



**SECC Steering Committee Meeting
Michigan Association of United Ways
May 14, 2014**

Steering Committee Members:

Jeff Haarer (MDARD), Mary Joe Bradfield (Civil Service Commission), Tim McCormick (DTMB), Ken Moore (MSEA)

SECC Staff and Partners:

Nicole Literacki (MAUW), Heather Travis (MAUW), John McClain (BUF), Beth Shafer (Jackson County United Way), Angela Bingham (UNCF), Renee Tabor (Global Impact)

Agenda, Minutes, Budget and Finance (Consent Agenda):

A motion was made to approve the consent agenda which included March 2014 pending to be paid in the amount of \$5,392.44 and April 2014 pending to be paid in the amount of \$5,842.74. It was moved by Jeff Haarer and supported by Mary Joe Bradfield. Carried.

Fiscal Agent Report/Application Review

Due to a backlog at the AGs office, several partners have pending registrations. Charities should not be penalized for this. The fiscal agent requested a conditional approval which would include an extension of the review date by June 15th for the 37 pending charities.

A motion was made to approve the charities listed as 'unconditional approvals' as presented to the Steering Committee. It was moved by Ken Moore and supported by Jeff Haarer. Carried.

A motion was made to approve the charities listed as 'conditional approvals' with an extension of the review date by June 15th for the 37 pending charities as presented to the Steering Committee. It was moved by Jeff Haarer and supported by Mary Joe Bradfield. Carried.

Fifty-two (52) Umbrella organizations and a total of 1,247 charities submitted applications to be included in the 2014-15 SECC campaign. The 37 pending charities are included in this total.

Marketing and Engagement

- Michigan Virtual Career Fair–Tim McCormick stated that we do not have the capacity to create a virtual online agency fair at this time. The possible lack of connection between the online platform and HRMN may provide difficulty for donors that are used to the current system. Many departments would need to be

involved in the process of determining feasibility, support and an implementation timeline. Based on our current project plan, we would need more research and resources to implement this.

- New SECC design and messaging is under way
- Collecting material and volunteer lists from department coordinators
- August 5th is the 2nd department coordinator meeting scheduled to take place at the Marshall Street Armory in Lansing.
- Kickoff in Quad–need someone to handle logistics to make this a huge volunteer opportunity for state employees

To Do

- Tim will connect with Tene' Logan and Jennifer Edmonds regarding participation on the Steering Committee.
- Tim will contact Brian Whitfield regarding SECC brand
- Nicole will connect with Karen Murphy to get joint letter from labor and the Governor's office (Ken Moore approved)
- Jeff will contact Director Haveman to get a recruit for next year. Next year's chair needs to have a coordinator shadowing Tene' and Jennifer.

