil Rights Movement, Dr. Hrabowski was prominently featured in Spike Lee's 1997 documentary, *Four Little Girls*, on the racially motivated bombing in 1963 of Birmingham's Sixteenth Street Baptist Church.

Born in 1950 in Birmingham, Alabama, Dr. Hrabowski graduated at 19 from Hampton Institute with highest honors in mathematics. At the University of Illinois at Urbana-Champaign, he received his M.A. (mathematics) and four years later his Ph.D. (higher education administration/statistics) at age 24.

**Registration Info:**

Three –tiered registration format

***\$495 per participant at Early Bird rate (ends April 17)***

*\$525 per participant at Discount Rate after April 17, 2009 (ends September 30)*

*\$595 per participant at Full Registration rate after September 30*

**Revised Schedule: (as approved by Executive Committee in December 2008)**

November 8:

Federal Funding Task Force - End by noon on November 11

November 9:

Registration Prep

November 10:

CFRE Review Course - End by 5:00pm on November 11

2009 Board Meeting - 8:00am – 2:30pm

2010 Board Meeting - 3:00-6:00pm

Special Session: "How to Hill Visit" (free) - 11:00am-Noon

- Noon-5:00pm – Hill Visits on Your Own

2009 & 2010 Boards Dinner - 7:00pm

November 11:

Regional Directors Orientation from 9:00am - Noon  
Pre-Conference Seminars from 9:00am-Noon and 1:30-4:30pm  
Newcomers Reception from 3:00-4:30pm  
Opening Plenary Session at 5:00pm to include 2009 CRD President, AACC President George Boggs,  
Congressional Award, Lifetime Award, and Keynote Speaker  
Opening Reception/Showcase from 6:30-8:00pm  
Optional "Walking Tour of Mall & Monuments" from 8:15-10:30pm led by Mike Gaudette  
Specialist Intern Reception at 8:00pm

November 12:

Browsing Breakfast/Resource Showcase at 7:30am  
Concurrent Sessions begin at 9:00am, 10:45am, 2:15pm, 3:45pm and last 75 minutes  
Coffee Break at 10:15am  
Master's Cohort – still under discussion  
Browsing Dessert/Roundtables from 1:00-2:00pm  
Regional Meetings at 5:15pm  
Regional Dinners at 6:30pm

November 13:

Executive Institute for Fundraising Leadership: Nov 13\*\*\*  
Browsing Breakfast/Resource Showcase at 7:00am  
Plenary Session at 8:30pm to include 2009 CRD President, Campus Impact Awards, Talmage Award, Prizes, and Keynote Speaker  
Concurrent Sessions begin at 10:45am, 1:45pm, and 3:15pm and last 75 minutes  
Federal Agency Rooms from 10:45-Noon and 1:00-3:00pm  
Browsing Dessert/Roundtables from 12:30-1:30pm  
Benefactors Reception at 5:00pm  
Cash Bar Opens at 5:30pm  
Benefactors Banquet at 6:30pm to include 10 Benefactors, 2009 CRD President and Board,  
Introduction of 2010 President and Board, 2010 President Closes Banquet and Conference  
The entire conference will end at the completion of the Benefactors Banquet.

\*\*\*Pending final approval

**Sponsors/Exhibitors:**

**Exhibitors (confirmed):**

- Crescendo
- eTapestry
- Donor2/Campus Management
- NFP Tech

**Sponsors (not confirmed):**

- Commonfund - bags
- Metasoft – will inform us in May
- Datatel—still considering it

**Programs and Sessions:**

Alumni Track – Erik Williams, Chair  
Benefactors Banquet – Robin Johnston  
CFRE – Mary Brumbach, Chair, Joy Wohl-LeCuyer, Co-Chair  
Campus Impact Awards – Mike Gaudette, Chair  
Evaluations – Debbie Douma, Chair  
Federal Agency – Doug Van Nostran, Chair  
Master’s Track – Pat Townsend, Chair  
Moderators – Tish Williams, Chair, Diana Graves, Mary Dolan  
Pre-Cons – Joe McIntosh, Chair, Susan Cotten, Jaque Daley-Perrin  
Private Track – Joe Cutshall-King, Chair, Monica O’Neal, Joe April  
Public Track – Heather Layton, Chair, Carol Anglet, Julie Dresen, Donna Chrislip, Becky Shawver  
Registration – Kelly Chapman Simons, Hannah Love, Heather Marsh  
Roundtables – Ellen Hill, Chair

