

Council for Resource Development
Board Meeting
Grand Hyatt San Francisco
Minutes
July 17 – 18, 2009
Approved November 10, 2009

Meeting called to order Friday, July 17 at 9:05 am by President Judy Everett

Present: 2009 Board: Judy Everett, Leah Goss, Kay Strickland, Katherine Swanson, Wendy Lawson, Shelly Conner, John Rainone, Joe April, Steve Budd, Robin Johnston, Richard Morley, Joe Stiso, Kim Sturgeon, Perry Hammock, Jennifer Yancey, Erik Williams, Adrienne Price, Mary Brumbach, Debra Wilson, Ganesh Ganpat, Patrick Eaton, Matt Bunker, Julie Erickson, Patricia Williams, Doug Van Nostran, Janet Anderson, Patrick Eaton, Judith Cawhorn, Susan Arscott

2010 Board: Darnell Holopirik, Stacey Heckel, Brenda Mitchell, Maria Kellett

Staff: Polly Binns, Stephanie Melvin

Immediate Past President Laura Qaissaunee declared a quorum present.

Approval of the November 8, 2008: Laura Qaissaunee presented the minutes from the November 8, 2008 board meeting to the board.

MOTION: John Rainone moved to approve the minutes. Kim Sturgeon seconded the motion. Judy Everett called for discussion. Doug Van Nostran asked to have the FTF language struck from page two. Judy called for approval as amended. Motion carried.

Treasurer's Report: Kim Sturgeon.

Kim reviewed the report and registration numbers. She pointed out significant decreases of almost 60% in summer registrations from 2008. Membership is down about 9.2% over last year. See attached report.

MOTION: Judy called for a motion to approve the treasurer's report. Adrienne Price so moved and John Rainone seconded. Motion carried.

National Conference Report: John Rainone.
See attached report.

Regional Reorganization Report: Shelly Conner
See report

The committee recommended that the board accept the recommendation to restructure into a 7 region structure as outlined in the report. Judy announced that the motion would be brought to a vote after the two days of planning in the event that planning would further inform the recommendation.

Other Reports:

All other reports are attached to the minutes for the record.

The meeting was adjourned to begin work with Pam Hemann, the consultant engaged to conduct the two-day planning session. After two days of work, the board agreed to convene a Governance Task Force to examine models of board organization, and present a model to the full board at the November meeting. In light of this effort, it was recommended that a professional conference planning consultant be engaged to shepherd the national conference planning to conclusion, allowing Polly Binns to focus on board reorganization efforts with the Task Force. Pam Hemann's full report of the two-day session is attached to these minutes.

Saturday, July 18, 2009.

The meeting of the board of directors was reconvened at 2 pm by President Judy Everett.

Janet Anderson moved to adopt recommendations of Shelly Conner and the regional reorganization committee. Kay Strickland seconded the motion. Discussion centered around the point that in light of move to restructure the board of directors, that regional restructuring recommendation should be tabled until the board hears recommendations for board restructure. Janet moved to withdraw the motion and Kay seconded. Motion withdrawn.

Judy thanked the board for their hard work over the last two days. She noted that the consensus appeared to be to look to reorganizing the board. She entertained motion to move into an executive session to discuss allocation of resources to in order to address allocation of resources the governance taskforce and completion of programmatic activities. John Rainone so moved and Robin Johnston seconded the motion. Motion carried with one in opposition.

After discussion, Richard Morley made motion to authorize the executive committee to accept agreements to spend up to \$20,000 on conference event planner and up to \$15,000 on organizational consultant with outcomes to be determined by Polly and approved by the Executive Committee. Wendy Lawson seconded. Discussion followed on clearly identifying outcomes we expect from these expenditures in terms of restructuring and fiscal sustainability. Board members suggested they did not have enough information to vote on the recommended dollar amount. It was suggested the executive director develop a proposal outlining expenses and outcomes. Richard amended motion to eliminate the designated amounts and to empower executive committee to make the decision. Wendy Lawson seconded. Motion passed. John Rainone made the motion to end executive session and return to business meeting. Jennifer Yancey seconded the motion. Motion carried.

Business continued . Deb Wilson moved to table the table recommendation of regional reorganization committee. Matt Bunker seconded the motion. During discussion concern about placement of the Canadian provinces was raised. Also noted was that

Board Reorganization may solve some of the regional reorganization issues. Motion carried.

Judy asked Shelly to relate to committee the Board's sincere thanks for hard work well done. She noted that their work brought to light larger issues that needed to be addressed and helped the board to address them.

