

**DELAWARE TECHNICAL COMMUNITY COLLEGE
BOARD OF TRUSTEES
DEVELOPMENT COMMITTEE
Wednesday, March 14, 2018
Video Conference
Boardrooms –
Office of the President, Owens, Stanton, George**

MINUTES

PRESENT: Jim Cavanaugh, Member; Patti A. Grimes, Chair; Howell F. Wallace, Member

ABSENT: William G. Bush, IV, Member; Scott A. Green, Chairman, Board of Trustees; Bob Hagerty, Member; Michael J. Hare, Member; Lolita A. Lopez, Member; Salvatore “Chip” Rossi, Member; Penny L. Short, Member; Gary R. Stockbridge, Member; Ernest G. Talbert, Member; Amy Walls, Member

OTHERS PRESENT: Melissa Anderson, Assistant to the Vice President for Institutional Effectiveness and Development, President’s Office; Margaux Azzanesi, Director of Development, Terry Campus; Bobbi J. Barends, Vice President and Campus Director, Owens Campus; Lynn Beaty, Vice President for Human Resources, President’s Office; Jason Bentley, Director of Development, Owens Campus; Mark T. Brainard, President, President’s Office; Alison Buckley, Resource Development Specialist, Owens Campus; Donna Connor, Resource Development Officer, President’s Office; Christine Gillan, Vice President for Strategic Communication and Marketing; Lora A. Johnson, Assistant Campus Director, Stanton/George Campus; Bob Jones, Information Technology Specialist IV, President’s Office; Tom Lemon, Director of Development, Stanton/George Campus; Carolyn Moloney, Resource Development Officer, Stanton/George Campus; Melissa Rakes, Associate Vice President for Academic Affairs, 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; Brian Shirey, General Counsel, President’s Office

Ms. Grimes called the Board meeting to order at 2:59 p.m.

Ms. Grimes welcomed committee members to the Board Development Committee held by video at all four campus locations.

ITEM 1. REVIEW OF SEPTEMBER 14, 2017 MINUTES

Mr. Cavanaugh moved and Mr. Wallace seconded a motion to approve the September 14, 2017 Board Development Committee minutes. Ms. Grimes asked if there were questions or concerns. With there being none, the minutes were approved as written.

ITEM 2. REVIEW OF FUNDRAISING SCORECARD/DEVELOPMENT UPDATE

The Development Scorecard for calendar year 2017 was presented by Dr. Sciple to the Board Development Committee. In 2017, the College raised over \$3.3 million dollars towards its \$5.5 million fundraising target, which represents 60% of the goal. In addition, 2,161 unduplicated donors were secured toward the donor target of 2,500 (86% of goal). Ms. Grimes and Dr. Brainard thanked the Board of Trustees for 100% participation in 2017 fundraising efforts.

Dr. Sciple provided an update on infrastructure enhancements within the Development division, including progress on the division reorganization and database improvements.

She also announced that the Employee Giving Campaign is under way. The first campaign was held in 1987 and raised \$20,000 and had 30% participation. In recent years, the employee participation rates have been 90% or higher, with last year's campaign raising more than \$97,000. This year, employees are being asked to give a little bit more to reach a goal of \$100,000. After completion, this year's campaign will be promoted through a press release, social media posts, and a video to inform the public about its success.

Ms. Grimes thanked Dr. Sciple and the Development division for their efforts on creating an infrastructure to support giving. She appreciated their diligence and out of the box thinking to forge into the unknown to support a strong culture of giving.

ITEM 3. REQUEST TO APPROVE 2018 SCORECARD TARGETS

Scorecard targets for 2018 were presented by Dr. Sciple. The fundraising goal for 2018 will be \$5.65 million broken down into smaller targets in the areas of contributions, grants, irrevocable pledges, revocable pledges, and in-kind gifts. Dr. Brainard thanked Ms. Grimes for encouraging goals that are challenging to encourage maximum growth as the Development division strives to achieve them.

Mr. Wallace moved and Mr. Cavanaugh seconded a motion to approve. All members were in favor and none were opposed. Ms. Grimes asked if there were questions or concerns. With there being none, the motion was approved.

ITEM 4. UPDATE ON COMPREHENSIVE CAMPAIGN

The comprehensive campaign is on hold until the infrastructure is in place to support the campaign. Dr. Sciple, Dr. Brainard and the Directors of Development began meeting with key participants of the campaign planning study to update them on the outcome of the study and assess continued commitment for future campaign gifts. A Case for Support is in the process of being designed and written. The final product will be a 20-page booklet that will tell the Delaware Tech story through inspiring text, photos and info graphics. A draft will be presented at the May meeting.

