

Signed: _____

Date: _____

CONNECTICUT STATE EMPLOYEES' CAMPAIGN

COMMITTEE MEETING MINUTES

Tuesday, September 15,, 2015

Office of the State Comptroller, 3rd floor Conference Room F

55 Elm Street, Hartford

1:36 p.m. – 2:05 p.m.

Members Present

Cindy Cannata (*OGA/FOI*)

Valerie Clark (*OPM*)

Kathleen Gensheimer (*Judicial*)

Peggy Gray, *VICE CHAIR (Comptroller)*

Jacqueline Henry-Rafiq (*Transportation*)

Charles Kistler (*State Retiree*)

Kristen Miller (*Legislative Mgmt.*)

Members Excused

Jason Crisco (*Admin. Services*)

Joseph Duberek (*Emergency Ser. & Public Protection*)

Sheila Hummel (*DECD*)

Patrick Kilby (*CHRO*)

Tim Newton *CHAIR (Correction)*

Ina Wilson (*Education*)

Campaign Staff

Jan Gwudz (*Director*)

Joyce LeBaron (*Coordinator*)

Guest

Jacqueline Kozin, Legislative Program Manager

(*Comptroller's Office*)

Meeting Called to Order --- Meeting Summary --- Peggy Gray

Chair Tim Newton could not attend the meeting so Vice Chair Peggy Gray called the meeting to order at 1:36 p.m. The minutes from the previous meeting of May 12, 2015 were approved, and were unanimously accepted.

Facebook --- Peggy Gray, Jacqueline Kozin

As courtesy to our guest, Jacqueline Kozin, the agenda was changed to allow her to speak first. Jacqueline introduced herself as a member of Kevin Lembo's staff and was attending the meeting to speak about the Campaign's use of Facebook and to offer suggestions, support, and assistance to the Committee. She spoke of efforts to elevate the profile of the Campaign and to highlight the charities, volunteers and Committee members via social media.

Kathleen Gensheimer asked if Jacqueline was the coordinator for the Comptroller's Office. Jacqueline replied that no, and explained that she is helping to aggressively market the Campaign using Facebook and to keep (Mr. Lembo) informed of her progress.

Kathleen gave a history of this topic, summarizing what the Committee had researched over the last several years. She stated that some Committee members stated at the time of the discussion that they would defer from being highlighted. Kathleen was interested in having the Board help to market the Campaign, but asked for what additional information Jacqueline could provide to Jan/Joyce regarding aspects of social media prior to the Board Member vote.

Kathleen explained further that she and other committee members had their photos and information posted on the campaign's web site roughly 15 years ago and as a result they received negative and unsolicited emails and telephone calls at work.

A general discussion ensued, with one Committee member suggesting cross-posting between the campaign's website and Facebook, and a reminder to keep the links and information updated regularly, which Jacqueline said would be monitored.

Since many of the suggestions were ones that have already been implemented, such as coordinator signature boxes containing links to the Campaign website, Jacqueline offered to put together a written, more formal proposal.

Peggy praised Jacqueline's fundraising experience and stated that during next month's meeting the Committee would review the proposal and vote on it.

Commissioners' Breakfast --- Jan Gwudz

Jan Gwudz opened this discussion explaining that the Commissioners' Breakfast has been well-received in the past and had proven to be an excellent source of ideas, discussion and promotion to the agency heads. A tentative date of October 15th was suggested after a check of everyone's schedules. Jan will move forward with confirming the date and organizing the event.

Campaign Update--- Jan Gwudz

The Kick-Off Event, held at the State Capitol in August drew about 400 attendees. Jacqueline Henry-Rafiq observed that the motorcycle display drew many favorable comments; people said they really liked this feature of the event. A discussion began about employees bringing their own motorcycles. One member stated that it would have been easier on all if more of the Committee had been able to volunteer and that perhaps next year the event could be slated to start at noon, to give staff and volunteers more time to set up.

Jan noted that all the charities were very appreciative, had full participation, were very busy and held many positive conversations with potential donors. She also thanked the Committee members who volunteered.

Feedback on the Online Giving: Some donors are fearful or reluctant to create accounts and passwords. However, the Campaign site has had many users and Giving Matters 365, the online giving program showed that to date the Campaign total was about \$45,000 with Retirees' gifts amounting to roughly \$18,000.

Jan reported that she and Joyce had spent 6 days packing materials at the space allowed by Dept. of Correction in Wethersfield and that they were thankful to Department of Administrative Services courier services.

Jan reviewed the four Commissioner visits held this summer and stated that all went well, with the Dept. of Developmental Services Commissioner being especially receptive.

Meeting Adjournment — Peggy Gray

A motion was presented, seconded and accepted to end the meeting 2:05 p.m.

REMINDER: NEXT MEETING IS OCTOBER 13, 2015

(Respectfully submitted by Joyce LeBaron)