

**Council for Resource Development  
Meeting of the 2009 Board of Directors  
Hyatt Regency Washington DC – Capitol Hill  
Saturday, November 8, 2008  
12:30 pm – 5:00 pm**

**MINUTES  
Approved July 17, 2009**

The first meeting of the 2009 Board of Directors was called to order at 1:00 pm by Judy Everett, President

**ESTABLISHMENT OF QUORUM**

Laura Qaissaunee

Voting members attending: Judy Everett, Laura Qaissaunee, Deb Wilson, Kay Strickland, Adrienne Price, Kim Sturgeon, John Rainone, Perry Hammock, Kathrine Swanson, Julie Erickson, Joe April, Patricia Williams, Patrick Eaton, Michelle Jamieson, Wendy Lawson, Ganesh Ganpat, Susan Bigelow, Catherine Crary, Janet Anderson, Richard Morley, Michael Horn, Les Fout, Judith Cawhorn, Robin Johnston, Patrice Whitten, Laurie McQuay-Peninger, Joe Stiso

Nonvoting ex-officio members attending: Drew Matonak, Gary Van Meter, Doug Van Nostran, Susan Arscott, Mary Brumbach, Steve Budd

Other attendees: Mike Gaudette

Staff: Polly Binns, Stephanie Melvin, Allan Jimenez

Laura declared a quorum present.

**FINANCIAL RESOLUTIONS: Bank Signature Cards**

Kim Sturgeon

Kim noted that every year, CRD's signature cards and corporate resolutions need to be updated with the current signatories on the checking, money market, and investment accounts. The signatories are the President, Treasurer and Executive Director.

**MOTION:** Kathrine Swanson moved that the signature cards and corporate resolutions be updated to include the signatures of this year's officers: Judy Everett, President; Kim Sturgeon, Treasurer; and Polly Binns, Executive Director. John Rainone seconded the motion. Motion carried by voice vote.

**OVERVIEW OF PLANNING PRIORITIES**

Judy Everett

Judy presented a PowerPoint outline planning priorities for 2009. She then dismissed the board to meet in groups for the next 2 hours to outline plans.

**PLANNING GROUP REPORTING**

National Conference Notes: John Rainone reporting:

- Overall the conference was very well received.
- The food and hotel were good.
- The master's track was excellent, but a very long day for some.
- The Federal Agency room was not well organized.

- Few opportunities for engagement of participants.
- Create opportunities for affinity groups such as runners, etc.
- Repeat certain sessions.
- Not everyone received a discount restaurant coupon from the hotel at registration.
- Newcomers' session overlapped with FFTF and pre-cons.
- The roundtables were not setup well and the leaders of the roundtables were not sent a confirmation.
- Provide more information (details of meals, speakers, etc.) prior to the conference.
- Allow time for site-seeing (Mike Gaudette offered a "Nighttime Walking Tour of the Mall and Monuments.")
- Eliminate the 3<sup>rd</sup> keynote speaker and possibly eliminate Saturday morning entirely.
- Leave browsing desserts out for a longer time.
- Create a checklist for speakers to let them know they are responsible for a laptop.

**Program Planning Notes:** Kay Strickland Reporting:

**Webinars**

- Travel will be tough for most of our membership this year so webinars could be one solution
- Secure a mailing list from the AACC to help market beyond our membership
- **Perry Hammock will serve as the key person to offer a webinar on the 990 this January**
- Should also consider developing Webinars on alumni development for the year on topics discussed at the Annual meeting and the last Alumni workshop in Denver; call the package "the best of the conference"

**Specialist Training 2009 – Central Piedmont**

- Heavily market in the next 6 months
- Drew Matonak will write an article for the next magazine
- Patrice Whitten will work to connect participants with other cohorts (previous participants) - call it "connect with the expert"
- Because there is concern that funding for participants could be a problem this year we are asking Regional Directors to heavily promote scholarships for this program
- Agenda for program is based on criteria and competency - Want host colleges to have the freedom to develop the programs for this training – feel Polly has done a great job coordinating this