There being no further business, Judy entertained a motion to adjourn. Robin Johnston so moved and John Rainone seconded the motion. Motion carried and meeting adjourned at 4 pm.

Reports for the Minutes:

Treasurers Report Budget vs Actual YTD

	<u>Jan - Dec 09</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Income				
4100 · PROGRAM REVENUE	\$225,145.04	\$619,330.00	(\$394,184.96)	36.35%
4300 · PUBLICATIONS REVENUE	\$10,930.44	\$10,500.00	\$430.44	104.1%
4400 · MEMBERSHIP DUES	\$150,525.00	\$322,000.00	(\$171,475.00)	46.75%
4500 · DONATIONS	\$432.76			
Total Income	\$387,033.24	\$951,830.00	(\$564,796.76)	40.66%
Expense				
5154 · Region 4-6 Conf. 2009	\$51,060.57			
5100 · PROGRAM EXPENSES	\$112,543.66	\$417,042.00	(\$304,498.34)	26.99%
5300 · PUBLICATIONS	\$25,147.25	\$39,000.00	(\$13,852.75)	64.48%
5400 · BOARD EXPENSES	\$7,140.64	\$36,500.00	(\$29,359.36)	19.56%
5600 · NATIONAL OFFICE EXPENSES	\$180,109.67	\$390,468.00	(\$210,358.33)	46.13%
Total Expense	\$376,001.79	\$883,010.00	(\$507,008.21)	42.58%
Net Income	\$11,031.45	\$68,820.00	(\$57,788.55)	16.03%

P&L compared to previous year YTD

	<u>Jan - Jun 09</u>	<u>Jan - Jun 08</u>	<u>\$ Change</u>	<u>% Change</u>
Income				
4100 · PROGRAM REVENUE	\$208,124.04	\$278,643.00	(\$70,518.96)	-25.31%
4300 · PUBLICATIONS REVENUE	\$7,542.44	\$2,743.00	\$4,799.44	174.97%
4400 · MEMBERSHIP DUES	\$149,385.00	\$213,890.00	(\$64,505.00)	-30.16%
4500 · DONATIONS	\$432.76	\$240.00	\$192.76	80.32%
4900 · MISCELLANEOUS	\$0.00	\$93.03	(\$93.03)	-100.0%
Total Income	\$365,484.24	\$495,609.03	(\$130,124.79)	-26.26%
Expense				
5154 · Region 4-6 Conf. 2009	\$51,060.57	\$0.00	\$51,060.57	100.0%
5100 · PROGRAM EXPENSES	\$110,909.27	\$170,844.37	(\$59,935.10)	-35.08%
5300 · PUBLICATIONS	\$25,012.70	\$20,229.08	\$4,783.62	23.65%
5400 · BOARD EXPENSES	\$7,140.64	\$16,942.20	(\$9,801.56)	-57.85%
5651 · Unemployment Benefits	\$0.00	\$3,949.00	(\$3,949.00)	-100.0%
5600 · NATIONAL OFFICE EXPENSES	\$173,884.74	\$168,175.58	\$5,709.16	3.4%
5900 · REGIONAL APPORTIONMENTS	\$0.00	\$14,840.00	(\$14,840.00)	-100.0%
6999 · Uncategorized Expenses	\$0.00	\$134.73	(\$134.73)	-100.0%
Total Expense	\$368,007.92	\$395,114.96	(\$27,107.04)	-6.86%
Net Income	(\$2,523.68)	\$100,494.07	(\$103,017.75)	-102.51%

Program/Region: Annual Conference

Director Reporting: John Rainone – Vice President for the Annual Conference

Theme and Logo:

Council for Resource Development – 43rd Annual Conference

November 11 – 13, 2009

Hyatt Regency – Washington, DC



Keynote Sessions (Confirmed on Wednesday Opening):



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.

Invited (Keynote on Friday morning):



Dr. Martha J. Kanter, Under Secretary of the Department of Education

Martha J. Kanter currently serves as Chancellor of the Foothill-De Anza Community College District, one of the largest community college districts in the country, serving more than 44,000 students. Prior to her tenure at De Anza College, Kanter served as Vice President of Instruction and Student Services at San Jose City College where she formerly worked as a teacher and created the school's first program for students with learning disabilities. Kanter also served as a Director, Dean and subsequently Vice

Chancellor for Policy and Research of the California Community Colleges Chancellor's Office in Sacramento.

Invited (Speaker at Benefactor Dinner):



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 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.

