

April 5, 2016 SECA Advisory Board Meeting Notes

Call to Order: 10:03 a.m.

Attendees: Tina Scott (CMS), Susan Caimi (HFS), Tom Dede (HFS), Gail Hankins (SUCSS), Lenore Roth (Aging), Michelle Silver (DNR),

Charities: Jennifer Watkins (America's Charities), Lizzy Selzer and Rick Mesi (Community Health Charities), Linda Moses (Community Shares), Thomas Jacks (EarthShare), Renee Tabor (Global Impact), Michelle Jensen (Special Olympics), Jessica Becker (United Way of Central IL), Cori Dyer (ACS), Theresa Adams (Black United Fund), Iris Dunmore (Black Unite Fund)

Tom Dede made a motion to approve the minutes from the March 1, 2016 SECA Advisory Board Meeting and Lenore Roth seconded. All approved

Tina noted that the August 2, 2016 Advisory Board Meeting will be moved to DOT to avoid unnecessary travel across town for those helping to set up for the Training and Award Ceremony. Lunch will be provided following the meeting. This date will be changed on the website.

Tina will block off rooms at the hotel for those traveling for the two day events.

SECA Chair Designee Report:

Tina reported that while preparing the campaign report she was able to do an audit and found a batch that had been entered twice so she made an adjustment to the final total on the campaign report.

The final total for State agencies is \$864,499.52. State Employees' Retirees total was \$24,744.16. Tina is still waiting for totals from SIU Edwardsville and U of I Chicago.

Charity Assessments will be sent out by mid-April.

Tina will be working on an RFP for the Booklet.

Tina will send out the corrected final report.

Finance: Our bank balance is \$38,140.22. The approved budget is \$56,100.00 which leaves the charities with \$17,959.78 for charity assessments. Tina passed out the figures for the charity assessments, including the refund of surplus money and the net assessments.

Marketing: The dates for the 2016 SECA Campaign are Wednesday, September 7 through November 2, 2016.

Susan reported the top three suggestions for our theme for this year:

Looking Forward – Giving Back, received the most votes

Catch the Wave of Giving

Giving Comes From the Heart – Receiving Comes From Hope

The Marketing Committee will choose the theme from those choices and Tina will have CMS graphics work up some visuals for us to look at and choose for the posters and booklets.

Renee Tabor asked that we keep in mind while deciding on a theme that more verbiage means more words so more cost and harder to remember. She suggested keeping it simple.

The next Marketing Committee Meeting is Tuesday, April 12 from 9:00 – 11:00.

Technology: There are some changes to the federations that need to be updated on the website. Tina asked that we let Tom Dede know if we see anything that needs updated.

Charities: Theresa Adams would like to know how involved Chicago agencies are and how do we get them more involved.

Tina would like to see an agency wide Charity Fair at the Thompson Center but so far no one has stepped forward to take on that task. The majority of the Ambassadors are downstate. Tina reported that there is no way to tell how many pledges come from the Chicago area versus downstate pledges. Tina suggested trying to get two Ambassadors in Chicago get together and plan a charity fair so all the work doesn't fall on one person.

Susan suggested hosting a charity fair at the same time as the Chicago Training.

Renee would like to see the Chicago Training earlier this year so the Ambassadors have more time to plan events with the charities. She also suggested a pre-training coaching call or a time line with a checklist of what should be happening when. We can't give out too much information.

Ken Krull all suggested a pre training conference call, share best practices, celebrate successes, etc.

Theresa Adams would like to see a charity fair for the employees in Chicago.

Michelle Jensen, Special Olympics, reported that they do a "Lunch and Learn" which is a casual discussion about SECA. We can target Ambassadors or everyone.

Linda Moses told the Board that years ago they had a Chicago Charity Group that met informally periodically to brainstorm and try to get agencies involved in charity fairs. Linda offered her office to meet and she would like to reach out to the Charity Reps and set something up. Tina will send her the contact list.

Jessica Becker asked if we could also hold this type of group downstate and she will reach out locally to set something up. She feels this would be a better use of their time.

Lenore and Tina will work on a list of committees and send something out to get input.

Tom would like to see a pre-training before the liaison training – maybe send out a packet of materials prior to the training since our liaison training is so close to the start of SECA. (SECA 101)

Lizzy is going to send out the Campaign Coordinator's Guide. It has best practices, how to hold a fund raiser and other helpful hints for us to look at.

Jessica has a "10 Steps to a Successful Campaign to send out.

Old Business: none

New Business:

Next Meeting Date: June 7, 2016 10:00- 12:00

Jennifer made a motion to adjourn at 11:02. Susan seconds.