

**DELAWARE TECHNICAL COMMUNITY COLLEGE  
BOARD OF TRUSTEES  
DEVELOPMENT COMMITTEE**

**Monday, April 15, 2019**

**Video Conference**

**Boardrooms –**

**Office of the President, Owens, Stanton, George**

**MINUTES**

**PRESENT:** Scott A. Green, Chairman, Board of Trustees; Patti A. Grimes, Chair; Bob Hagerty, Member; Michael J. Hare, Member; Lolita A. Lopez, Member; Salvatore “Chip” Rossi, Member (by phone); Ernest G. Talbert, Member; Howell F. Wallace, Member; Amy Walls, Member

**ABSENT:** Jim Cavanaugh, 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 (by phone); Mary Chen, Assistant Director of Business Services, Stanton Campus; Christine Gillan, Vice President for Strategic Communication and Public Relations; Kathy Janvier, Vice President and Campus Director, Stanton Campus; Bob Jones, Information Technology Specialist IV, President’s Office; Cornelia Johnson, Vice President and Campus Director, Terry Campus; Thomas Lemon, Director of Development; Gerard M. McNesby, Vice President for Finance, President’s Office; Carolyn Moloney, Director of Development Services, President’s Office; George Robinson, Senior Director of Major and Planned Gifts, 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; Darlene Winnington, Director of Communication and Planning, George Campus

Ms. Grimes called the Board meeting to order at 3:01 p.m. and welcomed the committee members to the Board Development Committee held in person with additional members attending by phone.

**ITEM 1. REVIEW OF May 23, 2018 MINUTES**

Mrs. Lopez moved and General Talbert seconded a motion to approve the May 23, 2018 Board Development Committee minutes. Ms. Grimes asked if there were questions or concerns. With there being none, the minutes were approved as written.

Dr. Brainard provided an update on Senate Bill 50; a bill to establish a Community College Infrastructure Fund (CCIF) and to provide bonding authority for Delaware Tech’s Board of Trustees. Senate Substitute 2 for Senate Bill 50 was introduced and passed in both the State Senate and the State House of Representatives. This revised bill eliminates the property tax component that was part of the original legislation and commits at least \$10 million for deferred maintenance for each of the next five years.

**ITEM 2. REVIEW OF FUNDRAISING SCORECARD/DEVELOPMENT UPDATE**

Dr. Sciple reviewed the final 2018 Development Scorecard. Overall fundraising increased from \$3.35 million in 2017 to \$3.57 million in 2018. There were 409 first time donors in 2018. This number does not include employees. Once again, 100% of the Board of Trustees made donations to the Educational Foundation. Board members were thanked for their ongoing support and contribution.

The director of grants position has been filled with a new hire starting on May 15, 2019. The new director will begin to develop metrics and methods for tracking to increase and improve grant funding. The director of major gifts, director of alumni and annual appeals and data manager for development positions have been posted.

Event fundraising continues to be evaluated for effectiveness in fundraising and friend raising. Processes to track event attendance and proceeds are improving.

### **ITEM 3. REQUEST TO APPROVE 2019 SCORECARD TARGETS**

After some discussion, General Talbert moved and Mr. Wallace seconded a motion to approve the 2019 Scorecard targets. All members were in favor and none were opposed. Mrs. Grimes asked if there were questions or concerns. With there being none, the scorecard targets were approved as written.

### **ITEM 4. UPDATE ON COMPREHENSIVE CAMPAIGN**

Dr. Sciple led a discussion on the upcoming comprehensive campaign. While the campaign has not been officially launched, conversations with prospective donors are ongoing to secure leadership gifts. Campaign materials will be updated to include messaging regarding Senate Substitute 2 for Senate Bill 50.

### **ITEM 5. REQUEST TO APPROVE FY20 BOARD DEVELOPMENT PLAN**

The FY20 Board Development Committee goals and objectives were presented by Dr. Sciple.

Mr. Green moved and Mr. Hare seconded a motion to approve. 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.

### **ITEM 6. DELAWARE TECH ENTREPRENEURSHIP ALUMNI EVENT**

An Entrepreneurship Alumni event will be held on April 24, 2019 at the George Campus in Wilmington. Faculty members and alumni from the entrepreneurship program will attend in order to showcase the program graduates achievements.

### **ITEM 7. UPDATE ON PUBLIC AFFAIRS**

Dr. Gillan presented an update on Public Affairs. Highlights include:

- Athletics program has a new logo and social media accounts
- Social media accounts have implemented monthly themes to increase traffic for potential employers as well as students
- The second year of Carvertise advertising will propose an increase from 35 cars to 40 due to the success of the initiative
- Alumni page has become more interactive showing an increase in traffic
- There is a new Delaware Tech commercial with 30 second and 15 second formats

### **ITEM 8. UPDATE ON ALUMNI ACTIVITIES**

Alumni engagement increased in 2018. There was an annual appeal to all alumni resulting in a mailing to over 40,000 individuals. This appeal resulted in a 114% increase in alumni donors and 50% increase in alumni gifts. 148 alumni gave a gift for the first time.

There will also be a reception for the first graduating class of Delaware Tech. The class of 1969 are invited to attend a reception prior to the Owens Campus graduation in Georgetown and to participate in the commencement ceremony. Alumni are coming from as far as Arizona and South Carolina.

## **ITEM 9: FUTURE MEETING SCHEDULE**

- **CANCELED: Wed., May 22, 2019, 3-5 pm;** Room 400B, Corporate Training Center, Terry Campus (Dover)
- **Wed., September 18, 2019, 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 – April 16, 12 p.m.; Del-One Conference Center, Terry Campus, Dover, DE
- Entrepreneurship Alumni Event – Wednesday, April 24, 12:00 p.m.; George Campus, Wilmington, DE
- Starry, Starry Night Gala, - Saturday, April 27, 5:30 p.m.; Gymnasium, Jason Technology Center, Owens Campus, Georgetown, DE
- Terry Campus Graduation, Monday, May 13, 6 pm; Terry Campus, Dover, DE
- Owens Campus Graduation, Tuesday, May 14, 6 pm; Owens Campus, Dover, DE
- Stanton and George Campuses Graduation, Wednesday, May 15, 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 General Talbert seconded a motion to adjourn the regular meeting and convene an executive session at 5:00 p.m. to discuss the identity of individual contributors to the College. Motion unanimously carried.

### **MOTION TO RECONVENE REGULAR BOARD DEVELOPMENT COMMITTEE MEETING**

Ms. Walls moved and Mr. Hagerty seconded a motion to reconvene the open session at 5:14 p.m. Motion unanimously carried.

### **ADJOURNMENT**

Mr. Green moved and General Talbert seconded a motion to adjourn the regular meeting at 5:15 p.m. Motion unanimously carried.

Submitted by:

*Melissa Anderson*

Assistant to the Vice President for Institutional Effectiveness and Development