



Statewide SEFA Council

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www.sefanys.org

(as corrected 7/23/2015 mtg)

SEFA Council Meeting
June 18, 2015

Location: Training Center, Marcy Correctional Facility, Marcy NY.

Council members in attendance: Tom Wickerham, Furn Lorento, Pete DeCicco, Bill Ferguson, Matt Ecker, Cherice Granger, Cornelia Mead, Scott Ray Others: Suzanne Maloney, Sheila O'Connor, several guests...

1. Welcome and call to order - Tom Wickerham
 - a. Open meeting convened at 12:56 pm
2. Approval of May minutes - Pete DeCicco move to approve, Scott Ray second, minutes approved with no changes.
3. Report from the Chair (Tom Wickerham)
 - a. Tom distributed a document he compiled showing the history of the statewide campaign since 2006, showing significant reductions over time.
 - b. Committee has been established to work on RFP for new statewide management organization - agreement with Earthshare ends this December.
 - c. Working on assembling and documenting processes and procedures for the council and the annual campaigns in general.
 - d. Working to secure statewide support from governor's office, etc.
 - e. Would like to see us use economies of scale and the resources available statewide to improve campaign promotion. Look at what local campaigns are doing and pull ideas from everywhere.
4. Director's Report (Suzanne Maloney)
 - a. Billing - first and second quarter billing has been approved by the finance committee and was sent out last week.
 - i. Bill requested that Suzanne report the progress of receipts to the finance committee so they can monitor how the dues are coming in.
 - b. Data being formatted and uploaded to the portal (dropbox) for review (by Sheila)
 - c. Marketing (printing) orders - confirming the numbers with the coordinators
 - d. Changes to pledge form - campaign area codes - needs to understand which codes will be used for each of 23 campaign areas. There was a decision to reduce to 23 codes. Tom recommends to designate one number per campaign area. Suzanne will communicate this to the FCCM's and ask for feedback and get a single code assigned to each area.
 - e. Suzanne has made requested changes to the web site, let her know of any issues
 - f. Encouraged all committee members to post their bios
 - g. Recertification data is now coming in "in a steady stream" Suzanne and her assistant are addressing some formatting issues with the data.
 - h. FCCM's are required an annual report with the attorney general (basically a reconciliation of the SEFA checking account). Suzanne needs to remind the FCCM's and include the template, and copy the finance committee and Chair.
 - i. Distributed draft brochure for 2015 "50 years and counting" To be printed by CSEA. Asked for a decision on the design. Moved to approve - Scott Ray. Seconded by Pete DeCicco. Approved.
5. Council E-mail

New York State Employees' Exclusive Annual Charity Solicitation



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- a. Suzanne announced that the current website hosting arrangement allows us to set up emails to the sefanys.org domain. Council members could have sefanys.org emails. There was interest in doing this; Pete asked that the naming convention be consistent.
6. Committee reports
 - a. Finance - Bill Ferguson
 - i. Committee has been working on general policies for operations, fiscal policies, risk assessment, etc. Bill has had conversations with both Sheila and Suzanne and continues to better understand current processes.
 - b. RFP committee - Matt Ecker
 - i. Agreement with Earthshare expires in December, they've been working on a new RFP, revising previous version with new input, would love to get more than the two responses that we got in 2015; doing our best to get a wider response, which may include some advance announcement of the opportunity to eligible constituencies, as well as trying to the RFP revised and sent out as quickly as possible to allow ample response time.
7. E-pledging (Sheila O'Connor)
 - a. Sheila reported that last year there were six regions using e-pledging. It was especially embraced within the SUNY system.
 - b. Each committee has made the decision individually whether they want to participate. If they wanted to join the general SEFA site the cost was \$500 to each region, if they wanted a unique site it would cost them \$2000.
8. Numbering changes (Pete DeCicco)
 - a. Pete reported on several charity/brochure numbering issues, consistency issues.
 - b. The main numbering issue is the challenge of some agencies listed multiple times in the brochure.
 - i. Pete's recommendation is to assign a primary number to each agency, then allow them the opportunity to somehow indicate (in the brochure text or some other method) that they have locations in various sites.
 - ii. Suzanne suggested a system used in other campaigns that use a system of "icons"
 - iii. Important to address this problem as it would simplify (shorten) the brochure.
 - iv. Tom suggested putting together a small committee to figure this out. Several people volunteered. Pete DeCicco, Suzanne Maloney, Sheila O'Connor, Laura Lee Dever. (Any additional members are welcome).
 - v. Ideally have a new numbering system in place before December when the new application process starts.
9. Local committee membership (Tom W.)
 - a. Tom reiterated how important it is to have active membership in local committees, how important the role of the local committee is and how we need to facilitate their active involvement with the statewide council on campaign planning and improvements.
 - b. Ideas were shared for how to recruit members. Face to face contact works best.
 - c. Bill Ferguson reiterated that it's the responsibility of the Council to assist local coordinators in making sure there is a committee providing local oversight in each campaign area.
 - d. Tom reminded those present that in any area without a local committee, budget approvals, charity approvals will be done by the Council until there is a local committee seated.
 - e. Cherice Granger reported that although they have a very strong SEFA committee in their area, they will be meeting with their local NYS Assemblywoman to stress the importance of agency support for their employee participation, and hoping that she will mention this in visits to agencies.



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10. Union support (Furn Lorento)
 - a. Furn wondered if there was any problem soliciting local union support for the cost of her kickoff, for example. No problem as long as there is no quid-pro-quo, their support is welcomed.
11. Continuous giving (Cherice Granger)
 - a. Cherice commented that the North Country campaign is down this year by 28%. She believes this is at least partly due to the removal of the continuous giving option. At SUNY Plattsburgh, they do "continuous giving" basically manually, by keeping a list and reaching out to those who gave previous years and asking them to give again or more.
 - b. It was clarified that this was a decision by the Comptroller, not a Council decision.
 - i. Sheila explained the history of continuous giving, which caused problems in Sullivan Ulster, causing accounting problems, and OSC made the decision to stop the practice state-wide.
12. Meeting feedback & adjournment & additional announcements (all)
 - a. Reminder - there is a form on the website to provide to retirees so they can authorize contributions from their retirement income.
 - b. Maria Harple (Albany committee) mentioned she has a committee member who has offered to help with our website design – Tom thanked her for the info, we will pursue.
 - c. Conversation about retaining employee donation data - agencies cannot retain any information on donors and their donation information. This information can only be retained by the local FCCM, and they can only convey it to the employee themselves. Concern that this is not widely known and some campaigns are retaining this information. Matt suggested that this information could/should be retained at kickoffs? Guidelines for campaign managers - add this information to that document?
 - d. Sheila suggested that in future we could look for meeting sites with videoconferencing ability, that would make it easier for more to participate, and videoconferencing works better than conference calling for prolonged participation.
 - e. Thanks was expressed to Furn Lorento for arranging today's meeting, all found it to be productive.
13. Moved and seconded to adjourn the meeting at 3:58 pm.

Respectfully submitted,
Cornelia Mead, Secretary

Tom Wickerham
Chair

Pete DeCicco
Vice-Chair

Cornelia Mead
Secretary

Suzanne Maloney
Director