

Council for Resource Development
Executive Committee Meeting – Conference Call
Thursday, May 28, 2009
Noon EST
Approved June 25, 2009

The meeting was called to order by President Judy Everett at 12:06 pm.

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

Absent: Kay Strickland, Kathrine Swanson, Perry Hammock

Quorum: Laura Qaissaunee announced that a quorum was established.

Minutes: Laura Qaissaunee presented the minutes for the executive committee meeting of April 4, 2009. Julie moved to approve the minutes, Kim seconded the motion. Motion carried by voice vote.

Business

Summer Board Meeting Agenda: Judy devoted much of the meeting to discussing how the summer board meetings will be constructed. We will be blending the 2009 board meeting and the 2010 planning meeting to facilitate longer-range forecasting and decision making on financial issues, and the implications these have for how we plan for our future. We will be closely evaluating each activity and the priority it has for CRD. Because of the complexity of issues we need to address at the board meeting, we are also exploring engaging a facilitator for both days.

Judy asked Kim Sturgeon to give financial update (see attached minutes). Kim noted that some programs like Specialist Training made a profit, and that membership is only down 8% from this time last year. On the negative side, CRD will take a hit with the cancelled Region 4/6 conference and losses in the summer programs, and maybe the national conference. Normally the finance committee would present a budget for the July meeting, but Kim proposes that budget come out of discussion from the summer board meetings.

Judy asked John Rainone to give update from Membership Fee Structure Committee. Committee charged with looking at how and what we can charge our members and what benefits our members get for membership fee. The committee looked at report of membership fees/benefits of several different organizations, including AFP, CASE, and CRD

Two needs came out of this discussion:

The need to use data to make decisions

The need to redesign our marketing efforts so they stand out, and perhaps add benefits

Kim noted that CRD basically only has 2 revenue streams: membership and programs. There is a need to diversify revenue streams.

Laura Qaissaune reminded the committee that earlier information was distributed about other associations holding program and membership costs level to help out members. Kim reminded the executive committee that we also need to look at how much we obligate the organization with out-year programs through hotel contracts. Also Judy wondered about regions continuing to have discretion to choose venues when those venues have impact on the national budget. Judy also thinks we should have an updated survey on what members want for training.

Consensus for summer meetings is that:

1. An outside facilitator will be engaged to facilitate the discussion
2. Everything will be put on the table for budget discussions
3. We need to diversify revenue streams; a group needs to be put together at the meeting to brainstorm possibilities.

There are some key assumptions Judy would like the board to consider as we plan for the summer meeting:

Key assumptions: Financial planning discussion at top of agenda

1. Budget discussions need to relate back to strategic plan and mission of educating and connecting members
2. Look at targeted cuts: (a) will cuts impact member services? (b) are programs that are on chopping block a strategic planning priority?

The finance committee has done a tremendous amount of work this year in an effort to mitigate any catastrophic impact on our financial resources as a result of lower participation in our programs and lower membership numbers/revenues. We now need to engage the broader participation of the board in planning next year's budget and future activities. Key questions need to be answered by the executive committee in order to set the stage for this discussion.

Region IV/VI Conference Cancellation:

Cancellation of the Regions IV and VI conference will cost us \$65,000 this year. Polly is working with the hotel to see if we can move events to next summer and add some regional or targeted programming. Potential commitment: \$100,000 based on projections of 80 regional attendees (3 regions), board attendees and 35-40 for a targeted program. Do we take the financial hit this year or do we risk committing to expanded programming next year? Do regions take some responsibility for the hit?

Executive Committee consensus that the regions should take a proportionate responsibility for penalty. After Polly gets all information from Eldorado, then have a conference call with hotel, then bring in the region 4 & 6 directors for their input.

Technology Payback

Are we going to continue to repay the technology plan loan with \$10-15 from membership fees – or do we delay this by a year? The commitment was to pay back to reserves what we borrowed. Laura noted it didn't make sense to pay back reserves when we were dipping in it for other.

Regional Allocation: Consensus: If possible, keep up allocations to regions this year.

Campaign Manager: Although the commitment to move forward with campaign manager has been affirmed in past meetings, the idea to go forward has again been brought up. Do we continue to move forward with campaign manager?

Facilitator for summer meetings: Judy is working with Mary Brumbach to locate a facilitator in California. Will send out proposals ASAP.

Vice President Reports are attached.

The meeting was adjourned at 1:15 pm

Vice President for Finance: Kim Sturgeon Finance Committee Minutes May 2009

In attendance: Kim Sturgeon, Stephanie Melvin , Adrienne Price, Judy Everett, Deb Wilson, John Rainone, Susan Arscott, Kathrine Swanson, Perry Hammock.

