

March 13, 2019 SECA Advisory Board Meeting Notes as recorded by Tina Scott/Purnell Borders
Call to Order: 10:00am

Attendees: Tina Scott (CMS), Tom Dede (HFS), Purnell Borders iii (Aging), Jennifer Hebel (LRU), Gail Hankins (SUCSS),

Charities: Jarid Brown (United Way of Central IL), Lizzy Selzer (Community Health Charities), Renee Crews (Global Impact), Jennifer Watkins (America's Charities), Thomas Jacks (Earth Share of Illinois).

Meeting notes from the Dec 4, 2018 Board Meeting were approved by Tom Dede and Gayle Hankins with no changes.

Credit Card Payouts update by Lizzy Selzer. All 2017 are paid out and 2018 are working to close out to release payments in April. Jarid Brown, UW asked for payment detail sheets with payouts. Lizzy stating those sheets come from SECA. Jarid would like for them to come with the payment and not have to manually match up donors with payments for audit purposes. Jarid asking for CHC to provide explanation as credit card fees went from 3% in 2015 and 2016 to 7.5% in 2017 and 19% in 2018. Lizzy believes it was an error in the processing as it should have been at 3%. Jarid would like any future contracts to include the credit card processing fee to be included.

SECA Chair Designee Report: Tina report on 2018 campaign report - \$540,578 for State of Illinois employees' contributions. \$2,093,176 for grand total including U of I campaign. Kudos to U of I for another great year with an increase in giving from their employees. 2018 statistics:

- Total pledges – 1,626
- \$174 avg. donation
- 5% online donations
- 69% of agencies participated or 56 of 81 agencies participate
- 10 agencies count for 70% of donations

Tina's last board meeting. No update from CMS for Tina's replacement yet. Options moving forward for Executive Coordinator are:

- 1) Split duties
- 2) Someone take lead role

Tom recommends that the Board split the duties of the Executive coordinator and asks for more help from the Charities. Tina will send out a breakdown of the Executive Directors duties and what they entail.

Committee Reports

Ambassador Training Day Committee: Jennifer Hebel, Purnell Borders, Gayle Hankins, Jarid Brown, Renee Crews

During the meeting a discussion was had about possibly changing Training day locations to find a cheaper venue. A discussion was also had about possibly separating the award program from the training session. We also talked about what we could do to show the Ambassadors that we appreciate them to try to prevent burnout.

Members also discussed ways to get more involvement from top Executives from the State Agencies that produce the most pledges for the SECA year.

The following are tentative dates discussed for the upcoming SECA Campaign.

Training Date – 8/1/2019. Based on availability of Venue

Campaign Date – 9/25/2019 through 11/13/2019

Coaching Calls – 9/11/2019, 10/23/2019, and 11/13/2019

Board Planning Committee:

No report

Campaign Committee:

No report

Federation Committee

The last Federation Committee was held on January 16th, 2019. During the meeting a discussion was had on printer partners. The 3 questions of concern are below.

- 1) Does R.R. Donnelly have the right of first refusal?
- 2) Can you deny a bid even though it was the lowest?
- 3) Can we decrease the quantity of printing from previous years?

Tom suggested that the Federations put in the bids for the printing of the SECA books. Tom's reasoning for this is he thinks that companies may be inclined to give a better deal to a Charitable organization.

Finance Committee

Current balance is \$27,464

The SECA Budget for FY20 was presented. Information is below:

Total Budget is \$53,300. Below are highlights of the report.

Travel, Conference Training, and Ambassador Training are now combined under the Training portion of the budget.

Business Supplies and Clerical Support are under Clerical.

Graphics and Print Products are combined with Marketing and Printing.

Gayle Hankins moved for acceptance of the FY20 budget with any necessary corrections. Jennifer Hebel seconded the motion. Motion passed.

Marketing committee

A discussion was had about combining the Marketing and Training committees. At this time the duties will have to be combined because of the limited number of individuals on the Board.

A question was also raised about why training is no longer held in the Chicago area. Attendance was very low at the previous Chicago area trainings. Subject to Board approval, Chicago trainings may be looked at in the future.

Old Business

None

New Business

SECA Recruitment: During the meeting a discussion was had about reaching out to Ambassadors and Liaisons to see if they would be interested in becoming SECA Board Members. Jarid Brown says that he will send out an email to all Ambassadors to gauge interest.

With no other business, a motion to adjourn was made by Tina Scott. Meeting adjourned at 11:30am.