**Call for Presentations (as of 4/1/09):**

<b>Select Track</b>		
<b>Answer Options</b>	<b>Response Frequency</b>	<b>Response Count</b>
Leadership	15.2%	10
Public/Grant	16.7%	11
Private/Foundation	31.8%	21
Alumni	4.5%	3
Integrated	31.8%	21
<i>answered question</i>		<b>66</b>

<b>Select Level</b>		
<b>Answer Options</b>	<b>Response Frequency</b>	<b>Response Count</b>
Fundamental	12.1%	8
Mid-level	24.2%	16
Advanced level	9.1%	6
All levels	54.5%	36
<i>answered question</i>		<b>66</b>

Select Session Format		
Answer Options	Response Frequency	Response Count
Concurrent Session (75 minutes)	90.9%	60
Pre-Conference Seminar (3 hours)	3.0%	2
Roundtable Session (30 minutes)	6.1%	4
<i>answered question</i>		<b>66</b>

**Session Topics:**

- 8 Breakthrough Strategies for the Next Decade of Fund Raising
- Aligning Grant Strategies to the Institutional Plan
- Alternate Financing: Tapping the Bond Market
- An AMAZING faculty and Staff Annual Fund Campaign
- Are you on track in your fundraising efforts? The Voluntary Support of Education (VSE) survey can help you find out if you are; and if you're not the VSE can help you get back on track.
- Best Practices in Grants Development
- Branding for Resource Development Success
- Celebrating Success: Planning for Your Milestone Anniversary
- Closing out a \$25 million Capital Campaign in a Challenging Economic Environment
- College Entrepreneurship Efforts As a Means of Raising Friends and Funds
- Developing Your Resources: The Process of Philanthropy
- Donors Are People Too: Building Relationships That Raise Money (Even in Tough times)
- Economic Development Through Entrepreneurship
- Effective Evaluation Plans Start with a Program Logic Chart
- Five Pro-Activities that will pave a path to building winning corporate partnerships
- Foundation, Corporate and Public Sector Grants: A Key Ingredient to a Successful Community College Advancement Program
- Fundraising in Today's Economic Times
- Give Your Alumni Association a Jump-Start...Going Beyond Maintenance
- Grant Innovations in Economic Crisis: Solutions for Today's Economy
- Green Jobs for Grant Writers
- How to Master the Beast of Proposal Development and Submission
- How to plan and execute a successful meeting
- How To Solicit Major Gifts In This Economy
- Identifying, Cultivating and Soliciting Major Donors
- Improving Grants Efforts through Effective Grants Policies and Procedures
- Is your Foundation really independent?
- It's a Gift, it's a Grant, no it's a contract!
- Legal Issues in Endowment Management

- Locally Directed Appropriations (Earmarks) – What’s the future? How should community colleges proceed?
- Major Gifts the Shakespeare Way  
Setting the Stage for A Successful Major Gifts Program: A Play in Three Acts
- Major Giving: Building a Sustainable Program
- Making Your Case for Funding from Private Foundations: How to Build a Compelling Case for Support
- Managing Your Fundraising Performance - A Panel Workshop
- READINESS METRICS PREPARING FOR A SUCCESSFUL COMPREHENSIVE CAMPAIGN IN CHALLENGING ECONOMIC TIMES
- Research That Makes a Difference
- Resource Development and Consultants: working together to generate new funding.
- Revitalize your Annual Campaign with a Volunteer Blitz!
- Revocable or irrevocable pledges: which are better for your Foundation?
- Securing Corporate Partnerships
- Share the Load! Collaboration Leads to Winning Grants
- Show Me The Money!
- Starting an Employee Campaign: Can the culture be shifted?
- Steps for Start-ups
- Stewardship: an often fatal flaw in most foundation/non profit operations
- Successful Collaborations Begin with a Plan
- Text and Texture: Mastering the Genre of Proposal Writing
- The Annual Fund Today: Building the Base in the Current Economy
- The Big Shift: Regrouping During and After the Fall
- The Cycle of Securing Major Gifts: A Case Study
- The Ethics of Development Research
- The Language of Leadership
- The Law of Fundraising
- The Nuts and Bolts of Conducting a Feasibility Study: Are They Really Necessary? What Are The Outcomes & Cost
- The Osher Challenge: A Look Inside the Largest Gift to a Community College System in the Nation's History
- The Role of a President in a Comprehensive Major Gifts Campaign
- Think Big to Get Big Gifts
- Today's Vision-Tomorrow's Reality Campaign in a rural region
- What Planned Gifts Still Work In This Economy
- What's Special About Private Fundraising when a Statewide Authority, a Community College District or a Multi-campus College is involved?
- When Great Grants Go Bad
- Why Community Colleges Are Poorly Covered in the Press – And What You Can Do About It
- Will Their Wills Be Known?

