



*Tom Wickerham, Chair
Caroline Westbrook, Vice-Chair
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Statewide SEFA Council

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Statewide SEFA Council Face-to-Face Meeting

April 4, 2017

Albany, NY

COUNCIL MEMBERS PRESENT: Thomas Wickerham, Furn Lorento, Bill Ferguson, Caroline Westbrook, Scott Ray

CABINET MEMBERS PRESENT: RoAnn Destito/OGS, Rossana Rosado/DOS, Nonie Manion/Tax & Finance, Tammy Sawchuk/NYSCOPBA, William Sellers/NYSCOPBA, Denise Berkley/CSEA, Donald Kelly/CSEA, Sharon Parker/PEF

At 10:00 AM Chair Tom Wickerham and Cabinet Members met in a separate organizational meeting.

Meeting called to order at 10:00 AM by Caroline Westbrook. Roundtable discussion took place among Council Members and Federations covering the following topics:

SUCCESS/CHALLENGES:

- * Agency listings (SEFA book) was well received.
- * SEFA poster was eye-catching; individuals like to see the thank you on the reverse side.
- * E-pledging - as a whole, positively received. However recommendations offered included: e-pledging be offered by all SEFA locals for consistency in giving for all state employees who want to.

IDEAS FOR 2017:

- * Placement of SEFA material into Human Resources new employee orientation packet.
- * Using email as a tool in notifying state employees that the SEFA Campaign has kicked off.
- * Use state resources for printing of SEFA materials (saves on cost to local committees).
- * SEFA Campaign volunteer newsletter.
- * Request that the Cabinet assist with the following:
 - support recruitment of SEFA volunteers for every state agency
 - formal letter by Cabinet supporting the SEFA campaign
 - hold agency department heads accountable for holding a SEFA Campaign in the work place
 - ensure Governor's campaign approval letter is forwarded to appropriate personnel within agencies
- * Department Heads should be leading by example.
- * Employee Campaign Managers (ECM) should attend offered training. Consistent training packets should be utilized.

- * Have representative(s) from local charity(s) speak at kick-off.

The Cabinet members joined the Council at 11:00 and introductions commenced for all attending.

Chair Tom Wickerham announced that this is a great opportunity and we are all ready to work with the appointed Cabinet Members. At this time all meeting attendees interacted with suggestions, questions, recommendations, etc. The following is a summary of that discussion:

- a) previous successes/challenges/ideas as noted above were discussed with the Cabinet Members. The Cabinet took note of what is needed. They would like to see more social media for SEFA.
- b) allowing retirees to give to SEFA through payroll deduction was suggested. Chair Destito advised that she met with OSC on this issue and was advised that this request would need to go through the State Comptroller's Office.

12:00 - 1:00 PM Lunch

MEETING MINUTES:

Chair Tom Wickerham called the meeting to order at 1:00 PM.

Motion for approval of February meeting minutes made by Scott, seconded by Caroline. Motion carried.

REPORT FROM CHAIR:

- 1) Tom thanked all for attending the face-to-face meeting. He extended a special "Thank you" to Matt Ecker, who served as Vice Chair, for all he did while on the Council. Matt has retired and resigned from the Council. A replacement for his position will need to be filled.
- 2) Final Campaign Numbers: \$5,024,993; down \$205,646 or 3.9%. Participation was down 16%
- 3) The Cabinet is formed. Thanked all on the Council who wrote letters to get this done.
- 4) Distributed a SEFA Volunteer Needs outline to all attendees.
- 5) Reminder to local campaigns without committees:
 - * annual financials
 - * proposed budget and campaign plan for approval
 - * application reviews for approval
- 6) Issue of Governance is very important - we will be doing a presentation on reconfiguration of campaign areas later in the meeting. Bill reiterated the importance of providing SEFA oversight for those areas not having a local committee. The Council will have to have oversight of these areas. Recruitment responsibilities will go back to the Cabinet. We have 7 campaign areas lacking committees. Tom gave an outline of reconfiguration of campaign areas as well as eligibility for being a FCCM. Slide show presented on reconfiguration (Council provided copies). This included a map of SEFA regions and campaign areas. We have 6 regions and are authorized to have 2 Council representatives from each region with 1 alternate. The following issues were discussed:

- A) Issue #1 - Yates/Steuben/Chemung areas have no local committee
 - a) Option A - combine with Broom/Chenango/Tioga
 - b) Option B - place them into Rochester area with an FCCM.
 - c) Option C - move Chemung over to Tioga, Broome, Chenango area.