ITEM 5. DISCUSSION OF CAMPUS/COLLEGEWIDE FUNDRAISING EVENTS

The College fundraising events were recently evaluated by the Development division and Campus Development Councils in accordance with objective 3.1 of the FY18 Development Plan. Events were not only being evaluated on dollars raised, but also connections, relationships and community relations. After analyzing proceeds, two fundraisers were eliminated and replaced with new cost effective fundraisers that result in higher net proceeds. Events that primarily serve as "friendraisers" are lowering their expenses in order to increase the net profit. New event sponsorships are also being encouraged to increase funds raised.

ITEM 6. REQUEST TO APPROVE UPDATES TO COLLEGE DEVELOPMENT/EDUCATIONAL FOUNDATION POLICIES

Dr. Brainard presented recommendations for changes to the Policy on Naming College Assets, Scholarship Policy and Guidelines and Gift Acceptance Policy. While the majority of the changes were minor edits and revisions to reflect existing processes, two significant changes were discussed:

1. Minimum contribution needed to establish a scholarship endowment – increase from \$20,000 to \$25,000.
2. Gifts of personal property not intended for use in the College's offices or programs (previously noted as Tangible Personal Property) – move from the list of "gifts that may require additional review and consultation with the Board" to the list of gifts the "President is authorized by the Board to accept on an ongoing basis."

Ms. Grimes asked if there were any questions and there were none. Mr. Cavanaugh moved and Mr. Wallace seconded a motion to approve. All members were in favor and none were opposed. The policies will be presented to the Educational Foundation Board for final approval in April.

ITEM 7. UPDATE ON PUBLIC AFFAIRS

Ms. Gillan presented an update on Public Affairs. Marketing and Public Affairs are no longer campus-based departments, and are now collegewide. A collegewide project management system has been implemented to increase efficiency and alignment. Leads for functional areas like athletics, videos, etc. have been assigned. A social media manager has been hired. A comprehensive strategic communication plan is being developed along with themes for every month. Public Affairs is working with Development to update and refresh the alumni site and the alumni e-newsletter. Dr. Sciple and Ms. Gillan are continuing to work together to send out press releases and messages regarding fundraising efforts and news.

Dr. Brainard provided an update on Senate Bill 50. The College is currently educating and advocating in the community. On February 14, Dr. Brainard gave an operations budget presentation to the Office of Management and Budget, highlighting the deferred maintenance issue. He is also attending community leader meetings in targeted areas to increase support.

ITEM 8. UPDATE ON ALUMNI ACTIVITIES

Alumni engagement activities are continuing to take place. The Alumni E-newsletter link showed that 2900 alumni opened the most recent newsletter. The Camden Yards alumni event brought in three new alumni donors and a lot of engagement. A new event will be planned for 2018 along with Affinity events. On May 10, the Radiologic Technology program will hold an alumni reception in honor of the 30th anniversary of the program. This program is offered at the George and Owens Campus. In addition, graduation parties are being planned at each campus to engage 2018 graduates, and members of the Alumni Board and Association will be present to distribute alumni pride t-shirts, as well as collateral about alumni benefits and staying connected.

ITEM 9: FUTURE MEETING SCHEDULE

- **Wed., May 23, 2018, 3-5 pm;** Room 400B, Corporate Training Center, Terry Campus (Dover)
- **Wed., September 12, 2018, 3-5 pm;** Via Videoconference in boardrooms at the Office of the President (Dover), Owens Campus (Georgetown), Stanton Campus (Newark), and George Campus (Wilmington)

Other events:

- Celebration of Giving and Alumni Success - Thursday, March 22, 12 noon; Del-One Conference Center, Terry Campus, Dover, DE
- Starry, Starry Night Gala, - Saturday, April 21, 5:30; Gymnasium, Jason Technology Center, Owens Campus, Georgetown, DE
- Terry Campus Graduation, Monday, May 14, 6 pm; Terry Campus, Dover, DE
- Owens Campus Graduation, Tuesday, May 15, 6:30 pm; Owens Campus, Dover, DE
- Stanton and George Campuses Graduation, Wednesday, May 16, 7 pm; University of Delaware, Bob Carpenter Center, Newark, DE

ITEM 10. MOTION FOR EXECUTIVE SESSION TO DISCUSS THE IDENTITY OF INDIVIDUAL CONTRIBUTORS TO THE COLLEGE– CLOSED TO THE PUBLIC

Mr. Wallace moved and Mr. Cavanaugh seconded a motion to adjourn the regular meeting and convene an executive session at 4:21 p.m. to discuss the identity of individual contributors to the College. Motion unanimously carried.

MOTION TO RECONVENE REGULAR BOARD DEVELOPMENT COMMITTEE MEETING

Mr. Cavanaugh moved and Mr. Wallace seconded a motion to reconvene the open session at 4:56 p.m. Motion unanimously carried.

ADJOURNMENT

Mr. Wallace moved and Mr. Cavanaugh seconded a motion to adjourn the regular meeting 4:56 at p.m. Motion unanimously carried.

Submitted by:

Melissa Anderson

Assistant to the Vice President for Institutional Effectiveness and Development