Registration Info:

Total Registrations as of July 9 – **111** *First registration was on March 23*
Total Registrations as of August 21, 2008 – 162 *First registration was on June 24*
In 2007, first registration was on August 6

Breakout Sessions:

Include over 65 sessions in private, public, alumni, integrated and leadership tracks
We will also have over 30 roundtable sessions in two different time schedules.

Pre-Cons:

Include 7 sessions plus a double NSF session.

Sponsors/Exhibitors:

Exhibitors (13 confirmed):

Crescendo, AAGP, CFRE, Partners in Recognition, HarrisConnect, WealthEngine.com, eTapestry, Donor2/Campus Management, Payden & Rygel, iWave, Cargill & Associates, Stuart Manufacturing, and Think Education

Sponsors (5 confirmed):

EMSI-FFTF Luncheon for \$2,000, The Hodge Group-\$3,000 for water bottles, The Clements Group-\$3,000 for EI, Stuart Manufacturing-for the Benefactors Awards, and York County Community College for \$2,000.

Programs and Sessions:

Alumni Track – Erik Williams, Chair
Benefactors Banquet – Robin Johnston
CFRE – Mary Brumbach, Chair, Joy Wohl-Lecyer, Co-Chair
Campus Impact Awards – Mike Gaudette, Chair
Evaluations – Debbie Douma, Chair
Executive Institute – Les Fout
Federal Agency – Doug Van Nostrand, 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

Program/Region: Regional Services
Director reporting: Adrienne Price, VP for Regional Services

The directors and directors-elect from all ten regions have participated in monthly conference calls. The dates for past and future calls are as follows: 12/8, 1/5, 2/2, 3/2, 4/6, 5/4, 6/8, 8/3, 9/14, 10/5, and 11/2. Conference calls begin at 11am PST. All but one region have identified their 2010 directors. Three regional conferences (representing five regions) were held in March; one was held in May; and one was held in June. One regional conference (representing two regions) was cancelled; one is scheduled for August. All regions have selected benefactors of the year. Many regions have awarded scholarships to members for CRD programs.

Program/Region: Research and Publications

Director reporting: Julie Erickson, VP for Research and Publications

New Century Resource Papers

- Published - #17 *The Change from a Community College to a State College* by Phyl Renninger, Ph.D., GPC, and Jennifer Peterson, GPC
- In Production - #18 *Exploring Factors that Impact Success in Community College Fundraising* by Para M. Jones, Ph.D., Edited by Joe Stiso
- Invited - #19 Topic – Grant Management Best Practices (exact title to be determined) by Liz Gombash and Sandy Hawkins
- Invited - #20 Topic – Foundation Board Orientation and Development Practices (exact title to be determined) by Gordon Binek, CFRE, and Justin Forde

Dispatch – Laurie McQuay-Peninger, Editor, and Joe Stiso, Assistant Editor

- Published – Winter 2009 – *Wrangling Support from Unusual Places – Partnerships Yield Big Rewards*
- Published – Spring/Summer 2008 – *Every Drop Counts – Community Colleges Leading Efforts to Green America*
- In Production – Fall 2009 President’s Issue - Organizational Structure and Resource Development
- 2010 Themes –TBD
 - Winter 2010
 - Spring/Summer 2010
 - Fall 2010

Program/Region: Region I

Director reporting: Joe April

- Provided a \$600 scholarship to the Specialists Training to Elizabeth Borg, Grants Director at Quinsigamond CC in Worcester.
- Conducted email survey of Region 1 Members. (summary below)
 - What would you like to see CRD (Both regionally and nationally) do over the next two years?
 - Continue to develop timely and needed symposiums, conferences, etc. on hot issues facing both grants and alumni areas
 - More on line training.
 - Webinars.
 - Mentoring programs.

