

# NCAA Board Meeting Minutes

## September 8, 2012

The meeting was called to order at 1:45 p.m. The following board members were present:

Rob Lincoln	Non-voting parties present
Susan “Spozy” Sapoznikoff	Jessica Rogers
Cindy Hill	Sarah Thompson
David “Thomas” Knight	Clint Monts de Oca
Hazel Bradford	Donal O’Shea
Mitch Silverman	
David Banks	
Colin Boyle	
Carla Eastis	
Maia Hinkle (telephonically)	

### **Minutes and Consent Agenda**

Cindy Hill made a motion to approve the minutes and consent agenda. Susan “Spozy” Sapoznikoff seconded the motion. No discussion. The motion passes unanimously at 1:49 p.m.

### **Election of Executive Committee Members**

Chair: Spozy nominates Rob Lincoln, the current Chair, for reappointment to his current position. Rob leaves the room. Various board members describe Rob as:

- Active in his involvement on the Foundation board
- A proactive forward thinker who has done an excellent job handling the changes at New College

Spozy moves to approve Rob Lincoln again as chair, an appointment that will last three years. Cindy seconds. The motion passes unanimously at 1:55 p.m.

Vice-Chair: Spozy indicates that she would like to nominate herself for vice-chair. Spozy leaves the room. Various board members describe Spozy as:

- Very engaged and effective
- Extremely organized and committed
- Possessing an impressive attention to detail, which was particularly showcased in her work on the board minutes

Mitch Silverman moves to approve Susan Sapoznikoff as vice-chair, an appointment that will last three years. Cindy Hill seconds. The motion passes unanimously at 1:58 p.m.

Chair of the Governance Committee: Mitch Silverman nominates Cindy Hill. Cindy leaves the room. Various board members describe Cindy as:

- Very hardworking. It is noted that she handled the vetting process of applicants, the revision of the bylaws, and other matters with aplomb. Mitch Silverman in particular noted her willingness to have a long phone conversation with him regarding his

commitments to the board before he submitted his name for nomination and showed him that he could handle being a board member.

Mitch moves to approve Cindy Hill as chair of the governance committee, an appointment that will last three years. David Banks seconds. The motion passes unanimously at 2:03 p.m.

Treasurer: Bill Rosenberg (who could not be present at the meeting) had previously indicated that he did not wish to continue as treasurer. Cindy Hill nominates new board member David “Thomas” Knight. Thomas leaves the room. Various board members describe Thomas thusly:

--He has flexibility at his current job that would mean he is able to participate in Executive Committee Meetings and the Foundation Finance Committee meetings.

--He is passionate and very competent

Cindy Hill motions to approve Thomas Knight as treasurer, an appointment that will last three years. Spozy seconds. The motion passes unanimously at 2:09 p.m.

### **State of the College Report**

Dr. Donal O’Shea states that he will send his written report to all of the board to read. He notes that some actions he intends to take in the short or long term include:

1. Increasing campus diversity. He believes that students are not as well prepared to enter “the real world” if they are not exposed to a diverse environment. He also believes it is critical that students be able to see others like them in any given field.
2. Bettering retention. New College’s six year graduation rate is 68%. This is poor compared to other liberal arts schools. We lose many students in the first year (We have 86% retention during that year) but we also have a big drop off during the second and third years before the thesis. Carla Eastis notes that the second and third year drop off in retention is much less common in other schools.
3. Reducing our dependency on state funds in the long term and increasing resources for lobbying in the short term.
4. Increasing admissions outreach in part by implementing a Target City program in a collaboration of the Admissions and the Alumnae/i Association offices. The Target Cities will be determined by Admissions and will involving having an alum host something at his/her home or office for prospective students and/or having the alum come to admissions events for guidance counselors.
5. Reorganize the Foundation to integrate it with the college. Conduct a national wide search for a Vice President of the Foundation and hire an additional out the door fundraiser. He noted that we strongly need to cultivate our Charter Class alums and work on more ways to increase our alum giving overall this year.
6. Expanding our other sources for revenue. Look into offering night or summer classes. Partnering with other places in the community like our fellow colleges.

