

## **Statewide SEFA Council Call**

November 16, 2009

1:30 p.m.

### **Participants:**

George Goldsmith

John Wolf

Lorraine Arrow

Angela Decker

Nick LaMorte

Ray Rushboldt

Wayne Rabideau

Edith Cooper

### **SEFA Application:**

- Application is the entryway into the campaign and is to be used by local/statewide participants who have never been apart of SEFA or who have been removed from the Campaign.
- Drop down boxes with directions on how to fill out the application have been completed
- Application is very similar to last year with some additions, it is now digitalized.

### **Recertification form:**

- Recertification will start in February 2010.
- Form is being worked on as the application is being worked through. Attempting to use similar functions with the recertification as in the application.
- Recertification form will go to the council for approval in January 2010. Upon approval will be posted on-line.

### **Calls to SEFA offices:**

- Looking forward to having fewer calls to the office regarding directions. Hope new explanatory drop down boxes will allow users to complete the application with less assistance and more accuracy.
- Although the drop down boxes should provide applicants with directions for filling out form, asking that all become familiar with the application so as to provide assistance to individuals who may still need assistance completing form.

### **United Way of Greater Capital Region:**

- UWGCR submitted a proposal on 11/22/09 in response to an RFP issued by SEFA.
- Council reviewed proposal, had conversations regarding content of proposal
- Council to make a decision on review of the proposal.
- George to set up another call with Joe after today's Council meeting if the decision to return to discussion is approved by the Council members.

### **Campaign Reports:**

- All SEFA Council members reported their campaign status.
- Would like Brochures that give an overview of SEFA for new hires
- SUNY Plattsburg worried about numbers. President sent out letter discussing possible layoffs – employees are worried.
- SUNY Brockport – slow. Campaign manager sending out letters
- SUNY Geneseo – way over last year’s campaign.
- SUNY Plattsburgh – President expressed support. Will follow up with President regarding sending annual campaign support letter.
- SUNY Fredonia is at approximately half of last years status. Still confident will reach goals.
- OMH commissioner Hogan sent individual e-mails to each state employee. SEFA would like to publicly thank Commissioner Hogan by posting a thank you on the web.
- Correctional facilities flat.
- S. Hager had conversations with SUNY Chancellor who expressed support for making 2010 fall campaign their priority. Looking at ways to eliminate other conflicting fundraising.
- Letters of support from the governor and commissioner are located on the Website under the manager’s tool box.

### **New York City Campaign:**

- Annual issues: NYC usually starts and ends campaign late. Did not end 2008 campaign until February 2009.
- Problems with communication and sharing of information
- Management liaisons calling SEFA Director about campaign materials and authorization forms. All are being directed to the SEFA website to download forms.
- Communicating with New York City Campaign area agency by agency. Concerned that there are areas that have not been reached and do not know that there are other options for them to get their campaigns started like downloading and printing materials from the SEFA Web.
- The “Biggest Issue” has been identified as not being able to get anyone to respond to phone calls and/or e-mails regarding pledge forms, brochures and other campaign materials.
- Bill Galvin (Community Health Charities, Inc.) expressed strong concerns about experiencing the same issues as state agency employees and the SEFA Director, SEFA Coordinator not returning phone calls or emails. Most of the agencies in NYC are saying they haven’t gotten the required material to run a campaign. He was told by the United Way employees that SEFA was the lowest priority on their list of priorities.
- Council needs to approach upper level management regarding the lack of communication from the SEFA Rep. If the rep. needs additional support that can be discussed but the lack of communication and materials is unacceptable.
- Council members willing to attend kick-offs so that SEFA Rep can focus on administration. Council members are not getting notifications of kick-offs.
- NYC SEFA Coordinator says he is having trouble getting Committee meetings to happen due to apparent conflict in schedules.

- E-mail that was sent to ML's should have gone to the council for discussion. Inappropriate to send the e-mail to "everyone"
- In the future communications will be more deliberate with emphasis on working out communication efforts.
- Additionally agencies are on printing restriction and unable to print SEFA materials.
- SEFA Director received permission on 11/17/2009 from the executive chamber to allow NYC agencies to print SEFA materials.
- The commissioner will notify all NYC commissioners of the decision to allow NYC agencies to print SEFA materials.

Adjourned