- What are the greatest challenges facing you as a fundraising professional over the next 2 years?
 - Significant reductions in available grant programs, total funding availability for past programs, and a reduction in foundation support as a result of the current economic state. How do we continue to build our CC, add new and workforce responsive programs with dramatic cuts in operating budgets?
 - Budget cuts on travel.
- What does CRD (Regionally & Nationally) do well?
 - Communication- love Polly's emails loaded with news and resources.
 - List serve is great.
- What could CRD (Regionally & Nationally) do a better job at?
 - Greater depth to workshops- maybe add more time to accomplish this or more 'master's programs.
 - Resource sharing of org charts, job descriptions etc.
 - Need more planned giving help.
- If there would be one thing that you would like to get from your affiliation with CRD this next year...what would it be?
 - More resource sharing, highlights of innovations and successes from other CCs
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 - Access to professional development monies... [Perhaps apply as a region?
- Holding a Regional Meeting on October 6th. Draft agenda...
 - 8-9AM: Coffee & Networking.
 - 9-10AM: General Session – open forum on SWOT of our area.
 - 10-12 noon: Break out by inter-discipline
 - Directors/VP's
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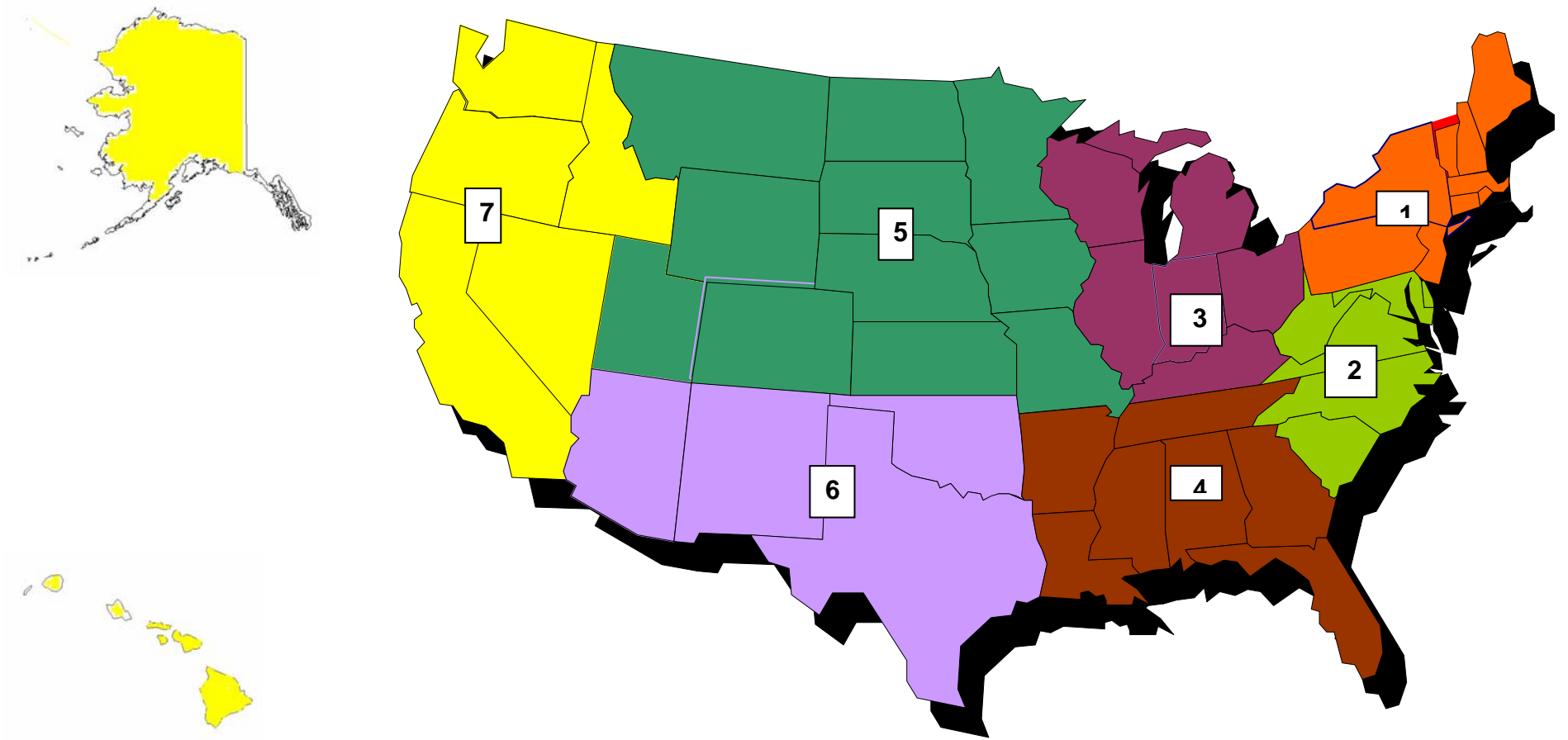
Program/Region: Regional reorganization