- B) Issue #2 - Delaware/Otsego has no FCCM or committee
 - a) Option A - combine and have no committee
 - b) Option B - move to Rochester area

- C) Issue #3 - Sullivan/Ulster has no FCCM
 - a) Option A - combine with Dutchess/Orange

At this time Tom took questions and recommendations from the group. A committee will continue to work on this issue.

E-PLEDGE:

Sheila and Laurelee gave a presentation which included the following:

* 2016 statistics given for the 9 regions participating in e-pledging. There were 2,263 donors for a total of \$691,127 (average gift \$305.40).

* We have limitation on enhancements to e-pledging as Earth Share still controls the system.

Options for 2017:

- a) Stay on with Earth Share (who has the ability to see all transactions)
- b) Move to a stand-alone system which gives us complete control of system functions
- c) Move site to a platform in Given Nexus - we will have some limitations.

Cost to move date over (option #3) is \$2,000 with an annual fee of \$500. Discussed recommended enhancements to system which will cost a total of \$2,755.

Motion to move program forward made by Furn, seconded by Caroline. Motion passed with 4 approving and 1 opposed. Recommendation on what option to take ensued; a motion to accept option #3 totaling \$2,500 for the 1st year with \$500 per year after that was made by Caroline, seconded by Furn. Motion passed with Scott abstaining. A motion was made to accept all of the enhancement options, which totaled \$2,755 was made by Furn, seconded by Caroline. The motion passed with 4 approving and 1 opposed.

FINANCE REPORT:

Bill provided the Council the following:

- 1) Bills submitted from Ulster/Dutchess areas for services rendered in 2016. Approval sought for payment in 2017. Bill moved to approve payment, seconded by Scott. Motion passed.
- 2) January/February invoices. Finance Committee reviewed and recommend approval to pay. An advertising charge noted on January invoice from December 2016 will be directed to be paid as part of January 2017 bill. Invoices total \$13,803.908. Account total to date = \$22,980.10. Bill moved to pay both invoices, seconded by Caroline. Motion passed.

3) Council Budget: Finance Committee worked with the United Way on the proposed 2017 budget proposing \$95,270 and 1.8% increase. Increases will occur in the staffing and advertising areas of the budget. We have a 1,317 savings from 2016 which will be used to offset assessments. Bill moved to adopt the 2017 proposed statewide budget, seconded by Scott. Motion passed.

Motion made by Caroline to amend proposed 2017 statewide budget to include the e-pledging costs of \$5,255. Furn seconded, motion passed by majority with 2 opposing. Motion made by Caroline to approve amended budget of \$100,625, seconded by Furn. Majority passed with 1 opposed.

MARKETING:

Lisa is looking for feedback and direction for advertising for the new season. Recommends putting out a calendar with a SEFA Week. This would be a good time to promote SEFA to all agency departments. Will continue discussion on this at a later date. The Greater Rochester area is looking for marketing materials. Advised that there is no budget for these types of materials.

DIRECTOR'S REPORT:

Laurelee thanked the Council's approval to extend work on applications for 2 more weeks (will plan on going live by 4/15). Work progresses on the following:

- * Applications went out; 2 Council members have offered to be part of the Applications Committee (Millie and Caroline)
- * Working on recertification data
- * Working on e-pledge data
- * Need to put together coordinators training power point
- * Important issue: Survey Monkey will be coming out for the selection of the next face-to-face meeting date to be held in Binghamton. We are looking at 8/9 or 8/15. Please complete the survey and submit.
- * FYI, will be out of the office from 5/3 - 5/12
- * Priority - getting the book data ready.

Tom advised that payments across the regions have been a problem; the current way is not efficient, timely. Would like to have United Way and Federations making direct payments to the charity instead of going through 2 FCCM's. We will discuss further and vote on a resolution at the next meeting.

Meeting adjourned 4:03 PM

Respectively submitted by: Furn E. Lorento, Council Member