**'09 Summer Programs in San Francisco**

**Alumni Development Workshop**

- Anticipate 90 + participants
- Share large opening plenary session/speaker with Alumni Workshop
- Consider Harris and/or Blackbaud as possible sponsors
- Patrice Whitten will work on a mentoring component for the conference – possibly pair new professionals with the seasoned professional
- Workshop will offer tracks for the new professional and for the seasoned professional
- Erik Williams has formed an advisory committee to consider session topics and speakers
- The Call for Proposals will go out in December with a January deadline

- **All information for the Alumni Development Workshop (session titles and descriptors with learning outcomes) is due Feb. 10**

#### **Planned Giving Workshop**

- Anticipate 40 participants; will also consider offering sessions to the general public
- Consider Blackbaud and Crescendo as possible sponsors
- Share large opening plenary session/speaker with Alumni Workshop
- Will send a needs assessment survey to the CRD list serve within the month
- Patrice Whitten will work on a mentoring component for the conference
- Workshop will offer tracks for the new professional and for the seasoned professional
- Some general topics to consider offering for the session would include how to effectively market planned gifts and to share case studies
- Because the workshop will be held in California we see this as an opportunity to better market the advantages of CRD membership to California's many CC's and will take steps to partner with state-wide affiliations that serve CC's
- **All information for the Planned Giving Workshop (session titles and descriptors with learning outcomes) is due Feb. 10**

#### **Presidents Fundraising Workshop**

- Evaluating this program at this time
- Considering program based on grants, private side of fundraising, advocacy, earmarks, and marketing

#### **Executive Institute**

- Taking a year off to evaluate
- Will debrief with advisory committee before the summer board meeting
- Will do research and talk to CRD members who previously attended the Institute for their input

#### **FINANCE:** Kim Sturgeon reporting:

- Create and implement an Audit Committee.
- Implement online Quickbooks so VP for Finance can have "view only" access.
- Implement electronic signatures for checks to save on postage and processing time.
- Hold monthly Finance Committee meetings.
- Utilize zero-based budget planning with all program managers to identify possible cost-savings.
- Use program manager and staff input to revise the proposed 2009-2010 budget.
- Monitor budget closely and propose additional budget cuts if necessary, depending on revenue streams.

#### **REGIONAL SERVICEES:** Adrienne Price reporting:

Adrienne Price, VP for Regional Services, led a discussion regarding the proposed regional structure. Eight of the ten regions were represented by their regional directors, and trustee Susan Arscott also participated in the discussion.

Each of the regional directors discussed their members' reactions when the plan was outlined during the regional meetings. While several of the regions were enthusiastic about the proposed changes, others were frustrated and/or confused. Members who were opposed to the proposed reorganization felt that they had not been involved in the decision-making process. They were confused by the purpose the

survey distributed this fall and were frustrated that their responses were used to re-structure the regions.

As a result of this discussion, the 2009 regional directors advised that the board slow down on the transition phase and seek comments and suggestions from the membership at large. Suggestions for further marketing and communications included the following:

- Provide information to the members regarding the proposed structure, including the background and rationale for reorganizing.
  - Shelly Conner should write an article for the upcoming issue of DISPATCH.
- In addition to the DISPATCH article, however, the group thought that managing a message board would be an effective strategy.
  - Post information to the message board, and allow for a 30-day comment/ question period.
  - Utilize these comments to inform the reorganization of the regions.
- The regional directors expressed the need for a unified message to the membership. Therefore, when the message board is ready to launch, Adrienne Price will write a standard e-mail, which each regional director will use in communicating with their members. Future correspondence will be unified as well and will be conveyed during the monthly regional director conference calls.
- The group suggested a creative way to market the reorganization by developing a “top ten” list that has a humorous spin. Suggestions included:
  - Benefactor’s banquet will be shorter
  - Lose your luggage in different airports
  - Only need to know Roman numerals up to VII

When the comment phase is completed and we decide upon an official new regional structure, the group noted that State Directors will be important in the transition. Throughout this year, each region will think about this structure and work toward that prior to the reorganization.