Director reporting: Shelly Conner

A committee was formed with representation from nearly all regions. The committee was divided into two subcommittees; one to discuss regional boundary issues and the other to develop and implement a plan for communication to the membership. Notes and agendas from all committee and subcommittee meetings were posted to the Regional Reorganization page on the CRDnet.org website. An e-mail address was set up for members to communicate questions and concerns to the committee. This e-mail address was promoted through an article in Dispatch, through a membership-wide e-mail blast from the communications committee, and on the CRDnet.org web site. The regional reorganization committee, chaired by Kris Culp, developed a list of priorities to consider in developing the regional boundaries. The committee discussed the proposed 7-region boundaries, the data used to create that proposal and the process for presenting it as a draft to the Board in November. The committee analyzed the proposed structure in the context of the priorities. Committee members agreed that the outcome for the regional reorganization plan should be greater membership and financial stability within the regions, and the opportunity to increase participation in regional activities. Members of the communications committee reviewed the e-mails received at the strongfutures.org e-mail address. Two members discussed the affiliation of the state of Minnesota, one member discussed the affiliation of the state of Arizona, and one member recommended a four-region structure. The full committee met on June 26 to discuss the e-mail comments and make a recommendation to the Board. The committee agreed that shifting any of the proposed boundaries would impact the entire structure and that there would be no way to meet all of the needs of all of the members. The comments did not demonstrate broad based concerns or consensus within any state or region. Individuals who want to participate in events in other regions are welcome to do so. Electronic networking opportunities can help members interact across regional boundaries.

Recommendation: The committee recommends that the CRD Board of Directors adopt the 7-region structure as proposed in November.

Council for Resource Development Proposed 7-Region Structure



Date: May 26, 2009

Council for Resource Development Proposed Regional Membership Distribution

Region 1	AACC member colleges	Current CRD membership	Region 2	AACC	Current CRD Membership	Region 3	AACC member colleges	Current CRD membership	Region 4	AACC member colleges	Current CRD membership
Maine	10	5	Delaware	2	10	Wisconsin	19	46	Georgia	37	36
New Hampshire	7	2	Maryland	9	43	Michigan	31	50	Florida	32	99
Vermont	4	1	W Virginia	13	13	Illinois	58	83	Tennessee	18	35
Connecticut	25	16	Virginia	25	37	Indiana	5	16	Alabama	29	20
Massachusetts	25	64	N Carolina	61	86	Ohio	40	42	Mississippi	18	12
Rhode Island	2	5	S Carolina	17	39	Kentucky	18	28	Arkansas	24	33
New York	64	56							Louisiana	11	10
New Jersey	21	40									
Pennsylvania	28	40									
	186	229		127	228		171	265		169	245

Region 5	AACC member colleges	Current CRD membership	Region 6	AACC member colleges	Current CRD membership	Region 7	AACC member colleges	Current CRD membership			
Minnesota	35	17	Oklahoma	15	17	Washington	35	61		low	high
Iowa	15	50	Texas	72	125	Idaho	4	8	Distribution		
Missouri	19	17	New Mexico	15	15	Oregon	12	50	AACC member colleges	121	186
N Dakota	5	7	Arizona	19	29	Nevada	4	5	Current CRD members	160	265
S Dakota	9	2				California	111	104			
Nebraska	9	15				Hawaii	10	1			
Kansas	21	11				Alaska	5	1			
Montana	8	3									
Wyoming	8	16									
Colorado	15	16									
Utah	5	6									
	149	160		121	186		181	230			

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 - Grants
 - Alumni

Program/Region: Region II

Director reporting: Patricia Williams

The annual regional conference was held on March 25 & 26 in Atlantic City. This year Regions I, II, and III collaborated. The following are highlights of the conference:

- Keynote Speakers were Atlantic Cape Community College President Peter Mora for the kick-off event and Cumberland Community College President (at that time) Kenneth Ender.
- Joe April (Region I Director) obtained sponsorship from six companies.
- Twenty nine paid registered participants and six presenters participated in the conference.

- Director Elect was identified; I welcome Maria Kellett of Atlantic Cape Community College.
- One partial scholarship was awarded for Specialist Training.
- One partial scholarship is available for the National Conference.
- As of April 1, 2008, there were 94 members; to date that has increased to 109.

Program/Region: Region III

Director reporting: Michelle Jamieson

- Region III combined with Region I and II to host a Tri-Regional Conference in Atlantic City in March 2009.
- Region III benefactor is Alma Jacobs, benefactor to Montgomery County Community College, PA

Program/Region: IV

Director reporting: Patrick Eaton

- Assembled a four person committee to review scholarship applications for specialist training, regional conference, summer symposium and national conference.
- Provided two \$1300.00 scholarships for specialist training.
- Assembled a three person committee to review Benefactor of the year nominations.
- Successfully selected the Region IV Benefactor of the year Charles L. and Patricia M. Blount Family. Mr. Charles Clemons of Santa Fe College in Florida made the nomination.
- Began preliminary planning for a regional conference – selected a city, committee and time.
- Routinely email information to all Region IV members.
- Send updated database information to Allan Jimenez.
- After careful consideration and numerous travel cut backs experienced by Region IV's members the regional conference was cancelled.
- Currently working with Region VI Director on possible fundraising efforts in lieu of the cancellation of the Regional Conference.

