

**United Way of Pierce County  
Board of Directors**

September 25, 2015  
7:30 – 9:30 am

United Way of Pierce County  
Community Health Care  
1202 MLK Jr. Way

**Jamey McCormick, Presiding  
Minutes**

Elizabeth Bailey	<del>Amy Eveskeige</del>	Rick Meeder	Dirk Rabdau	<del>Kristen Sawin</del>
Bill Berry	David Graybill	Marilyn Mullenax	Rich Rocks	<del>Jackie Yeh</del>
<del>Tonya Burnett</del>	<del>Tim Holmes</del>	Linda Nguyen	Kent Roberts	<del>Katherine Cavanaugh</del>
Sebrena Chambers	Rod Koon	Jennifer Nino	Brenda Rogers	
JoAnne Coy	Matt Levi	<del>David Pearson</del>	Patty Rose	
<del>Gerald Denman</del>	Jamey McCormick	Linda Proett	<del>Carla Santorno</del>	

**UWPC Staff:** Dona Ponepinto, Pete Grignon, Lindsay Tracy, Ted Smith, Heidi Hansen

**Call to Order/Welcome**

Jamey called the meeting to order at 7:30am

**Approve Minutes from June 26, 2015**

**M/S/C**

**Financial**

Pete and Jennifer gave the financial highlights.

- 2014-15 campaign pledges fell \$249K short of our budget forecast but, we will make it up through departmental expenditure savings, over collecting of the 2013 campaign and designations may come in less than anticipated.
- Collections on pledges in the door are 69.82% ahead of the normal range of 0-3% of the prior two years: 69.42% and 66.41%
- Departmental expenditures under by \$240,000
- Endowment balance at \$3,550,728; \$3,374,622 prior year
- MultiCare has made a lease offer to stay in our building for two years with option for an additional two years
- Childcare construction in our building started this month. It will be operated by the Children's Museum and serve UWT low income students and UWT faculty. Opening January 2016.

**President's Report**

**President's Report**

- **Business Plan** – We have already done a deep dive now, we went back and fine-tuned the information, which includes a scorecard. Basic Needs is intentional broad for now. The Community Impact Cabinet will be working on this.
- **Intel campaign** – Intel will no longer run a workplace campaign, which includes the corporate gift of \$5M. This impacts us about \$92,000 (23,000 corporate gift), Thurston and King Counties will be badly effected also. Intel wants their employees to be able to give where they want, the company will still match. UW's have sent Intel has been sent the information on how this will effect United Ways. Intel is deeply committed to working closely with United Way during this transition period, and that the relationship with United Way is not over.
- **ECF campaign** – Sean and Dona met with Employee Community Fund of Boeing Puget Sound recently. Giving is down, there will be a 6% reduction in our allocation check in January (had a goal of 9.1M and raised 8.6M. For 2016 looking at 7.9M, a 13% decrease. We have been planning for this decrease. Retirees is one area we need to work on.

- **UW King County** – We will work with King County on joint advocacy efforts (Thurston and Snohomish also). They have requested \$3,000 to help support an advocacy person. We are also going to retain Helen Myrick again this year. The Advocacy Committee is meeting in October.
- **UWPC/WorkForce Central Partnership** – We are in partnership discussion for UWPC would be a contractor to take over the Growth Partnership Initiative. The original focus 3 years ago was to increase the medium household income. To do that we also need to look at the skills gap. The name will be change to Earnability: Helping Families Earn it, Keep it, Grow it.
- **CSF** – We are planning a site visit to San Francisco on October 16<sup>th</sup>. Dona and Lindsay, along with several community members will be visiting the Bay area’s Sparkpoint models. We’ve been reaching out to foundations for support.
- **Staff** – Sean is working part-time and Mike has taken over as interim VP until the position is filled.
- **ALICE** – Dona gave a review of the Snohomish county training held recently, which several staff attended. The draft report should be ready by the end of October, with a launch of November 30<sup>th</sup>. We will be contracting with JayRay for PR.

### Organizational Assessment

Strategic Communications is one of the lower scoring areas on our assessment for both staff and board. We need to work on being champions of the work of UW communicate impact A short video, The Celery Test, was shown before we broke into groups. See attached Why and Numbers exercises.

### Governance Update

Linda reviewed the goals and results of the competency survey

- Board Goals

#### **INCREASE ANNUAL REVENUE TO SUPPORT COMMUNITY INVESTMENT AND UWPC PROGRAMS**

##### **Ensure that UWPC exceeds the 2016 campaign goal...**

- Make a meaningful personal financial contribution: Every board member is a Leadership Donor
- Actively support Resource Development/Stewardship activities (every board member participates in a minimum of five per year)
- Initiate follow-up calls to Leadership, Loyal and Lapsed Donors
- Host or take an active role at cultivation/recognition events (testimonials, advocacy)
- Support UWPC outreach to new business prospects (provide 3-5 names)
- Initiate or accompany UWPC professional staff on CEO/company calls
- Support UWPC affinity group strategy: Emerging Philanthropist Program/Women’s Leadership (e.g., attend events, identify/cultivate candidates)

#### **PROVIDE EFFECTIVE LEADERSHIP/GOVERNANCE AS A HIGH-PERFORMING BOARD**

Increase individual board member engagement, participation and feedback

- Attend 75% of board meetings (in person or remote access)
- Review materials prior to meeting and participate actively in discussion of key issues
- Complete board meeting evaluation promptly via Survey Monkey
- Respond promptly to email requests for input/feedback from board leadership/CEO
- Join and actively participate in at least one board committee (standing or ad hoc)
- Complete annual performance assessments as required (board, CEO, organization)
- Be an effective ambassador for UWPC; participate in UWPC volunteer/outreach events
- Participate in opportunities to educate/advocate on behalf children and families

#### **CREATE INDIVIDUAL PLANS FOR ENGAGEMENT/PARTICIPATION**

- Every board member creates an annual plan of action with benchmarks (an individual scorecard will be present at the next meeting).

Motion: to accept these goals as presented. **M/S/C**

- Board Competency Survey results – members were asked to fill out a competency survey, which lists individual skill and demographics. This will help us determine what skills many still be need on the board.

### **2015 Campaign Strategies**

Today is the kick-off of the Board Campaign, a pledge form was handed out. Jamey asked these be turned in today. Jamey stated that last year was the most successful Board Campaign ever, with 100% participation we donated over \$57,000, and we had less members then previous year. There will be another donut challenge between the two groups.

Mike gave a very brief review of the campaign, including the website and all the new tools to use.

### **Adjourn**

Jamey adjourned the meeting at 9:30am