

**DELAWARE TECHNICAL COMMUNITY COLLEGE  
BOARD OF TRUSTEES  
DEVELOPMENT COMMITTEE  
Wednesday, June 10, 2020  
Zoom Video Conference  
and Boardrooms –  
Office of the President, Owens, Stanton, George**

**MINUTES**

**PRESENT:** Patti A. Grimes, Chair; Michael J. Hare, Member; Lolita A. Lopez, Member; Salvatore “Chip” Rossi, Member; Howell F. Wallace, Member; Amy Walls, Member; Ernest G. Talbert, Member

**ABSENT:** Jim Cavanaugh, Member; Bob Hagerty, Member; Penny L. Short, Member; Nancy Shevock, Member; Gary R. Stockbridge, Member

**OTHERS PRESENT:** Melissa Anderson, Assistant to the Vice President for Institutional Effectiveness and Development, President’s Office; Margaux Azzanesi, Director of Development; Bobbi J. Barends, Vice President and Campus Director, Owens Campus; Mark T. Brainard, President; Cheryl Corn, Senior Director for Major and Planned Gifts, President’s Office; Dan Ehmann, Vice President and Campus Director, Stanton Campus; Christine Gillan, Vice President for Strategic Communication and Public Relations; Lora Johnson, Vice President and Campus Director, George Campus; Thomas Lemon, Director of Alumni and Annual Appeals, President’s Office; Kelly McVeigh, Vice President for Information and Instructional Technology, President’s Office; Carolyn Moloney, Director of Development Services, President’s Office; Carol Rhodes, Vice President for Finance (acting), President’s Office; Justina Sapna, Vice President for Academic Affairs, President’s Office; Judith A. Sciple, Vice President for Institutional Effectiveness and Development, President’s Office; Emily Thomas, Director of Grants, President’s Office

Ms. Patti Grimes called the Board meeting to order at 3:06 p.m. and welcomed the committee members.

**ITEM 1. REVIEW OF APRIL 15, 2019 AND NOVEMBER 20, 2019 MINUTES**

Mrs. Lolita Lopez moved, and Mr. Howell Wallace seconded a motion to approve the April 15, 2019 and November 20, 2019 Board Development Committee minutes. Mrs. Patti Grimes asked if there were questions or concerns. With there being none, the minutes were approved as written.

**ITEM 2. UPDATE ON DELAWARE TECH/COVID-19**

Dr. Mark Brainard provided an update of the College’s move from in-person courses to virtual due to the COVID-19 pandemic. Courses, student support services, and graduation ceremonies were all held virtually during the remainder of the spring semester. Summer courses will also be virtual and a plan for the fall 2020 semester will be determined at a later date. Mrs. Grimes commended Dr. Brainard and the entire college community on the inspiring commitment of faculty and staff in navigating the path to virtual instruction and student support.

**ITEM 3. REVIEW OF 2019 FUNDRAISING SCORECARD/DEVELOPMENT UPDATE**

An update on Development Division initiatives was provided by Dr. Judi Sciple. Part of the federal government’s response to COVID-19 was to implement the CARES Act, which provides emergency relief funds for higher education institutions. Approximately \$9 million will be allocated to Delaware Tech, with half the money going directly to students and the other half to be used for any costs associated with significant changes to the delivery of instruction due to Covid-19.

In addition, the Development Division reached out to corporate and foundation donors to communicate any impact on performance metrics and timelines associated with their grants. Following those conversations, JPMorgan

Chase provided \$300,000 to support enhancements to virtual course delivery and an additional \$50,000 to purchase laptops for students. AstraZeneca redirected their recent \$10,000 donation to the Educational Foundation Emergency Fund for Students.

Mr. Tom Lemon provided an update on the Employee Giving campaign. This campaign, which was traditionally held on campus and relied on the distribution of paper forms, was changed to an e-mail solicitation and electronic online giving payment platform.

Ms. Cheryl Corn, newly appointed senior director for major and planned gifts, was introduced and provided an update on her progress to date on identifying new prospects and developing a plan to increase major and planned gifts.

