

March 27, 2018 SECA Advisory Board Meeting Notes
Call to Order: 10:00 a.m.

Attendees: Tina Scott (CMS), Michelle Silver (DNR), Tom Dede (HFS), Susan Caimi (HFS), Sarah Wooley (Comptroller's Office), Lenore Roth (Aging), Jennifer Hebel (Leg. Research Unit), Purnell Borders (Aging),

Charities: Lizzy Selzer (Community Health Charities), Tom Jacks (Earthshare), John Kelker (United Way of Central IL), Jarod Brown (United Way of Central IL), Linda Moses (Community Shares), Kari O'Brien (ACS), Cathy Miller (America's Best Charities), Kathleen Jackson (UNCF), Jennifer Watkins (America's Charities), Rick Mesi (CHC), Iris Dunmore (BUFI)

Meeting notes from the December 19, 2017 Board Meeting was approved by Michelle Silver and Lenore Roth.

SECA Chair Designee Report:

Tina reported that we are at about 98% completion rate. SECA Donations for 2017 are \$2,018,586.00, down from 2016 which was \$2,055,614.00. State employees total for 2017 was \$619,198.00 down from 2016 which was \$702,000.00. Retirees had a large decrease from 2016 -\$25,705.00 in 2017 down from \$57,000.00. U of I showed an increase for 2017 - \$1,344,316.00 up from 2016 at \$1.28 million. For the year, we are down approximately \$35,000.00 from 2016. Agency totals should go out mid-April. Federation Report will come in sooner.

On page two of the Federation Report is the Top 10 Donations by Charity and Correctional Peace Officers Foundation came in number one again. They have a large support system at DOC.

Sarah Wooley sent Tina the Comptroller's Report. The three campuses are not broken down between the three campuses. The UIS report goes to Tina directly and SIU School of Medicine. Tina wants to be sure UIS is not counted twice. She will discuss this with Sarah separately.

Wendy Butler stepped down as SECA Chair. Tim McDevitt is the new Director at CMS. And we will then get a new SECA Chair Designee.

Committee Reports:

Ambassador Training Day Committee: No report at this time.

Campaign Committee: Inactive

Board Planning Committee: Inactive

Federation Committee: Tina would like two volunteers to head this committee. Part of the responsibilities would be assisting with best practices and a presentation at the training, assisting with the three coaching calls before, during and after the campaign and charity fair guidance for

Ambassadors. If Tina doesn't get two volunteers by Friday she will appoint two people. The only travel would be to Springfield for the Training.

John Kelker would like to see volunteers rather than appointees and Rick would like to see equal representation in Chicago and Springfield.

Finance Committee: No activity except added interest.

Tom, went over the Narrative for our FY19 budget.

The Narrative for the final budget is forthcoming.

The Line Item for Technology and on-line Giving was discussed at length. We donated \$500 last year to CHC for the use of their Giving Matters system. This year there was a change in the system CHC offered, which was free to us for 2017 but the approximate cost for 2018 would be \$2000.

Other options were discussed. Linda Moses reported the system Community Shares and Earthshare uses is the same platform as the original Giving Matters we used in 2016. She will offer more information and cost when she gets it.

Lizzy reported that a big problem for the 2017 on-line giving was that no one was aware on-line giving was an option and that needs to be addressed. The on-line giving website would need to be on the pledge form and on the SECA website.

Goal for the Board is to make sure we have at least a 90% rate of Ambassador to each agency. Look at the list of agencies that do not have an Ambassador and reach out to them.

If you are interested in being involved in the next step to on-line giving, let Tina know.

Lizzy will give Tina the total number of on-line givers.

We discussed cutting down the number of books and increasing the number of posters. Tina will check to see if with the contract with Donnelly allows us to decrease the number of our order.

Sarah asked if there was a timeline for a charity to be under the umbrella of a Main Charity. Tina has to have the information from the Charities by mid-May for the booklet.

Iris had a question about the line items that are decreased and whether or not that money is then put into another line item. Tina explained the process of planning our budget.

The Board approved increasing Technology to \$2000.

\$61,730.00 was approved for FY19 budget. Motion to approve from Michelle Silver and Susan Caimi.

Marketing Committee: Planning for the 2018 Campaign will begin soon.

Purnell will take over Ambassador Training when Lenore leaves. They will co-chair this year. Lenore would like to see more one-on-one interaction like panel discussions about best practices instead of the power point.

Old Business:

New Business: Lenore discussed changing the Ambassador Training date so that is not so close to the State Fair. We changed the date to August 1 for the Ambassador Training and the Board Meeting will be Tuesday July 31.

Next Board Meeting: May 1, 2018

Lenore Roth and Tom Dede Adjourned the meeting at 11:11 a.m.