

**DELAWARE TECHNICAL COMMUNITY COLLEGE
BOARD OF TRUSTEES
DEVELOPMENT COMMITTEE
Thursday, May 18, 2017
Video Conference
Boardrooms –
Office of the President, Owens, Stanton, George**

MINUTES

PRESENT: Jim Cavanaugh, Member; Patti A. Grimes, Chair; Lolita A. Lopez, Member; Salvatore “Chip” Rossi, Member; Gary R. Stockbridge, Member

ABSENT: William G. Bush, IV, Member; Penny L. Short, Member; Howell F. Wallace, 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; Mark T. Brainard, President, President’s Office; Scott A. Green, Chairman, Board of Trustees; 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; Judith A. Sciple, Vice President for Institutional Effectiveness and Development, President’s Office; Ernest G. Talbert, Member, Board of Trustees; June S. Turansky, Vice President and Campus Director, Terry Campus

Ms. Grimes called the Board meeting to order at 3:02 p.m.

Ms. Grimes welcomed committee members to the Board Development Committee held by video at all four campus locations with Mr. Cavanaugh attending by phone. Ms. Grimes invited committee members to attend Delaware Tech graduations in the future and commended the College for displaying great pride and a sense of community at this past week’s graduation ceremonies and annual employee recognition event. Ms. Grimes extended a special welcome to General Talbert, one of the newest members of the Board of Trustees.

ITEM 1. REVIEW OF MARCH 22, 2017 MINUTES

Chairman Green moved and Ms. Lopez seconded a motion to approve the March 22, 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 updated Fundraising Scorecard was reviewed. Highlights included:

- To date, the College has met 55% of the 2017 goal for donors.
- Two special events have taken place to date, which raised over \$144, 000 collectively; the Terry Campus Chocolate Lovers 5k raised \$28,520 and the Stanton and George Campus Mardi Gras raised \$115,525.

Dr. Sciple provided the following updates for Development:

- The President’s Circle has been created to recognize those who donate \$500 or more annually. Donors who have contributed between \$200-\$499 are being encouraged to consider additional donations to join the President’s Circle.

- In June, a retiree campaign will be held.
- The College is contracting with a vendor to provide the infrastructure necessary to expand crowdfunding and plans to pilot the technology with the Stanton/George Campus 5K in September.

ITEM 3. REQUEST TO APPROVE REVISIONS TO COMMITTEE CHARTER

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

ITEM 4. LEGISLATIVE UPDATE

Dr. Brainard provided the following update on current legislation:

- Senate Bill 50 has been introduced which will:
 - provide the Board of Trustees bonding authority
 - create a modest revenue stream by implementing a county property tax
 - allow the College to use the revenues to address capital needs
 - replace the current bond bill process
- Change in current legislators has increased support for the bill.
- There will be a call to action announcement posted on the College portal forthcoming asking for assistance in garnering support for the bill.
- Editorial endorsements have been published in the Cape Gazette.

ITEM 5. OVERVIEW OF FEASIBILITY STUDY

Dr. Sciple provided an overview of the upcoming feasibility study for a comprehensive campaign. The following highlights were mentioned:

- The feasibility study will be conducted by an outside agency that has achieved significant fundraising results for other community colleges.
- The study, to begin in June and be completed by the September Committee meeting, will:
 - Help us prepare the campaign tools
 - Assess the readiness of our development staff, leadership and board in executing the campaign
 - Include wealth and philanthropy screening on campaign prospects
 - Assist in determining the campaign priorities (case for support)
 - Include individual interviews during which the consultant will have strategic discussions with about 50 people to determine the perception of the College in the community, discuss the College's funding needs, and seek opinions on the strategy for the proposed campaign. They will also determine the willingness of the individual or organization to make a gift to the campaign.
 - Include an e-survey for non-major gift prospects.

Dr. Sciple provided a list of potential interviewees for the strategic directions. The Board of Trustees and the Board Development Committee also will be interviewed as part of the study. Members were asked to provide recommendations for additional individuals to be interviewed. Marketing efforts were discussed as a tool to increase giving for the potential campaign and members discussed ensuring that College messaging and branding were consistent throughout the study.

ITEM 6. UPDATE ON ALUMNI

The College Development team continues to increase efforts to engage alumni. In 2016, the College received donations from 20 individual donors who are designated as “alumni” only, and a total of 340 additional alumni and who have multiple relationships with the College, such as employee, Board member, Advisory Committee member, etc. The total of 360 alumni donors reflects 16% of the total donor population for the year.

The College is in the early stages of organizing a reception at Camden Yards for alumni to meet the College president in November. It will be hosted by Nicole Sherry, head groundskeeper for the Baltimore Orioles. Alumni from Delaware and Maryland will be invited. More information will be provided as event details are finalized.

Members discussed additional methods to build strong relationships and engage alumni starting from the day of their first campus experience.

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

Mr. Rossi moved and Ms. Lopez seconded a motion to adjourn the regular meeting and convene an executive session at 4:29 p.m. to discuss donor prospect information. Motion unanimously carried.

MOTION TO RECONVENE REGULAR BOARD DEVELOPMENT COMMITTEE MEETING

Chairman Green moved and Ms. Lopez seconded a motion to reconvene the open session at 5:00 p.m. Motion unanimously carried.

ITEM 8. FUTURE MEETING SCHEDULE

Board Development Committee:
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

ADJOURNMENT

Chairman Green moved and Mr. Stockbridge seconded a motion to adjourn the regular meeting at 5:00 p.m. Motion unanimously carried.

Submitted by:

Melissa Anderson

Assistant to the Vice President of Institutional Effectiveness
and Development