April Budget to Actual Report

Polly posted April summary report, which the committee reviewed.

April Investment Report

Kim reported that CRD had an investment portfolio increase of \$14,812.34 in March and an increase of \$19,827.39 in April, which is better than the losses taken in previous months. However, CRD's portfolio value is still down \$198,213 from the all-time high in December of 2007.

April Membership Report

As of May 6, 2009 CRD's membership numbers are down by 8% from the same date in 2008. The raw numbers are 1187 for 2009 vs. 1272 for 2008.

Summer Program Registration Report

Presidents Fundraising Workshop has 9 registrants as compared to the 25 needed to break even on the program. The Alumni Development Workshop has 6 registrants and the Planned Giving Workshop has 10 registrants. CRD needs a total of 35 registrants for these programs in order to break even. Polly has contacted the hotel to try and negotiate room block commitments, but the hotel has not returned her calls at this point. Judy and Deb reported on plans to do some special marketing to select populations in the San Francisco area for one-day registrations that might help with revenue.

Specialist Training Final Revenue Report

By dramatically cutting expenses, CRD closed out this year's Specialist Training program with revenues of \$15,565.69 which is quite close to the budgeted revenue of \$16,300 for the program – despite a lower than budgeted participation of 18 interns.

Annual Conference Registration Report

As of May 6th, 55 people are registered for the annual conference at the early-early bird rate and 13 are registered at the early bird rate. There is no comparison for 2008 because the first conference registrations did not come in until June 1st in 2008. By August 21, 2008 CRD had 162 registrations.

2013 Hotel Committee Report

Stephanie reported that the committee has met several times and Stephanie provided them information about the results from past membership surveys regarding conference location.

Campaign Director Progress Report

Kathrine said there is no progress to report from this committee. The Finance Committee recommends that the Campaign committee consider including some immediate sources of operating revenue as one of the goals for the first year of the campaign.

Investment Committee Progress Report

Kim went over the minutes from the recent investment committee report. The Finance Committee approved the direction and timeline that the Investment Committee is following.

Audit Committee Progress Report

John and Perry will discuss the benefits vs. drawbacks of using GAP financials for an organization like CRD. There needs to be a clearer way to show the financial management implications of investment and audit reports.

2010 Budget

After a review of the draft budget Kim presented, the Finance Committee decided on the following next steps:

- A. John Rainone will chair a subcommittee to research membership fee structures of other organizations as well as member benefits including social networking features. Kathrine, Judy, Adrienne, Perry and Susan agreed to serve on the committee. John will make assignments and the committee will report back with a recommended fee structure and associated member benefits at the June Finance Committee meeting.

 - B. Kim will email the Executive Committee summarizing the assumptions being incorporated into the 2010 budgeting process by the Finance Committee and ask for feedback. The primary question for the Executive Committee to answer is whether they believe:
 1. That the current economic situation is simply a “blip” on the radar and CRD should feel comfortable dipping into reserves in order to get through the 2009 and 2010 fiscal years.
- OR
2. CRD needs to begin budgeting with the assumption that 1200 members is the “new normal” and that revenue from on-site workshops and conferences that require travel as well as significant hotel/food/beverage expenses is no longer a dependable primary source of revenue.

Kay Strickland: Vice President for Programs

1. Judith Cawhorn for FFTF:

- The registration started last week and we have between 20-25 signed on so far.
- We are accommodating the Wednesday shut-down of government offices this year by restructuring the FFTF work, so that all visits take place on Mon-Tuesday and reporting out to the FFTF takes place on Wednesday.
- EMSI will be sponsoring our lunch at \$2,000 and we are soliciting other sponsors. This is new for the FFTF, but it is too help defray the costs of FFTF due to the tight budget constraints of CRD.

2. Erik Williams for Alumni Program:

Registrations as of 5/26 stood at 11. To increase interest we will continue sending out previous attendees testimonials each week as well as other emails from myself and the National Office to the listserv along with emails to members in Region 9 & 10. Because of travel restrictions we have also had some presenters that have had to back out and we are formulating a plan of action to respond to that. Proposals include increasing the number of general sessions and turning the half-day Tuesday into a workshop on social networking as well as approaching CRD Board members who will be attending the meeting to consider doing a concurrent session.