- Winning Grants from Corporations and Foundations
- Women's Scholarship Tea
- Writing Grants to Increase Development Capacity – Two Title III Models
- Your Planned Giving Marketing Program

**Vice President for Marketing & Development, Kathrine Swanson reporting**

Regional Reorganization Update: Minutes from Regional Restructuring Committee  
 “Strong Futures” March 27, 2009 Conference Call

- 1. Introductions and welcome:** The following members were present: Bill Easterly, Kris Culp, Matt Bunker, Josh Gertsman, Susan Arcscott, Les Fout, Carol Hale, Shelly Conner
- 2. Review of restructuring process to date:** Shelly updated the committee members on the process to date regarding regional reorganization. This included a brief history, overview of the membership survey of 2007 (“Swanson report”) as it relates to regional strengthening and the strategic planning discussions at the 2007 Board summer meeting. She described the analysis of data regarding the current regional structure which resulted in the Board approval of reorganization into a seven-region structure. The proposed regional boundaries presented to the 2008 Board will be reviewed, revised and presented for final consideration by the 2009 Board. The proposed timeline is the 2009 summer meeting.
- 3. Open Discussion:** Matt and Carol expressed the perspective of the proposed boundaries as related to their respective states (Utah and Arizona). The committee acknowledged that these and other concerns must be considered in the coming months. The process for addressing input from the membership regarding the regional boundaries is critical. The concerns of individual members and states will be balanced with the global needs of CRD as a whole to create the best possible structure that takes into account many aspects of regional needs.
- 4. Subcommittees:** Two subcommittees were formed:
  - a. Regional Boundaries/structure:** Chair - Kris. Members - Carol, Matt, and Les. This committee’s role is to consider the multiple issues and priorities for the regional boundaries, review relevant data, and develop recommendations for discussion by the committee. The goal is to present a recommendation to the 2009 Board for approval at the Summer meeting.
  - b. Communications:** Chair – Shelly. Members - Susan, Matt, Josh and Bill. The committee’s role is to develop and implement a two-way communication plan through the regional directors and the membership at large. The communication plan will assure that accurate and timely information is provided and that there are opportunities for active, constructive input from the members. Matt agreed to serve as the liaison to the Regional Directors.
- 5. Other items:** Shelly is recruiting members from Regions 1, 3 and 7. She will keep Kathrine Swanson, VP for Marketing & Development, informed. Kathrine will be the committee’s liaison to the Executive Committee. Kathrine and Adrienne Price, VP for Regional Services, may join the meetings from time to time.

6. **Next steps:** Shelly and Kris will develop the process for the Regional Boundaries subcommittee to begin its work. Shelly will be in contact with the Communications subcommittee to begin its planning.
7. **The next meeting will be Thursday, April 16, 12:00 PST.**

Diversity Committee/Initiative Update – Kathrine report four members have been recruited to the committee but no willing chair has stepped forward. Kathrine will convene the group and move forward regardless.

Campaign Manager Update- The Finance Committee asked that CRD relook at campaign manager position in light of funding concerns. Commitment to pay for the position out of investments with intention to repay has already been approved by the board. Campaign committee met to discuss the issue, and made compelling arguments to move forward as much budget allows. The consensus of the committee was to concur with that recommendation. Perry recommended that instead of hiring the manager for the full 1 year commitment, that the manager be engaged in smaller chunks based on accomplishing specific task. The committee will go forward in interviewing candidates based on that recommendation.