Future Meeting Dates

June 11, 2014

10:00 – noon

Face-to-face

2014-2015 SECC PROPOSED BUDGET WORKSHEET

| 2014-2015 SECC PROPOSED BUDGET WORKSHEET | | | | | | | | |
|--|---------------------------------------|---------------------|---------------------|---------------------|--------------------|---------------------|---|--|
| SECC REVENUE & REIMBURSEMENTS | | | | | | | | |
| | | 2013/2014 | APPROVED | 2013/2014 | BALANCE | 2014/2015 | | |
| | | APPROVED | Y-T-D | FISCAL YEAR | REMAINING | PROPOSED | | |
| Acc # | Expense Descriptions | BUDGET | EXPENSES | END (Prelim.) | (Excl. Pend.) | BUDGET | NOTES FOR PROPOSED BUDGET | ORDERED FOR 2013/2014 |
| 200 | Marketing & Communications | | | | | | | |
| 242 | Brochures & Code Directories | \$ 4,500.00 | \$ 3,400.29 | \$ 3,400.29 | \$ 1,099.71 | \$ 4,500.00 | 7200 code brochures, 8500 post cards | 8600 code brochures, 7000 post cards |
| 243 | Posters/Stickers/Balloons | \$ 1,300.00 | \$ 1,005.91 | \$ 1,005.91 | \$ 294.09 | \$ 1,500.00 | 1500 posters, 7000 round stickers, 1000 balloons | 1050 posters, 5000 stickers, 1000 balloons |
| 244 | Volunteer Recognition | \$ 2,500.00 | \$ 2,889.00 | \$ 2,889.00 | \$ (389.00) | \$ 5,000.00 | 235 t-shirts, 2500 ID clips, 2000 magnets | 200 t-shirts, 1000 ID clips, 1000 magnets (2012) |
| 245 | Giving Recognition | \$ 500.00 | \$ 137.43 | \$ 137.43 | \$ 362.57 | \$ 500.00 | 1500 thank you stickers | 1050 stickers |
| 246 | Kick-Off | \$ 3,900.00 | \$ 4,279.77 | \$ 4,279.77 | \$ (379.77) | \$ 5,000.00 | 2800 tote bags, 2000 wrist bands, department and regional events | 1500 tote bags, 2500 wrist bands |
| 247 | Public Relations/Graphic Design | \$ 2,000.00 | \$ 1,390.90 | \$ 1,890.98 | \$ 109.02 | \$ 2,000.00 | 60 banners | 50 banners (2012) |
| 248 | Web Design/Applications | \$ 3,000.00 | \$ 951.00 | \$ 986.00 | \$ 2,014.00 | \$ 3,000.00 | web hosting/online engagement | |
| 249 | Retiree Campaign | \$ 3,800.00 | \$ 4,071.00 | \$ 4,071.00 | \$ (271.00) | \$ 3,800.00 | | |
| | SUB-TOTAL | \$ 21,500.00 | \$ 18,125.30 | \$ 18,660.38 | \$ 2,839.62 | \$ 25,300.00 | | |
| 300 | Training & Coordination | | | | | | | |
| 340 | Training Materials | \$ 800.00 | \$ 571.76 | \$ 556.76 | \$ 243.24 | \$ 800.00 | 400 volunter handbooks | 400 volunter handbooks |
| 370 | Training Accom. & Meals | \$ 600.00 | \$ 491.82 | \$ 506.82 | \$ 93.18 | \$ 600.00 | | |
| 380 | Training Travel | \$ 200.00 | \$ 4.00 | \$ 4.00 | \$ 196.00 | \$ 200.00 | | |
| | SUB-TOTAL | \$ 1,600.00 | \$ 1,067.58 | \$ 1,067.58 | \$ 532.42 | \$ 1,600.00 | | |
| 400 | Campaign Management | | | | | | | |
| 410 | Clerical Support | \$ 14,385.39 | \$ 8,937.18 | \$ 8,511.60 | \$ 5,873.79 | \$ 14,816.95 | 3% COL per contract (\$431.56) | |
| 420 | Professional Support | \$ 32,075.00 | \$ 30,092.36 | \$ 33,057.62 | \$ (982.62) | \$ 33,037.25 | 3% COL per contract (\$962.25) | |
| 421 | Strategy/Development | \$ 4,000.00 | \$ 2,284.22 | \$ 2,284.22 | \$ 1,715.78 | \$ 4,000.00 | committee discussion | |
| 425 | Pledge/Online processing fees | \$ 150.00 | \$ 511.14 | \$ 511.14 | \$ (361.14) | \$ 150.00 | paypal and credit card processing fees (single donor created overage) | |
| 440 | Copying & Printing | \$ 200.00 | \$ 120.21 | \$ 120.21 | \$ 79.79 | \$ 200.00 | | |
| 450 | Postage & Shipping | \$ 300.00 | \$ 225.02 | \$ 225.02 | \$ 74.98 | \$ 300.00 | | |
| 460 | Telephone/Fax/Email | \$ 1,500.00 | \$ 1,152.05 | \$ 1,247.54 | \$ 252.46 | \$ 1,500.00 | | |
| 470 | Meeting Accom. & Meals | \$ 325.00 | \$ 176.83 | \$ 166.83 | \$ 158.17 | \$ 325.00 | | |
| 480 | Travel | \$ 350.00 | \$ 339.17 | \$ 339.17 | \$ 10.83 | \$ 350.00 | | |
| 490 | Indirect Costs | \$ 10,200.00 | \$ 11,810.68 | \$ 12,911.30 | \$ (2,711.30) | \$ 10,200.00 | | |
| | SUB-TOTAL | \$ 63,485.39 | \$ 55,648.86 | \$ 59,374.65 | \$ 4,110.74 | \$ 64,879.20 | | |
| | TOTAL | \$ 86,585.39 | \$ 74,841.74 | \$ 79,102.61 | \$ 7,482.78 | \$ 91,779.20 | | |
| | LCOA Totals | | | | \$ - | | | |
| | GRAND TOTAL | \$ 86,585.39 | \$ 74,841.74 | \$ 79,102.61 | \$ 7,482.78 | | | |