

**DELAWARE TECHNICAL COMMUNITY COLLEGE
BOARD OF TRUSTEES**

DEVELOPMENT COMMITTEE

Thursday, September 14, 2017

Video Conference

Boardrooms –

Office of the President, Owens, Stanton, George

CONFIDENTIAL

MINUTES

PRESENT: William G. Bush, IV, Member; Jim Cavanaugh, Member; Patti A. Grimes, Chair; Michael J. Hare, Member; Lolita A. Lopez, Member; Salvatore “Chip” Rossi, Member; Ernest G. Talbert, Member; Howell F. Wallace, Member; Amy Walls, Member

ABSENT: Scott A. Green, Chairman, Board of Trustees; Bob Hagerty, Member; Penny L. Short, 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, 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; Alison Buckley, Resource Development Specialist, Owens Campus; Jan Clapp, Resource Development Officer, Terry Campus; Donna Connor, Resource Development Officer, President’s Office; Lora A. Johnson, Assistant Campus Director, Stanton Campus; Tom Lemon, Director of Development, Stanton/George Campus; Gerard M. McNesby, Vice President for Finance, President’s Office; Carolyn Moloney, Resource Development Officer, Stanton Campus; David R. Morris, Assistant Vice President for Development, President’s Office; Erica Pettis, Senior Consultant, Graham Pelton; Melissa Rakes, Associate Vice President for Academic Affairs, President’s Office; Justina Sapna, Vice President of Academic Affairs, President’s Office; Judith A. Sciple, Vice President for Institutional Effectiveness and Development, President’s Office; June S. Turansky, Vice President and Campus Director, Terry Campus; William Wong, Development Coordinator, Owens Campus; Elizabeth Zeigler, President and CEO, Graham Pelton

Ms. Grimes called the Board meeting to order at 3:01 p.m.

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

ITEM 1. REVIEW OF May 18, 2017 MINUTES

Ms. Lopez moved and Mr. Rossi seconded a motion to approve the May 18, 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. DISCUSSION OF COMPREHENSIVE CAMPAIGN PLANNING STUDY

Ms. Grimes thanked the Development Division for the hard work over the summer completing the campaign planning study. Ms. Grimes then introduced Ms. Elizabeth Zeigler and Ms. Erica Pettis from Graham Pelton who presented the final report from the Comprehensive Campaign Planning Study conducted for the College from June 9, 2017 through September 15, 2017. The Comprehensive Campaign Planning Study investigated Delaware Tech’s ability to raise \$30 million over four (4) years. The following case elements were tested: 1) Transform Learning Environments, 2) Invest in Student Success, and 3) Expand Pathways to Career Advancement.

During the study the following were conducted: 54 strategic discussion; nine (9) internal assessment discussions with development administrators and staff; and an electronic survey with 180 responses.

The following recommendations were made by Graham Pelton:

- Refine campaign funding priorities in order to prepare a Case for Support that demonstrates with specificity why these investments are necessary and necessary now. Ensure the ideas are bold and inspirational and demonstrate outcomes.
- Create Development systems and staffing structure that is focused on major gift outreach and frontline fundraising with a College-wide focus. Fully fund open Development positions and begin hiring to fill the positions before campaign launch. Complete a database assessment to ensure effective and proper systems are in place to support increased outreach, giving, and stewardship.
- Recruit and train leadership for a Comprehensive Campaign Steering Committee and add members as the comprehensive campaign progresses, including identifying Campaign Chair(s).
- Begin research and stewardship/cultivation activities with identified prospects.
- Continue to strengthen outreach and communicate the impact of Delaware Tech in the community.
- Develop a Comprehensive Campaign Plan and Timetable.

Members discussed the Comprehensive Campaign Planning Study and the need for careful messaging when launching the campaign in order to emphasize the continued need for CCIF and other state funding. It was suggested that the conversation should be continued at the upcoming Board Retreat in October.

Members also suggested ways the Board of Trustees and Board Development Committee could be involved in the campaign and assist with the resources that will be necessary for the comprehensive campaign.

ITEM 3. REQUEST TO APPROVE COMPREHENSIVE CAMPAIGN PRIORITIES

After discussing the differences between capital and comprehensive campaigns, Ms. Grimes proposed that the Board Development Committee will make the recommendation to the Board of Trustees to move forward with a comprehensive campaign.

Mr. Rossi moved and Mr. Bush seconded a motion to approve. All members were in favor and none were opposed. The campaign goal and timeline will be discussed by the Board of Trustees at a later date.

ITEM 4. REVIEW OF FUNDRAISING SCORECARD/DEVELOPMENT UPDATE

Ms. Grimes and Dr. Sciple presented the updated Fundraising Scorecard to the committee.

ITEM 5. UPDATE ON ALUMNI

Due to time constraints, Dr. Sciple will email members an update on Alumni relations and the November 8, 2017 Camden Yards Alumni Event.

ITEM 6. DISCUSSION OF CAMPUS DEVELOPMENT COUNCIL AUDITS

The Campus Development Councils are collecting information from current members in order to identify skills, interests and level of desired involvement each member brings to its respective council.

ITEM 7. UPDATE ON JOINT MEETING WITH EDUCATIONAL FOUNDATION BOARD AND CAMPUS DEVELOPMENT COUNCILS

Members were requested to attend a joint meeting with the Educational Foundation Board and Campus Development Councils on Thursday, November 16 at 11am at the Del-One Conference Center on the Terry Campus. The purpose of the meeting is to network and receive an update from President Brainard on development initiatives.

ITEM 8. FUTURE MEETING SCHEDULE

The 2018 Board Development Committee Meeting Schedule was distributed. The meeting dates are:

- Thurs., November 16, 2017, 11 am – 1 pm; Del-One Conference Center, Terry Campus, Dover (Luncheon with Ed Foundation and Campus Development Councils)
- Wed., March 14, 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., May 23, 2018, 3-5 pm; Room 400A, 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/optional meetings:

- Board of Trustees Meeting – Thurs., October 12, 2017, 4 pm; Boardwalk Plaza, Rehoboth Beach, DE
- Alumni Reception – Wed., November 8, 2017, 6-8 pm; Camden Yards, Baltimore, MD

ITEM 9. MOTION FOR EXECUTIVE SESSION TO DISCUSS THE IDENTITY OF INDIVIDUAL CONTRIBUTORS TO THE COLLEGE– CLOSED TO THE PUBLIC

Ms. Lopez moved and Ms. Walls seconded a motion to adjourn the regular meeting and convene an executive session at 5:02 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 Mr. Talbert seconded a motion to reconvene the open session at 5:18 p.m. Motion unanimously carried.

ADJOURNMENT

Ms. Walls moved and Ms. Lopez seconded a motion to adjourn the regular meeting at 5:18 p.m. Motion unanimously carried.

Submitted by:

Melissa Anderson

Assistant to the Vice President for Institutional Effectiveness and Development