

DELAWARE TECHNICAL COMMUNITY COLLEGE
BOARD OF TRUSTEES
DEVELOPMENT COMMITTEE
Wednesday, March 22, 2017
Terry Campus, Dover

MINUTES

PRESENT: Jim Cavanaugh, Member; Patti A. Grimes, Chair; Lolita A. Lopez, Member; Salvatore “Chip” Rossi, Member; Penny L. Short, Member; Gary R. Stockbridge, Member; Howell F. Wallace, Member; Amy Walls, Member

ABSENT: William G. Bush, IV, 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; Mark T. Brainard, President, President’s Office; Scott A. Green, Chairman, Board of Trustees; Jason Bentley, Director of Development, Owens Campus; Jan Clapp, Resource Development Officer, Terry Campus; Kim Holston, Executive Assistant to the President, President’s Office; Robert Jones, Computing Support Specialist II, President’s Office; Darlene Johnston, Assistant to the Vice President for Finance, President’s Office; Kim Joyce, Associate Vice President for Academic Affairs, President’s Office; Tom Lemon, Director of Development, Stanton/George Campus, Gerard M. McNesby, Vice President for Finance, President’s Office; David R. Morris, Assistant Vice President for Development, President’s Office; Gary Patterson, Guest of Mr. Cavanaugh; Justina M. Sapna, Vice President for Academic Affairs, President’s Office; Judith A. Sciple, Vice President for Institutional Effectiveness and Development, President’s Office; Brian D. Shirey, General Counsel, President’s Office; June S. Turansky, Vice President and Campus Director, Terry Campus

Ms. Grimes called the Board Development Committee meeting to order at 3:07 p.m.

ITEM 1. WELCOME

Ms. Grimes welcomed the Board of Trustees Development Committee members to the first meeting. The Board of Trustees recently created additional Board committees to assist with the growing needs of the College. Several new committees have been developed, including the Board Development Committee and the Board Technology Committee. A Board Facilities Committee will also be added in the near future. Members of the Board Development Committee and guests were introduced.

ITEM 2. OVERVIEW OF COLLEGE, EDUCATIONAL FOUNDATION AND LEGAL COMPLIANCE

Dr. Brainard welcomed and thanked the Board Development Committee members for agreeing to serve the College. Board of Trustees Chairman Green made the suggestion to create the Board Development Committee as a way to utilize the expertise of the Board members to support initiatives and enhance the governance structure. The Committee members were provided an overview of the College by Dr. Brainard. Some of the highlights from the presentation are listed below.

- The College recently celebrated its 50th anniversary and has over 45,000 graduates. Over 34,000 individuals were served last year through more than 100 academic programs, workforce training initiatives, continuing education and youth campus.
- 98% of 2016 graduates are either employed or continuing their education through more than 240

articulation agreements that allow students to transfer smoothly to four-year universities with junior status.

- 70% of the College associate degree programs are nationally accredited. One program is the Nursing program which has doubled since 2003 and has national licensure exam pass rates of above 90% on the first try, making the three Delaware Tech locations ranked the highest in the state for their pass rates including those of bachelor degree programs at four-year institutions.
- The College is also part of the Delaware Pathways initiative with several career paths for high school students to graduate with a diploma, industry-recognized certification and college credits to fill entry-level jobs. One such pathway is advanced manufacturing for which Delaware Tech was one of the two colleges to receive the National Council for Workforce Education's "Program Exemplary Award" and was nominated for the prestigious Bellwether Award.
- With the lowest tuition in the state and the SEED scholarship program, approximately 70% of students graduate debt free with a return on investment of 18.2% for students and 9.0% for taxpayers.
- With the low tuition comes low revenue, and with an aging infrastructure the College has over \$100 million in deferred maintenance costs. To rectify the gap, the College has been advocating for the Community College Infrastructure Fund (CCIF) which will soon be introduced into the State Senate as Senate Bill 50. The CCIF would adopt a vo-tech model of tax assessments and allow the Board of Trustees to issue bonds dedicated to capital projects. The capital needs list will be sent to Committee members.

Mr. McNesby gave an overview of the Educational Foundation, which was established in November 1968 to operate as a 501(c)3 Foundation. Below are some highlights from the overview:

- The Foundation consists of twelve general and special trustees
- The Finance Committee and Investment Committee govern the Foundation
- The Finance Committee has assets totaling \$23.9 million.
- The Educational Foundation income sources are as follows:
 - 51% from donor contributions
 - 32% from fundraising special events
 - 16% from investments
 - The rest is comprised from miscellaneous sources.

ITEM 3. REQUEST TO APPROVE COMMITTEE CHARTER

Ms. Grimes reviewed the draft Board Development Committee charter. Future Committee meetings may be held by video conference. Chairman Green requested that the committee include responsibilities to the charter related to public affairs, as the original committee created by the Board was the Board Development and Public Affairs Committee. Mr. Shirey was asked to draft some language for the Charter, which will be presented to the Committee for approval at a later date.