#### **Vice President for Regional Services, Adrienne Price reporting**

Three regional conference have already occurred: Regions 1-2-3 Joint Conference, Region 7 Conference and Region 10 Conference. Registration was low in all but Region 7, due in part to travel and professional development budget restrictions. Full accounting for these conferences is not complete yet, as hotel invoices have not been submitted to national office as of this date. Regional Benefactors have been selected and Directors have sent out letters to Benefactors. Nominations were down this year, but every region had nominations. Adrienne noted that she and Shelly sit in on each other's phone calls in regard to regional reorganization. Adrienne will contact regional directors to see if she can recruit members to Shelly's committee or offer a more balanced view of the reorganization.

#### **Vice President for Publications, Julie Erickson reporting**

Julie reported that two Resource Papers are almost ready for web publication:

1. Changing Community Colleges to State Colleges in Florida and Impact on Resource Development by Phyllis Renninger
2. Factors that Impact Successful Community College Fundraising by Para Jones

She noted that the Fall Dispatch issue is the Presidents' Issue, and will also include all marketing for the Annual Conference. Suggested names of presidents to write include: Ed Coulter, Jean Jacobs, Ken Ender, Charlotte Hatfield, Kathy Schatzburg, Bud Hammond, Mary Spilde, John Sygielski. Topics include: organizing for resource development, the Institutional Resource connection, fundraising in tough times, getting started when you don't have background in fundraising. It was also suggested that Drew write a letter about benefits of CRD membership. Julie further noted that since Joe Stiso is moving out of the editor position to head up 2010 Specialist Training, Deb will need to

find another assistant editor to move into editor position next year. Joe was also working on creating a CRD style manual using Mt. Wachusett as a model. Julie will continue to work with him on that.

#### **Vice President for Trustees, Perry Hammock reporting**

Perry reported that Trustees stand ready to serve Board in a variety of capacities. Thus far this year the following Trustees have advised or managed the following:

Mary Brumbach-ARRA, CFRE

Steve Budd- Presidential perspective and NSF

Mike Gaudette- Specialist Training

Perry Hammock-Audit Committee, Executive Institute

Susan Arscott-AACC representative, Finance Committee

He noted that Jim Chitwood's role as Trustee has been empty since he retired. Perry recommend that the spot be filled by summer. Perry also noted that he has to rotate off next year.

The issue of communication with membership was brought up. Judy suggested that each executive committee member give updates in the weekly News Scan.

#### **Immediate Past President Report, Laura Qaissaunee reporting**

Laura briefed the board on a number of initiatives:

--Negotiated rulemaking committee - David Baime at AACC asked Polly if a CRD member would like to be nominated to one of the Negotiated Rulemaking Committees being formed to reconcile the reauthorized HEA with regulations. Laura was nominated and selected to sit on the committee examining TRIO, GearUP and migrant education regulations. She will write an article for the dispatch at some point about the experience.

--Because the committee meetings are in DC, she has had a chance to visit regularly with Polly and the national office staff. She recognizes that the board has grown and that resulting work load increased at national office and feels that CRD needs to define the role of the board in relation to the executive director. The committee suggested that an organization chart be developed to be added to the board manual. There was consensus that board training needs to take a high priority. Polly and Laura will work on developing a board orientation webinar.

#### **National Office, Polly Binns reporting**

--AACC has asked that CRD submit monthly articles about resource development in the Community College Times. It was suggested that each executive committee member submit a short 300-400 word article using bullets that describe a development hint. Polly will forward to the executive committee the monthly CC Times deadlines and ask each member to sign up and submit article based on each own expertise area.

--GrantMatch website idea presented by Lisa Parker was not supported. The board feels strongly that during these times all focus must be on strategic goals.

Polly thanked the committee for their dedicated work on behalf of CRD. Judy Everett also commended the committee.

There being no further business, Judy entertained a motion to adjourn.

**MOTION:** John Rainone moved to adjourn. Kim Sturgeon seconded the motion.  
Motion carried by voice vote.

Meeting adjourned at 4:50pm.