Program/Region: Region V

Director reporting: Wendy Lawson and Krissa Rumsey

- We had an outstanding regional conference on June 20 and 21 hosted by Oakton Community College. With 64 registered it was our largest ever. Many thanks to Carly Drummer and Roxanne Marshburn for organizing a great conference.
- Our membership is at 255 – with 40 new members!
- Fred De Hann chaired the benefactor committee – Kathleen Guy's Northwestern CC in Traverse City Mi donors Dudley and Barbara Smith will be this year's recipients.
- We have awarded on scholarship to the specialist training and have scholarships available for the national meeting. Thanks to Karen Saunders who has been chairing the scholarship committee.
- Rebecca Polar agreed to the region V sponsorship member and Kristen Culp is on the regional boundary sub-committee.

Program/Region: Region VI

Director reporting: Jennifer Yancey

- Benefactor - Region VI's Benefactor of the Year was nominated by Brazosport College – Byron and Sandra Sadler
- Scholarships –
 - A \$1,300 scholarship was awarded for the Specialist Training Program
 - We will open the competition soon for two \$500 scholarships to the National Conference for first-time attendees
- Officers – The Director Elect (to serve in 2010) has notified me she will not be able to serve. The Elect for 2011 is still on board for 2011, but is unable to move up one year. This will be discussed at the National Conference. If it is the consensus of the Region, I will continue to serve.
- Membership – Region VI membership stands at 234, up only 3 since December, 2008. Sixty-one non-members have been identified. Representatives from the respective states will make personal contacts with each of these during the month of July to encourage membership and/or invite them to “try” CRD at the National Conference.
- Regional Conference – joint with Region IV
 - It was with much thought and consideration that we had to cancel our conference. Last fall we anticipated we may have a lower turnout this year due to the economy, but never did we imagine that it would be as low as it turned out about a month and a half beforehand. To add to the economic situation that had resulted in cut budgets and travel freezes for many of our regional partners, the swine flu was cited as a reason some preferred not to fly. At first, it appeared that the hotel would work with us to re-schedule. The “tone” indicated that we would not suffer financially to the extent we did. Patrick Eaton, Region IV Director, and I are working to develop a plan to recoup these losses. We do not feel it appropriate to leave this deficit for other directors nor do we feel future beneficiaries of scholarships and other essential professional development opportunities should be denied access to scholarships.

Program/Region: Region VII

Director reporting: Ganesh Ganpat

Regional Conference 2009

- Regional Conference was held on March 12 – 13, 2009 in Overland Park, KS on the Campus of Johnston County Community College.
- 28 participants attended the Regional Conference.
- 9 presenters conducted sessions relating to grants and foundation efforts.
- Keynote presenter from the Clements Group.
- Income of \$4,130 and Expenses of \$1,345
- A regional meeting was held at the regional conference where scholarship award were presented as well as introductions for R7 leadership in 2010. Scholarships awards were made to the following individuals:
 - Elizabeth Grishom – to attend Specialist Training in 2009
 - Jolene Rogers – to attend the National Conference in 2009

- Tracey Cruse – to attend the National Conference in 2009
- An evaluation was distributed after the regional conference about location, location, sessions, keynote address, and the cost.

Region 7 Benefactor of the Year

- Richard and Judy Parkhurst – State Fair Community College

Regional Conference 2010

- March 4 – 5 at Metropolitan Community College in Omaha, NE

Director Elect and Director Elect-Elect

- 2010 Regional Director Elect - Darnell Holopirek, Executive Director of Institutional Advancement, Barton Community College
- 2011 Regional Director Elect, Elect – Jacqueline Almquist, Executive Director of the Foundation, State Fair Community College

Membership

- As of July 7, 2009, Region 7 has 85 members.