### **Foundation Report**

Clint discusses several fundraising initiatives the office is undertaking including a pitch to local businesses, a consolidated annual appeal mailing, and participation in the giving challenge again

this year. The Foundation needs to be raising between 1.5 and 2 million a year for the annual fund in order to operate not including any money generated by a draw from the endowments.

### **Goals for NCAA**

Colin Boyle moves to approve the NCAA goals. Carla seconds. The motion passes unanimously at 4:06 p.m.

Fundraising: Our target goal is get alum giving up to at least 25% this year and raise \$175,000 for the annual fund between phonathon, the annual fund letter, the giving challenge and other outreach efforts. From what other schools have been able to accomplish, they usually cannot get the giving percentage to increase over 2% per year. The rate for 2011-2012 was 20% and 2010-2011 was 29%. We can get to 25% with board help.

We need to increase the number of multi-year commitments we receive in the form of smaller gifts from alums and should create a committee around this issue.

Rob notes that he believes alums can be broken down into the following categories:

1. '64-'66: Charter Classes (Targeting planned giving)
2. '67-'76: New College Private Years (Hardest to fundraise because these were some of the worst financial years for New College. Many of these alums have less positive memories of NCF.)
3. '77-'00: USF Years (Ages range from 30-53. They are mid-professionals many with kids. Many are not able to make large planned gifts at the moment but could be solicited for annual fund, etc.)
4. '01-'12: Independence Years

We need to design campaign materials for each of these groups as follow up to the annual fund letter and perhaps create different scripts for these groups for phonathon.

Rob also notes that the alums who entered between 2001 and today, our young alums, are at a giving percentage of less than 10% which is by far the lowest giving percentage of all classes. We need to devise a new way to increase giving for this group. Rob and Jessica discussed the possibility of encouraging young alums to make a multi-year commitment of \$15 (the price of a pizza or a twelve pack of beer). Perhaps there is an incentive such as commit to \$10 a year for the next 5 years and get an alum ID card free. Maia, David and Thomas are tasked to come up with some ideas on how to target our young alum giving with Sarah and Jessica to help oversee.

Admissions: We've been trying to work with admissions for years on establishing a program for alums to connect with prospective students but this year Don has committed everyone to the idea. We're targeting 3 initial cities: Chicago, New York, and Boston for this program. We may be calling board members who live outside of Sarasota to help with admissions outreach in their own city. David Banks noted that he would be happy to attend an event in either Boston or New York to speak to prospective students.

Chapter Events: We encourage board members to help begin a monthly New College Night Out program in their own city. It has the benefit of being easy to organize and encouraging alums to get together more often than once a year when the NCAA comes to town.

Reunion:

1. Reunion coincides with the inauguration of Dr. O'Shea which will be a 2-2 ½ day event starting Friday, February 15<sup>th</sup>. There will also be an inaugural ball in place of the gala. The board discussed reducing the price of the event for alums and faculty.
2. We want to ensure 300-400 alums come to reunion this year.
3. We will increase our affinity group programming at reunion. Hazel Bradford is encouraged to reach out to some alums in Journalism or Communication to see if they have an interest in organizing an affinity group meeting at reunion.
4. Carla, Colin, Cindy, and Spozy will help serve on a possible committee pertaining to reunion and affinity programing. We may also want to think about some outside volunteer involvement.

**By-law Changes**

The board discussed some potential new by-law revisions. Some language about succession would be added. The new draft now states that the Vice-Chair will take over after the Chair. If someone was on year 2 of their 3 year appointment and came up for reappointment, the Executive Committee would now allow that person to stay over for continuity's sake. Other changes include: adding the Treasurer as Chair of the Fundraising Committee, separating the Communications Committee from the Events Committee, and naming the Vice-Chair as Chair of the Special Events Committee. Also, there are no hard term limits for the Chairs. Note: The new proposed by-law changes were not up for vote at this meeting.

**Appointed vs. Elected Board**

Rob notes that there needs to be some honest discussion about the move from appointed to elected boards with alum constituents. Those who are arguing for election really need to demonstrate how a move back to an elected board would help serve the goals of the board, which is chiefly to fundraise and support the mission of the college. This discussion could perhaps take place at the next in person board meeting in February during reunion.

The meeting was adjourned at 5:37 p.m.