

Signed: _____

Date: _____

CONNECTICUT STATE EMPLOYEES' CAMPAIGN

COMMITTEE MEETING MINUTES

Monday, December 16, 2013

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

55 Elm Street, Hartford

10:37 a.m. – 11:31 a.m.

Members Present

Cindy Cannata (*OGA/FOI*)

Valerie Clark (*OPM*)

Kathleen Gensheimer (*Judicial*)

Peggy Gray, *VICE CHAIR (Comptroller)*

Jacqueline Henry-Rafiq (*Transportation*)

Patrick Kilby (*CHRO*)

Charles Kistler (*State Retiree*)

Tim Newton *CHAIR (Correction)*

Ina Wilson (*Education*)

Members Excused/Absent

Jason Crisco (*Admin. Services*)

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

Sheila Hummel (*DECD*)

Chris Taylor (*Legislative Management*)

Federation Representatives

Ann Pean (*UW*)

Lorna Sager (*CHC*)

Guests

Shannon Wegele (*SOTS*)

Campaign Staff

Jan Gwudz (*Director*)

Joyce LeBaron (*Coordinator*)

Meeting Called to Order – Tim Newton

Due to inclement weather, the regularly scheduled Tuesday, December 10th meeting was postponed until today. Committee Chair Tim Newton called the meeting to order at 10:37 a.m. A quorum was reached.

Review of November 12, 2013 Meeting Summary – Tim Newton

A motion was presented and unanimously passed to accept the November 12, 2013 minutes as presented.

Arrival of Shannon Wegele from Secretary of the State's Office – Tim Newton

The Chief of Staff for the Secretary of the State, Shannon Wegele was introduced and asked for a recap of the conversation thus far. After introducing her, Tim Newton stated that at this time of the year, the Chairperson usually sends one last motivational email to pull in last minute donors. Shannon asked if it was to "work the Commissioners" or was it for "feet on the street."

Kathleen Gensheimer explained that she liked the 11/20 message from the Secretary of the State (*hereinafter abbreviated as SOTS*). She requested that the new message be on the SOTS stationary or uses her office's heading and that Kathleen wanted to use this method again. She reminded all that the email is vital but that the Legislature and Judicial emails are not on the state's general server. Shannon said that when the previous message went out, that her administrative person just called Dept. of Administrative Services BEST Unit to distribute it and that it did not occur to the person to check to make sure that everyone would be receiving it, including Legislative and Judicial. Peggy wanted options of both payroll and 1x gifts detailed and explained. Cindy requests that the \$1 per pay period concept be explained, because it is really only 50 cents a week but that it is useful in that it gets the habit of giving started. Shannon wanted to know if it was okay to focus on special problems and specific charities to encourage donations. For example, a certain amount of dollars can do such and such. Conversation among the Committee centered on the fact that the Directory is on line and should be hyperlinked in the SOTS's message and that generalities were better to use because then that point that there is something for everyone is highlighted. Shannon wanted to know when the campaign ended. Tim explained the enrollment process and that the campaign would ALWAYS accept a donation, even by payroll, at any time. Kathleen then offered Shannon her notes on what

would be appropriate to include in a message from SOTS. Shannon accepted by saying that she always wanted to take the good ideas.

Valerie Clark asked when the Campaign total had ever been this low. Jan told her that it was in 1995. Charlie Kistler expressed his concern at losing money because of not being able to reach out to the retirees. Patrick asked if LT Governor Wyman would be sending out a final email, as in the past. Tim explained that no, not this year as both Ms. Merrill and Ms. Wyman are constitutional officers; due to political etiquette that the message by the SOTS would be sufficient.

Nominating Committee – Kathleen Gensheimer

Kathleen Gensheimer, chairing the 2014 Nominating Committee, along with Valerie Clark and Jacqueline Henry Rafiq serving as its members made the following report:

NOMINATION FOR 2014 CHAIR: Tim Newton and Joe Duberek

NOMINATION FOR 2014 VICE CHAIR: Kathleen Gensheimer and Peggy Gray

Kathleen stated that she withdrew herself from nomination. A written ballot voting process was held. It was announced by Kathleen Gensheimer that Tim Newton (committee chair) and Peggy Gray (committee vice chair) were reappointed to serve another year.

Discussion on Publicizing CSEC Administrative Cost – Jan Gwudz

Jan Gwudz said this year, she'd received a lot of phone calls about the administrative cost of the campaign. She suggested that the administrative cost be posted on the website. She reminded the committee that a few years ago it voted down the term "projected percentage." Figures could be posted for the last five years, with a note that encourages participation by explaining that when donations are less than expected it affects the bottom line. Valerie suggested that this information should be posted near the final total. A motion was unanimously passed that 5 years of administrative costs be posted to fully answer the questions received.

Information about a Smartphone App for CSEC – Patrick Kilby

Patrick discussed creating a Smartphone app for reaching out to younger or newer employees to provide another venue for getting the message out about the Campaign. His thoughts:

1. Pay a developer, or
2. Hold a contest for schools as a charity event and program it that way, or
3. Ask a volunteer state employee to create the app
4. FaceBook out live stories and how the Campaign and its charities have affected donors and recipients.
5. Discuss with the Retirees, and Unions (AFSME) to set up and maintain the system.

Jan will ask the webmaster about the cost of maintaining an app on the campaign's web site. Tim started a discussion about the Unions and mentioned Union Chairs, which employees may be slated to retire, and how we used to have Union Co-Chairs but don't anymore. Jan explained that having Co-Chairs did not help because they did not get behind or support the Campaign.

Campaign Updates – Jan Gwudz

- Jan announced the total of \$891,505 but pointed out that we usually have over a million at this time.
- BJS PROMOTION: earned just under \$2,500. The next promotion will be in February.
- DISCUSSION OF THE CHILDREN AND FAMILIES AWARD: Norwich always wins this award. Jan proposed not to present it this year. The award is not motivating and has not helped encourage the other locations involved. Kathleen's asked that we reach out to Joette Katz, the DCF Commissioner. Jan said that many cards from DCF come back as *DO NOT WISH TO GIVE*. Val and Tim don't want to hurt the coordinators' efforts by not presenting it this year. The committee decided to give the award this year since DCF employees are expecting it to be presented.
- CAMPAIGN MATERIALS: this year we had 35,000 so for next year, 2014 campaign, we will only have 30,000 printed. We do not have to have as many pledge cards printed in 2014. This year we will use pens and computer calendars as incentives.

Round Table Opportunity to Speak – Tim Newton

- Valerie shared that her agency has given more than \$4,000 and 16 more employees participated this year.
- Ina noted that the Education participation is down this year
- Patrick stated that the head of his agency spoke highly of the campaign.
- Cindy commented that FOI did well and that their agency head is supportive.
- Kathleen indicated that the Judicial Marshalls are getting the message and that there is interest in the communications. She has successfully used the two trifolds describing how to initiate giving for new employees and how to continue giving for new retirees. She then addressed Shannon and expressed her wish that Denise Merrill reach out to DCF Commissioner Joette Katz.
- Jackie mentioned how well DOT has done and that they have had good success with special events.
- Charlie expressed concern that UCONN totals are really down.

Meeting Adjournment – Tim Newton

Tim Newton asked for a motion to adjourn, with a reminder that the next meeting will be held on:

REMINDER

NEXT MEETING WILL BE TUESDAY February 11, 2014

The meeting concluded at 11:31 a.m.
(Respectfully submitted by Joyce LeBaron)