A rubric to identify and prioritize donors was shared by Ms. Carolyn Moloney. This rubric assigns values to individuals based on their connection, volunteerism, capacity, last gift date, event participation, total giving, and average donation.

Mrs. Margaux Azzanesi discussed refreshing the stewardship plan to provide additional touchpoints for donors with more frequent contact in various methods.

Dr. Sciple announced that along with Ms. Corn's appointment, Mrs. Azzanesi transitioned to director of major and planned gifts and Ms. Melissa Anderson became data manager for development. The next two positions to be posted are donor relations coordinator and development coordinator.

The fundraising scorecard for 2019 was presented by Dr. Sciple. Overall fundraising was down 6% over the previous year.

#### **ITEM 4. DISCUSSION ON FUNDRAISING STRATEGY/REQUEST TO APPROVE 2020 SCORECARD TARGETS**

After reviewing current fundraising statistics through May 31, 2020, committee members discussed and recommended a scorecard target of \$3.5 million. General Ernie Talbert moved and Ms. Amy Walls seconded the motion. All members were in favor and none were opposed. Mrs. Grimes asked if there were questions or concerns. With there being none, the motion was approved.

Due to economic concerns resulting from the global health crisis, the comprehensive campaign strategy and current funding priorities were discussed. Dr. Sciple will provide the Committee with a proposal at the next meeting to include emerging funding priorities and updated messaging strategies.

#### **ITEM 5. UPDATE ON PUBLIC AFFAIRS**

Dr. Christine Gillan provided an update on Public Affairs. Highlights from the presentation included:

- The Delaware Tech Magazine and e-newsletter won awards from the National Council for Marketing and Public Relations (NCMPR).
- Social media engagement has increased with Facebook and Twitter seeing the highest increases at 4.8% and 5% respectively. The College social media accounts also won awards in three categories at NCMPR.
- The Athletics Instagram account now has almost 750 followers. The Athletics program has newly designed branding on their uniforms.
- The brand awareness campaign resulted in 3 million impressions and a 0.85% click through rate.
- The COVID-19 web page was created to provide updates regarding the College's response.

## **ITEM 6. UPDATE ON ALUMNI ACTIVITIES**

Due to COVID-19, alumni engagement activities such as the Class of 1970 receptions and the Alumni Sunset Reception have been postponed. Alumni engagement activities will continue to be revisited to potentially include virtual events in the future.

## **ITEM 7. UPDATE ON SELF-STUDY FOR REACCREDITATION**

Dr. Sciple reported on progress toward the Middle States Commission on Higher Education (MSCHE) Self-Study. Dr. Ellie Fogarty will meet with the Board of Trustees as part of the self-study process. This meeting was previously scheduled in person in April and will now be held virtually. The self-study is a two-year process that began in November and will end in 2022. The Self-Study includes three institutional priorities: 1) Achieving the Dream; 2) 2021-2025 Strategic Directions; and 3) the College's governance structure.

## **ITEM 8: FUTURE MEETING SCHEDULE**

- **September 23, 2020, 3-5 pm;** Via videoconference in Office of the President, Owens, Stanton, and Wilmington Boardrooms
- **November 18, 2020, 11 am – 1 pm;** Joint Luncheon with Board of Trustees, Educational Foundation Board and Campus Development Councils, Del-One Conference Center, Terry Campus

## **ITEM 9. MOTION FOR EXECUTIVE SESSION TO DISCUSS THE IDENTITY OF INDIVIDUAL CONTRIBUTORS TO THE COLLEGE– CLOSED TO THE PUBLIC**

The Executive Session was deferred due to time constraints.

## **ADJOURNMENT**

Mr. Wallace moved, and Mr. Michael Hare seconded a motion to adjourn the regular meeting at 4:58 p.m. Motion unanimously carried.

Submitted by:

*Melissa Anderson*

Data Manager for Development/

Assistant to the Vice President for Institutional Effectiveness and Development