

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

Wednesday, May 23, 2018

Video Conference

Boardrooms –

Office of the President, Owens, Stanton, George

MINUTES

PRESENT: Jim Cavanaugh, Member; Scott A. Green, Chairman, Board of Trustees; Patti A. Grimes, Chair; Lolita A. Lopez, Member; Salvatore “Chip” Rossi, Member (by phone); Ernest G. Talbert, Member; Gary R. Stockbridge, Member (by phone); Howell F. Wallace, Member

ABSENT: William G. Bush, IV, Member; Bob Hagerty, Member; Michael J. Hare, Member; Penny L. Short, 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; Jason Bentley, Director of Development, Owens Campus; Mark T. Brainard, President, President’s Office; Christine Gillan, Vice President for Strategic Communication and Public Relations; Kathy Janvier, Vice President and Campus Director, Stanton and George Campuses; Bob Jones, Information Technology Specialist IV, President’s Office; Rick Kralevich, Vice President for Instructional and Information Technology, President’s Office; Tom Lemon, Director of Development, Stanton/George Campus; Gary Patterson, Guest of Mr. Cavanaugh; Justina Sapna, Vice President for Academic Affairs, President’s Office; Judith A. Sciple, Vice President for Institutional Effectiveness and Development, President’s Office

Ms. Grimes called the Board meeting to order at 3:08 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 MARCH 14, 2018 MINUTES

Mr. Green moved and Mr. Wallace seconded a motion to approve the March 14, 2018 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

Dr. Sciple presented the April 2018 Development Scorecard. As of the end of April 2018, the Development Division has raised \$844,000 in comparison to \$700,000 raised at that point in time last year. The scorecard includes \$100,000 in corporate and foundation grants for the expansion of the Patient Care Technician program. \$5.9 million has been raised by Federal and State grants including the Trio Grant, INBRE, and Delaware Department of Labor.

An update was provided by Dr. Sciple on improvements to the donor database, Raiser’s Edge. The processes of inputting and updating donor records was assessed and several improvements have been implemented to enhance the accuracy of the data and reporting. The improvements include creating standard operating procedures, creating a maintenance plan, and identifying mandatory online Raiser’s Edge training. A full-day retreat dedicated to the Raiser’s Edge database was held and included presentations on standard operating procedures, constituent codes, attributes, campaigns and appeals, mail merge, moves management, and an ongoing maintenance plan. Ms. Grimes thanked the Development division for their efforts to ensure accurate donor records. Mr. Green suggested consolidating information databases to incorporate more Delaware Tech affiliations in one single system.

Dr. Brainard and Dr. Sciple provided an update on the Development structure. Three existing vacancies will be repurposed and posted in the upcoming months. These three positions will be: Senior Director of Major and Planned Gifts, Director of Development Services, and the Director of Grants. Committee members discussed strategies to hire highly qualified candidates in a timely manner.

ITEM 3. REVIEW OF DRAFT CAMPAIGN CASE FOR SUPPORT

The draft Case for Support was presented by Dr. Sciple. Feedback was requested from the Committee, to be sent to Dr. Sciple by August 31, 2018.

ITEM 4. REVIEW OF FY18 DEVELOPMENT ACHIEVEMENT REPORT

Dr. Sciple reviewed the FY18 Development Achievement report.

ITEM 5. REQUEST TO APPROVE FY19 DEVELOPMENT PLAN

The FY19 Development goals and objectives were presented by Dr. Sciple.

Ms. Lopez 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 6. DISCUSSION OF CAMPUS DEVELOPMENT COUNCIL AUDITS

Dr. Sciple distributed information from the Campus Development Council audits. This information will be considered when identifying potential campaign committee members. Campus Development Councils can utilize the information to assess membership and begin discussions on recruitment of additional members.

ITEM 7. UPDATE ON PUBLIC AFFAIRS

Dr. Gillan presented the April and May Strategic Communication plans and provided an update on Public Affairs. April was Community College month, and the College was showcased through posts, press releases, national articles, and social media posts. The Delaware Tech Twitter account had a total of 96,800 impressions in the month of April; the account typically generates 40,000-60,000. The 2018 graduation ceremonies had geo tags and hashtags implemented that increased social media engagement during the ceremonies. The Fall Class of 2020 banners and T-shirts will be distributed to motivate incoming students.

ITEM 8. UPDATE ON ALUMNI ACTIVITIES

Due to time constraints, Dr. Sciple will provide an update on Alumni Activities to the Committee by email.

ITEM 9: FUTURE MEETING SCHEDULE

- **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)
- **Wed., November 14, 2018, 11 am – 1 pm;** Room 400A and B, Corporate Training Center, Terry Campus, Dover (Luncheon with Ed Foundation and Campus Development Councils)
- **Wed., March 20, 2019 OR Thurs., March 21, 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)
- **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:

- Board of Trustees Meeting – Monday, June 18, 4 p.m.; Corporate Training Center, Room 400A, Terry Campus, Dover, DE
- Run, White and Blue 5K – Thursday, September 6; Owens Campus, Georgetown, DE
- Taste of Sposato 5K – Sunday, September 23; Sussex County
- Alumni and Friends 5K – Sunday, September 30; George Campus, Wilmington, DE
- Gourmet Gala – Saturday, October 20; Del-One Conference Center, Terry Campus, Dover, DE

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

Mr. Green moved and Ms. Lopez seconded a motion to adjourn the regular meeting and convene an executive session at 4:22 p.m. to discuss the identity of individual contributors to the College. Motion unanimously carried.

MOTION TO RECONVENE REGULAR BOARD DEVELOPMENT COMMITTEE MEETING

Ms. Lopez moved and General Talbert seconded a motion to reconvene the open session at 4:42 p.m. Motion unanimously carried.

ADJOURNMENT

Ms. Lopez moved and Mr. Cavanaugh seconded a motion to adjourn the regular meeting 4:43 at p.m. Motion unanimously carried.

Submitted by:

Melissa Anderson

Assistant to the Vice President for Institutional Effectiveness and Development