Judy Everett, Adrienne Price, and Shelly Conner planned to convene a conference call to discuss next steps.

**PRESIDENTS FUNDRAISING WORKSHOP:** Kathleen Guy reporting  
Participants: Steve Budd, Mary Brumbach, Leah Goss, Kathleen Guy

### **The “Why”**

Strategically and politically, for CRD members, presidents and chancellors who are well informed about resource development and the CEO’s role are more likely to support and encourage CRD participation among their staff.

Presidents and chancellors who participate in the PFW become more effective fund raisers for their institutions and for the community college sector. The PFW was designed by and for community college CEOs for this reason.

At the policy level, we want CRD to be the “go to” organization when presidents and trustees and future leaders need information about fund raising. The PFW offers “top of mind” consideration.

### **Marketing the PFW**

CRD needs to leverage its relationships with AACC (and PASI, Future Leaders), ACCT, CASE, League and similar community college associations/organizations to cross sell the PFW. Leverage CRD members and friends who are on the boards of AACC (i.e. Susan Arscott, Myrtle Dorsey of Baton Rouge CC) and ACCT (Kathy Sellars Johnson of LA).

CRD should actively market the PFW to state associations, systems and large districts and deliver the PFW to them (similar to the Maricopa contract of September 2008).

Articles should be written to share results of the longitudinal survey completed in the summer of 2008.

Target audience: CC Times, Chronicle of Philanthropy, COHE, etc. (K. Guy will do.)

Seek third party endorsements from leaders of national and state associations, former PFW participants, etc. and use in publicity.

### **Building and Leveraging Alumni Base**

We need to actively maintain our PFW alumni data base. Continued communication about additional learning opportunities (drawing attention to conference presentations at AACC/ACCT, PASI; offer a "graduate level" PFW, etc.).

Recruit past participants to a PFW program advisory group. Consider hosting another Philanthropy Initiative strategic planning session with this group.

Cultivate PFW CEO Faculty: Continue to seek and enlist successf

### **RESEARCH AND PUBLICATIONS**

Resource Papers – one soon to be published, two under development:

1. "Feasibility Study" Mailed just before conference.
2. "The Change from a Community College to a State College: Impact on the Resource Development Department" by Phyl Renninger and Jennifer Peterson, Florida Community College at Jacksonville
3. "Factors that Impact Success in Community College Fundraising" by Para Jones, Ph.D., Stark State College

Because we are not publishing print copies of the Resource Papers in 2009, it is anticipated that we will be able to publish more of them online. They will be posted under Publications on the CRD Website and members can order a print copy if they so choose.

Dispatch – Themes and deadlines for all 2009 issues have been set. The 2009 schedule is attached.

Datatel Survey – No progress to date.

#### **General Items**

1. We plan to develop/adapt a style manual for CRD publications in 2009.
2. We plan to organize an editorial review committee for publications.

**"Federal Agency Strategy Committee"** – Doug Van Nostran reporting: comprised of current FFTF Chair, the current FFTF Co-Chair, the Past /Previous FFTF Chair, the Federal Legislative Liaison, the Federal Agency Liaison (who would serve as chair/facilitator of the of the committee), and one member chosen at large.

Tasks/Goals of the Committee (FASC)-{pronounced **FAST**} are:

- Analyze Federal Grant Programs for compatibility with CRD member colleges

- Contact agencies regarding grant related issues as needed and/or appropriate (after consulting together as a committee)
- Provide key questions for Team Captains to ask during FFTF agency visits
- Serve as the Team Captain for a specific agency visit that appears important or critical in any year
- FASC members plan strategy meetings with specifically identified agencies for a specific purpose
- Trouble shoot where needed with agency guidelines, policies, RFP guidelines, and other issues
- Provide feedback to CRD members on agency – grant related issues

Meet twice each year (if possible) – Summer Board Meeting and during FFTF week in Washington

Communicate as needed via group email or conference calls

5:00 pm      Adjournment