

December 4, 2018 SECA Advisory Board Meeting Notes as recorded by Susan Caimi  
Call to Order: 10:00 a.m.

**Attendees:** Tina Scott (CMS), Tom Dede (HFS), Sarah Wooley (Comptroller's Office), Gail Hankins (SUCSS), Michelle Silver (DNR), Purnell Borders iii (Aging), Jennifer Hebel (LRU),

**Charities:** Jennifer Watkins (America's Charities), Linda Moses (Community Shares), Jarid Brown (United Way of Central IL), Ken Johnson (United Negro College Fund), Lizzy Selzer (Community Health Charities), Renee Crews (Global Impact), Thomas Jacks (EarthShare)

Meeting notes from the October 2, 2018 Board Meeting were approved by Gayle Hankins and Michelle Silver with two corrections, Thomas Jacks was present- just started late - and to the Charity name for Linda Moses which should be Community Shares (changes made).

An opening discussion on Credit Card Payouts began the meeting. Jarid reported the last time he received a credit card payout was 5/2017 for the 2015 and 2016 campaign. They have not received anything since then. Linda Moses reports the same.

CHC finance shows a payout from 5/2018 - all one time direct payments. They will check to determine if the 2017 campaign has closed because checks are not dispersed until the campaign closes. And they will check to see how these are reported. Tina pulls the reports from the Giving Matters Portal from the admin side and sends to each federation. CHC will have a report by the end of the day.

Tina can resend out the reports to the federations. Tina reported the 2017 campaign closed in March 2018.

**SECA Chair Designee Report:** Tina reported she still has about \$111,000.00 still to be processed. We are looking at about \$430,000.00 for the end total.

U of I and retirees are still to be reported.

We had a lengthy discussion with some ideas to look at for next year.

Renee shared some ideas about the Wisconsin Campaign. They have two trainings – the main training, and then they break out into separate, smaller trainings. It is run by state employees. The training committee goes to multiple sites but it increases the engagement of the employees.

Look at each campaign as a new campaign and not piggy back off of the successes or failures from the last year. Educating people on SECA is key.

Renee will get some names from the Wisconsin committee and send to Jennifer Hebel to look into how they are running their campaign.

Sarah Wooley from the Comptroller will email Linda Moses the name of the contact for U of I to look into how they run their campaign.

Michelle Silver reported some of the challenges they have getting the word out about SECA.

Even though there is a solicitation period, we can communicate and educate employees about SECA throughout the year.

Sarah Wooley reports there are 58,000 retirees and only 100 retirees give to SECA. There are also a lot of agencies and universities that do not give and we should target those also.

DOC has the culture of giving and it is what they do. Give the agencies that were successful a piece at the next training to talk about how they were successful. Another suggestion, from Jennifer was to go out to the larger agencies and educate and motivate the employees.

Linda Moses said that nothing motivates employees to give more than someone who has benefitted from a charity.

-Offering an Ambassador and Liaisons an opportunity to network with each other-

**Ambassador Training Committee:** Jennifer asked for more bodies to help with the Training Committee. Will send out some ideas that she would like some input on.

**Board Planning Committee:**

**Campaign Committee:**

**Federation Committee:** Linda Moses reported that they have met 3 times in the last year. The main task was to contact Agency heads for a meeting. The agencies were divided between the 13 Federations. United Way got the bulk of the agencies since they are in Springfield. Linda has heard from some of the federations. John provided the script. They were fairly well received and the goal is to establish a relationship with the agencies and the Unions. It was a good beginning. The calls should be made in May and June for the next campaign.

A report for each agency will be provided so when the agency heads are contacted, a number can be provided for the last year donations.

Sarah asked if a report could go out to the agencies which show what the donations were for the year before and current year.

**Finance Committee Report:** Tom reported checks he sent out since the last report. The balance is currently \$29,755.21.

**Marketing Committee:** Leadership and donor gifts have been purchased and received for the 2018 campaign. Susan suggested Marketing help out with the Ambassador Training Committee next year. Susan reported this was her last Board Meeting.

**Technology Committee:** Nothing reported

**New Business:** This is the last year we have on contract with R.R. Donnelley. We will go back out for a new bid. We will need to decide whether to order less books and pledge forms for next year and possibly a smaller booklet.

Linda Moses wants to discuss whether or not the Federations could get bids from printers they deal with and get better prices.

**Old Business: None**

**Board Meetings for 2019 will be on Wednesdays instead of Tuesdays.**