Program/Region: Region IX

Director Reporting: Catherine Crary

- 2009 Annual Regional Conference:
 - A Changing Tide: Resource Development in a New Economy,
 - May 13-15, 2009
 - Catamaran Resort Hotel and Spa
 - Registrants: 34 with seven additional guest presenters
 - Sponsors: Clements Group and Payden & Rygel
 - Scholarships to attend regional conference: Two for members and one non-member
- Newsletters: Two quarterly newsletters have been distributed to members. The quarter one newsletter included: a question to members regarding the economy and travel; a regional restructuring update; deadline reminders for conference presentations, Benefactor nominations, Dispatch articles, specialist training scholarships; and items to watch for in the future. The quarter two newsletter included: regional restructuring feedback solicitation; CRD membership survey; call for conference volunteers; CRD Summer Programs; and request for members' department websites.
- Emails to the members and non-members for the regional conference including save the dates, calls for presentations, registration reminders, and scholarship opportunities.
- Our marketing list was updated in January and is being updated for a second time this summer. The current list of members and non members includes over 500 individuals.
- 2009 Region IX Benefactor of the Year was selected: San Manual Band of Mission Indians nominated by Crafton Hills College and San Bernardino Valley College

Program/Region: Region X

Director reporting: Janet Anderson

- Regional Conference, March 11-13 in SeaTac, approximately 50 attendees, Lisa Skari and her group did a great job putting on a terrific program. Highlights included a presentation by the Gates Foundation on their community college initiative and key note by Ruby Love. Awarded one scholarship.
- Quarterly meetings in Oregon – September, January, April. Attendance held steady at 20-25 people. Highlight was program on stewardship and benchmarking.
- Miller Foundation Matching Grant - \$1.5 million statewide grant to Oregon community colleges to increase fundraising capacity by matching “new” scholarship money. Distributed to colleges based on FTE, with a minimum of \$50K going to 10 smallest colleges. Everyone made it!!! Washington State colleges looking for similar grant.
- Gave two full tuition scholarships for specialist training: Suzi Ames, Pierce Community College and John Olson, Everett Community College.
- Benefactor of the Year for Region X is the Morris Family Foundation

Program/Region: Funding Our Future Campaign

Director reporting: Joy Wohl LeCuyer

For those of you new to the board, I will provide a brief history, should this again become an active project for CRD.

In response to members’ interest, in 2007 CRD began steps to initiate a campaign for the sustainability of the organization and to expand member services.

A comprehensive survey of the full membership in spring of 2007 generated information and opinions regarding CRD services, events and activities; it also gave us suggestions for change.

In July 2007, the Eaton Cummings Group, a consistent and generous supporter of CRD and sponsor at regional and national levels, provided all-day planning facilitation and related pre- and post-work on a pro bono basis. We developed a new mission statement, a new vision statement and a comprehensive three-year strategic plan. The plan focused on five goals: **Member Training, Strategic Partnerships, Regional Collaboration and Resource Sharing, Streamlined Operations, Advocacy and Institutional Engagement.** The Clements Group, Inc., a business concerned solely with campaigns for community colleges, worked with us without charge on forums and interviews necessary to beginning a campaign.

In November of 2007 an ex-officio position was added to the CRD board for Special Projects/Campaign for CRD. During 2008, various policies related to the campaign were drafted and approved. The campaign was named: **CRD -- Funding Our Future.** A case for support was drafted using information from the forums, membership survey, planning sessions, and interviews. Areas of support were linked to the goals of the strategic plan. The draft case was shared with the board in July 2008 and members of the Executive Committee pledged support.

Later in 2008, the campaign committee structure was developed, the case was edited, and additional testimonials were added.

At the November 2008 meetings of the board, next steps were outlined. They would be to hire a campaign manager, finalize the case, develop supplemental materials, name members to the committee, and request support from the board of directors.

As 2009 began, a temporary hold was put on the project. The position of campaign manager was posted in February, but to my knowledge, it has not been filled and the project remains on hold.

Program/Region: Federal Funding Task Force (FFTF)

Director reporting: Judith Cawhorn, Chair FFTF

I am delighted to have Rande Daykin of Western Technical College in LaCrosse, Wisconsin as the Co-Chair of the Federal Funding Task Force. The Federal Funding Task Force (FFTF) planning is on target. As of June 30th, the registration was full with a total of 61 participants. For the first time, we are soliciting sponsorships for the FFTF to help defray some of the costs. To date, we have a commitment of \$2,800 in funding between three sponsors. Due to Veteran's Day falling on Wednesday, November 11th, the third day of the FFTF, we will be doing all of our visits on Monday and Tuesday, November 9th and 10th and debriefing and completing data entry on Wednesday. We are also trying a new method for assignments of agency visits that will, hopefully, minimize the amount of communication that needs to go out. My goal for the two years that I will serve as Chair is to create a FFTF Procedural Manual.