Mr. Wallace moved and Mr. Stockbridge seconded a motion to approve the Board Development Committee Charter. Ms. Grimes asked if there were questions or concerns. With there being none, the motion carried unanimously.

ITEM 4. OVERVIEW OF DEVELOPMENT DIVISION

An overview of the Development Division was provided by Dr. Sciple. Highlights from the presentation are listed below:

- In 2013, an outside consultant was contracted to assess the Development Division; they defined roles, responsibilities, pay grades and accountability measures for existing positions and proposed additional positions necessary to advance fundraising efforts. They also met with members of the President's Council, the Board of Trustees and the Development Division to clarify short and long-term goals and strategies.

- There have been two previous capital and/or major gift campaigns. The 2007 campaign, Shaping the Future, raised \$4.3 million over a three-year period for instructional equipment, technology, youth camp scholarships and the College libraries. The second campaign was in 2010 to build eight new science labs which brought in \$3.2 million over two years.
 - Fundraising has doubled from \$2.4 million in 2015 to \$4.8 million in 2016.
 - 2016 was an important benchmarking year with several new Development staff in place and the 50th anniversary fundraising campaigns. Six new annual giving appeals were launched which raised was \$184,222.
- Overall;
- 545 first time donors gave \$459,675
 - 191 reactivated donors gave \$543,853
- The Development Division underwent a reorganization in 2014 to include seven new positions approved by the Board of Trustees. Two of the positions have been funded and filled to date.
 - Engaging alumni is a priority for the Development Division. There are over 45,000 alumni with 38,557 records available, 76% residing in Delaware. The Collegewide Alumni Board with campus chapters was created to consolidate the Board into one entity that is currently focused on outreach, engagement and benefits for alumni.

The Committee discussed the following areas:

- Engaging more alumni in future campaigns. Dr. Brainard will provide the Committee a breakdown of College funding to use as a tool to educate individuals of the need for donations and financial support.
- Importance of promoting deferred and planned gift opportunities.

ITEM 5. REQUEST TO APPROVE FY18 DEVELOPMENT PLAN AND SCORECARD TARGETS

Ms. Grimes presented the FY18 Development Plan. Committee members had the following discussions:

- A suggestion was made to add an objective to target planned gifts.
- Modifications are needed for the specials events chart on the scorecard to enhance transparency.
- Fundraising events will be assessed for effectiveness in generating income or increasing stewardship. Events that are not successful or do not support the College mission may be discontinued.
- A suggestion was made to join the United Way “Do More 24” Campaign to generate additional gifts.
- Efforts need to increase in the area of alumni giving.

After the discussion, Dr. Sciple presented the recommendation to increase both dollars and donors by 16% for 2017. This reflects a total fundraising goal of \$5,573,310 and 2,500 donors.

Mr. Stockbridge moved and Mr. Cavanaugh seconded a motion to approve Scorecard Targets and the FY18 Development Plan with the addition of an additional goal under Goal 1 to target planned giving. Ms. Grimes asked if there were questions or concerns. With there being none, the motion carried unanimously.

ITEM 6. OVERVIEW OF FEASIBILITY STUDY FOR A MAJOR GIFTS CAMPAIGN

Dr. Sciple distributed an overview of a feasibility study for a major gifts campaign, which will be followed up with an email due to time limitations.

ITEM 7. MOTION FOR EXECUTIVE SESSION TO DISCUSS DONOR PROSPECT INFORMATION – CLOSED TO THE PUBLIC

Mr. Wallace moved and Mr. Stockbridge seconded a motion to adjourn the regular meeting and convene an executive session at 5:08 p.m. to discuss donor prospect information. Motion unanimously carried.

MOTION TO RECONVENE REGULAR BOARD DEVELOPMENT COMMITTEE MEETING

Mr. Cavanaugh moved and Ms. Walls seconded a motion to reconvene the open session at 5:35 p.m. Motion unanimously carried.

ITEM 8. FUTURE MEETING SCHEDULE

Future Board Development Committee meeting dates were discussed.

Board Development Committee:

Thursday, May 18; 3-5 PM

Videoconference at the following locations:

Office of the President Boardroom and

Campus Director's Boardrooms at Owens, Stanton and George Campus

Thursday, September 14; 3-5 PM

Videoconference at the following locations:

Office of the President Boardroom and

Campus Director's Boardrooms at Owens, Stanton and George Campus

Educational Foundation Board (optional):

Tuesday, April 11; 3-4 PM

C Wing, Conference Room 234 A & B, Stanton Campus

Board of Trustees (optional):

Tuesday, April 11; 4-6 PM

C Wing, Conference Room 234 A & B, Stanton Campus

ADJOURNMENT

Mr. Stockbridge moved to adjourn the regular meeting at 5:36 p.m. Mr. Cavanaugh seconded. Motion unanimously carried.

Respectfully submitted,

Melissa Anderson

Assistant to the Vice President for Institutional Effectiveness and Development