3. Patrice Whitten for Mentor Program

Three members are actively being mentored. Patrice would like thoughts from the exec. comm. are on tech part and what should be presented in San Fran. for the group...how much detail? Please see the email and the attached from Allen regarding the technology part that Patrice mentioned....particularly the part in red. She would like the Committee's feedback:

From Allen in an email to Patrice and cc'd to me:

The first step was to review the goals you outlined in your e-mail:

1. Web-based system for matching mentors/mentees.
2. It needs to be easily accessible by members only
3. Work like Eharmony/match, etc.
4. We want mentors to self-assess their areas of expertise, strengths and post those online.
5. Then we envision that potential mentees (members seeking specific skills, areas of expertise, etc.) will self-match to those
6. We intend to accomplish this without budgeted funding in the current year.

The next step was to review the websites you suggested so that I had a clear understanding of what the system was supposed to do. I reviewed and temporarily

registered at the websites you listed (Eharmony and Match.com) and played with some of the features to see how it should work.

I then tried to match the services provided by the websites you suggested with the resources and technology we have available. As you may know, we have access to three web-based systems that have the potential to accomplish most of the goals and objectives outlined above, however without any resources for custom programming, the final product will not be as polished or technologically advanced as eharmony or match.com. I have enclosed a document which highlights the pros and cons of using each of the technologies we have in-house.

Based on my analysis of the websites and the technology we have in-house, I believe that the most effective and efficient way to accomplish the goals outlined above would be:

1. Using the events module of MAD, create a new "event" for the mentor program
2. Using the profile page created by the committee, ensure that the module includes all the data elements to be collected from each mentor.
3. Using Adobe Contribute, create a main page for the mentor program.
4. Once the data has been captured, export the data into Word and format it so that it looks like a catalog.
5. Using Adobe Contribute, create a main page of the mentors (behind the members only section) with links to the mentors full profile. Suggested fields for this page would be their name, institution, state, and areas of expertise (the committee would make final decision on data elements to display.)
6. Using Adobe Contribute, create individual profile webpages that include full contact data as well as all the data elements collected online (the committee would make final decision on data elements to display.)
7. Once a new mentor completes a profile online, the CRD staff would get notified and then repeat steps 4-5 outlined above.

Adrienne Price, Vice President for Regional Services

The last Regional Directors conference call was May 4.

Future meetings (11am PST): 6/8, 7/6, 8/3, 9/14, 10/5, 11/2.

Region 1

- Joint regional conference with Regions 2 and 3 was 3/25-26 in Atlantic City
 - Only about half the expected attendees:
 - 29 paid registrants; 35 total participants, including vendors/sponsors
 - Members do not have travel funds
- Sending out a survey asking region about their satisfaction with CRD regional services
- Creating a task force to raise funds for professional development for CRD members

Region 2

- Joint regional conference with Regions 1 and 3 completed (see above)
 - Maybe made just a couple hundred dollars, but were happy not to lose money
- Sending out newsletter soon
- Looking into organizing state meetings and re-thinking regional conference format
- Awarded partial Specialist Training Program scholarship

Region 3

- Joint regional conference with Regions 1 and 2 completed (see above)
- Selected benefactor
- No funds available to award scholarships

Region 4

- Joint regional conference with Region 6 in Santa Fe has been cancelled
 - Many members unable to attend regional conference due to travel restrictions
- Awarded two Specialist Training Program scholarships

Region 5

- Registration currently open for regional conference, which will be 6/22-23 in Chicago
 - Expecting typical attendance, based on member survey
- Selected and notified benefactor
- Awarded a Specialist Training Program scholarship

Region 6

- Joint regional conference with Region 4 in Santa Fe has been cancelled (see above)

Region 7

- Regional conference was 3/12-13 in Overland Park, KS
 - Held on the Johnson County Community College campus
 - Made a profit
- Awarded two national conference scholarships
- Awarded one Specialist Training Program scholarship
- Benefactor selected and recognized at regional conference
- Planning next year's regional conference, to be held in Omaha in March 2010

Region 8

- Regional conference planning still underway (August 2009)
 - Travel restrictions, so offering a Web-based conference instead
 - Keynote speaker will deliver video presentation
- Benefactor selected

Region 9

- Regional conference was May 13-15 in San Diego
 - Attendance down but higher than expected
 - 32 paid registrants plus additional speakers and sponsors
 - Scaled back traditional program to cut costs
 - Will make a profit of a few hundred dollars
- Awarded three regional conference scholarships
- Offered Specialist Training Program scholarship, but no one applied
- Sending out quarterly newsletter soon

Region 10

- Regional conference was March 11-13 in Seattle/Tacoma
 - 56 participants
- Awarded two regional conference scholarships
- Awarded two Specialist Training Program scholarships
- Selected benefactor

General Membership

When your institution or organization becomes a CASE member, all staff are eligible for CASE General Membership. All general members:

Will receive access to:

Vast knowledge resources and information for advancement professionals

Electronic discussion groups and communities of practice

Networking and volunteer opportunities, especially through District programs

Reports and updates on advancement standards and policies, U.S. government relations, and education news

Advance notice of CASE programs, products, and services

More than 200 Educational Partners who provide advancement products and services to educational institutions

Are able to participate in:

Recognition awards and scholarship programs

Membership in the Association of Student Advancement Programs

CASE research program designed to track industry trends and benchmark advancement practices

The National Center for institutionally Related Foundations

Receive discounts on:

CASE conferences (up to 40 percent off)

CASE books

CASE's advancement compensation survey for members who participate

Online job postings and resume search capabilities in the CASE Career Center

Special affinity (vendor) programs, including:

Lexis Nexis™ for Development Professionals

U.S. Newswire

eWatch™ Web Pubs

PEG Alumni Attitude Study

enetrix PRI[®]ME Survey Application

PRWeek Magazine

Heldref Publications

Informz E-Marketing Tools

Qualtrics Survey Software

Professional Membership

You can upgrade individual staff members to Professional Membership entitling them to added benefits, including:

- CASE's award-winning magazine, CURRENTS, published nine times a year
- Premium access to thousands of online resources at www.case.org
- BriefCASE, a monthly e-newsletter on relevant issues
- Online search of capital campaigns at institutions like yours from the annual CASE Survey of Cumulative Campaign Activity
- Personal service from CASE InfoCenter professionals
- A personal membership card with your CASE Individual I.D. number
- A listing in and access to the annual CASE Membership Directory—both in print and online
- Car rental discounts from Alamo and National

Membership Comparison Information

CASE

2-year memberships are based on FTE of institution. This is considered their “General Membership” and the entire institution is a member with unlimited “members.”

0-999 FTE's - \$535
1000-2999 - \$770
3000-4999 - \$1,100
5000-9999 - \$1,530
10,000 + - \$1,720

For an additional \$85 per person, you can become a “Professional Member” and receive additional benefits including their “Currents” publication.

Notes: “CASE is an approved provider for CFRE CE points/contact hours for select CASE conferences”

See attached for membership details.

AFP

Membership is \$250 per person plus chapter dues ranging from \$0 to \$120 per person. Chapter dues are required.

\$50 per dues is designated to the “Advancing Philanthropy” magazine.

Services to Members

- **The AFP International Conference on Fundraising**, held annually, draws more than 4,000 people from around the world and provides the ultimate educational and networking opportunity through the many participatory workshops, leadership forums, round tables, plenary sessions and social events. The 2009 conference is scheduled for March 29-April 1 in New Orleans, and the 2010 conference (celebrating AFP's 50th anniversary) will be held in Baltimore, Md., April 11-14.
- **AFP Publications:** *AFP's eWire/Skill Builder*, a weekly email newsletter, provides fundraising news, tips and guidance; *Public Policy Updates* and *Action Alerts* provide up-to-date information on government relations issues and *Advancing Philanthropy*, a bimonthly magazine, provides practical fundraising advice and information. AFP also publishes quarterly newsletters on diversity (*Kaleidoscope*) and Latin American fundraising (*Te Informa*).
- **AFP Website (www.afpnet.org)** provides members with all of the latest news, information, updates and analysis from around the nonprofit sector, the fundraising profession and AFP. Through the AFP website, members can take courses online, participate in online discussions and renew their membership. Job listings can be posted at <http://jobs.afpnet.org>.
- **The AFP Fundraising Resource Center** provides members with topical, up-to-date fundraising research and information upon request.
- **National Philanthropy Day®** (Nov. 15) celebrates the extraordinary contributions of philanthropy in every community, as well as those individuals who work in the philanthropic world. More than 100 National Philanthropy Day® celebrations involving over 50,000 people are scheduled every year.
- **Chapter offerings include seminars, networking events, newsletters and a host of other opportunities to learn and share fundraising expertise at the local level.**
- **AFP Awards** honor individuals and organizations for their extraordinary efforts in philanthropy and fundraising.
- **Other Awards**, including the Barbara Marion Award for Outstanding Service to AFP, Campbell & Company Awards for Excellence in Fundraising, Skystone Ryan Prize for Research on Fundraising and Philanthropy, and Chapter Honors

CRD Opportunities

- Affinity partnerships to offer members a discount
- Mentoring services
- Career or job listings (focus on Community College positions only)
- Improved and more interactive website
- Increased publications
- Promote CFRE CE points/contact hours for programs and conferences
- Move National Conference around the country
- Both organizations have opportunities on website to make a donation
- Include the college president after fewer members from the institution