Program/Region: Legislative Liaison Report

Director reporting: Gary Van Meter

I participated in the initial CRD-AACC project to review the ARRA stimulus legislation to determine potential community college impact. I also make contact with AACC staff to seek clarification and best guess projections regarding pending legislation affecting community colleges so I may pass it along via the CRD listserv. I have also participated in efforts to identify potential conference sponsors/exhibitors and other funding possibilities, especially those of interest to Grants Professionals.

The challenge of this position is that AACC is always in a much better position to ascertain the future direction of new legislation or to advocate for needed change. Similarly the FFTF is in the best position to make contact with Program Officers to advocate for administrative changes and to find out about future or pending grant programs.

Program/Region: National Conference Hotel Search Committee

Reporting: Stephanie Melvin

The hotel committee talked about doing a survey to find out how members felt about moving the conference. It was mentioned that a survey was done in 2007 and that was a question that was a part of the survey. Stephanie went through the survey and provided a copy of the comments pertaining to the national conference and emailed to

committee. Most of the comments seem to center on cost of conference and that CRD does provide alternative programming across the country (i.e. summer workshops, regional conferences, etc.) if members cannot attend the national conference. There were some comments about moving the conference, but not enough to consider it. Committee decided that if conference moves elsewhere you still won't get some attendees plus this would take out the ability for members to see congressional members and visit federal funding agencies. There will always be issues of costs involved no matter where the conference is held.

Committee decided to let the national conference stay in DC but look at contacting other hotels in the region: DC, Maryland and Northern Virginia to see if they can provide better service and pricing than the Hyatt. This would provide a two-fold result: 1. Look at moving the conference to another hotel that would provide better pricing and service or 2. Work with the Hyatt to get better pricing and service by showing them what other hotels are willing to do.

The committee will also look at possibly getting a professional consultant to negotiate hotel contracts. Look at recommendations from ASAE, MPI, PCMA.

Program/Region: Executive Director Report

Reporting: Polly Binns

Polly met individually with each staff member in preparation for the July board meetings and asked them to consider two questions:

1. **Observations on office processes and procedures:** after almost a year on the job, do you see any processes or procedures that could be modified, added, or eliminated in order to do our jobs more efficiently?
 2. What can CRD offer our members for **value-added services or training** if we have to cut back in on-site conferences either regionally or nationally?
-
1. **Office procedures:**
 - a. Ensure uninterrupted quiet time so Allan can work on projects
 - b. Both love MAD (Members Access Database), but want to be sure MAD is used to fullest extent and is the central repository of all member/vendor data
 - Get all data entered (sponsors/exhibitors as far back as we can find data/info for national/regional conferences, all board member service, all donations as far back as we have records)
 - Be sure we're all trained on how to run reports from MAD
 - c. Develop structured office calendar to ensure:
 - Twice weekly website updates
 - Weekly staff meeting
 - Daily filing
 - Monthly cross training
 - Uninterrupted quiet time for Allan

- d. Create training (webinar) to help integrate CRD board into program management done at national office
 - SharePoint training
 - Importance of deadlines
 - Use of project/program calendar
 - (as an aside: good idea anyway to have webinar to help train board on board duties outside of their intersect with national office)

2. Value-added services or additional revenue producing programs/services

- a. Website
 - Yellow pages for vendors
 - An "Angie's List" type blog regarding vendors?
 - Use website more creatively:
 - Front page could be used for paid ads and/or better advertising for our own programs in the 6 blocks under main block Add 4th
- b. Repackage Foundation Board Academy or come up with other customized training that we can take to institutions
- c. Offer regular conference-call "Roundtables" about hot issues, perhaps that are being brought up on listserv
 - charge minimum amount - \$25?
 - limit to 15 or 20 (whatever can be handled on conference phone line...may have to look into using a paid service as the line we use for free didn't work very well with the ARRA phone calls)
 - Have the roundtables moderated by expert in field
- d. Dispatch: add 4th issue - Partners In Philanthropy Issue.
 - Vendors would have editorial space in return for paid ads so that issue would completely pay for itself
 - Editorial would be within scope outlined by Dispatch Editor, but would have to be very instructive, to take the place of, say, a presentation.
- e. Reformat NewsScan to look more polished/branded
- f. Webinars
 - Beginners- some of the basics, maybe from the national conference
 - Advanced- hot/current topics
 - Survey membership
- g. Other distance learning (Vidinars)
 - Facilitate video distance learning (Vidinar) opportunities that could be done on our campuses and be made available to other parts of the country
 - Drive in distance learning- cluster in areas of country where members have up to 2 hour drive to get to campus sites offering Vidinars