

# ADVANCEMENT BOARD MEETING

## Minutes from September 15, 2016 meeting

The Advancement Board met at 7 PM in the Ministry Center

**Members attending:** Frank Glowaty, Karen Meskill, Tom Boler, Grace Hanrehan, Will Hemsworth, Rob Lyon, Bill Burriss, Craig Bennett, Nicole Jurjovec, Mark Hattas, Mike Bracken, Kevin Carrigan, Dan Hanrahan, and Ryan Ross. Bill Blum attended as a representative of the School Board.

### I. Opening prayer

M. Bracken led the meeting in an opening prayer

### II. Old Business

- Minutes - W. Hemsworth proposed, with no formal Secretary, that we rotate the duties of Secretary in reverse alphabetical order
- Universal fundraising goal - F. Glowaty discussed the concept of a universal board to organize the fundraising efforts. The focus would be on organizing/coordinating events, as well as reduce the number of “asks” particularly of large donors to the school. K. Meskill proposed that there be 3 meetings of this group annually, and there was discussion of F. Glowaty overseeing efforts.

### III. New Business

- Approval of past minutes - We did not have a quorum in attendance at the time to approve the minutes from the May 19<sup>th</sup> meeting, or the August 18<sup>th</sup> meeting. This will need to be approved, along with the September 15<sup>th</sup> meeting minutes at the October 20<sup>th</sup> meeting.
- Golf Outing review –
  - Great weather once again for the outing.
  - Lower turn out than in years past. Only 94 golfers in attendance.
  - Naperville Country Club charges us \$175 per golfer by course for 100 people. Our cost is \$220 per golfer including the tee gift (1/4 grey pullover) modeled by M. Hattas which costs us \$45 each
  - 4 New groups in the current year
  - New families were offered a 40% discount on the entry fee to encourage attendance. Unfortunately, it did not lead to additional registrations.
  - Prior year raised \$80K-\$85K, current year estimate was \$50K due to:
    - Lower turnout
    - Lower sponsorship
    - Less auction items

- Discussed possibly changing to a 9 hole format may allow for more people since this requires a full day out of the office. Will monitor how this worked for Little Friends
- T. Boler mentioned the current ask for tuition assistance is \$127K so board should expect that the golf outing alone will not cover the “ask”.
- There are still rainy day funds in this endowment that could be requested.
- Playbook
  - Volunteers – M. Bracken, W. Hemsworth, C. Bennett
  - Something more utilitarian that could be passed on through the years to new board members to facilitate learning curve on AB history, goals, accomplishments
  - Build on it on a regular basis – ie. about 60% static information and 40% moving/updates/changes
  - Will cover some of the requirements of the board such as limitations on 4% of average 3 year balances
  - To be assembled by end of year - 12/31

#### Committees

- Need to get volunteers - There was discussion and questions asked about what committees need assistance
- F. Glowaty was going to send an email with an attached is the list of committees that are populated by the Advancement Board. Each board member was to indicate your top three choices with a 1, 2, and 3 and send it back to him
- There is a definitive need for the annual fund drive committee
  - The prior year meetings at folk’s homes were less effective than year before.
- June 2016 Financial Report
  - Brief discussion on fund returns and balances
- Annual Report
  - Discussion on a change to the format to make it more user friendly
  - General consensus that new format was better and will allow for comparative year of year data.
  - G. Hanrehan started discussion about the cost of mailing the Annual Report and could we save the cost by sending electronically? T. Boler suggested the cost is higher than \$10K for printing and mailing.
  - Discussion of a survey of who would prefer electronic vs paper?
- Database updating initiative
  - Still trouble to get the data – parents not wanting to send along to children
  - Mailing going out offering Blackhawks ticket raffle as an incentive for those that do update the information
  - Question was raised about why not use LinkedIn to gather the information and build a community of SSPP alumni.
  - K. Meskill was to look into having SSPP create its own LinkedIn profile

- Survey Results
  - F. Glowaty went through the survey results
  - 35% of people receiving the survey completed it
  - Overall results were a little mixed in the messaging
  - Generally people like the events and the community involvement
  - Still a disconnect on the funding for the school not being met by tuition alone
  - The 11:44 message from prior year did not seem to be affective on the 35% of respondents
  - Discussion of splitting the message of long term goals and short term goals of the school and the fundraising. The message is complicated and may be addressed by universal fundraising.
- Donor Appreciation Gathering aka Pastor's Party
  - Attendance by at least one member of board families was "encouraged" to attend
  - W. Hemsworth to provide a call list for each board member and a script to thank them and encourage them to attend the gathering.
- Annual Fund Drive kick off
  - Need committee to drive that process
  - Discussion around timing, and potential conflicts
  - Timeline for AFD was emailed to all AB members

#### IV. General Discussion

- Was mentioned that it would be helpful to have a big picture of all the Boards, what they do and when they do it.

#### V. Closing prayer

- W. Hemsworth closed the meeting with a prayer.
- Meeting adjourned at 8:30pm