



Connecticut State Employee Campaign Committee Meeting Minutes

Date: 1/12/2021 **Time:** 1:32 pm-2:17 pm

Attendees

Connecticut State Employee Campaign Committee

- Betsy McDermott - Office of the State Comptroller – Committee Chair
- Charles Kistler- State Retiree
- Cindy Cannata (Freedom of Information Commission)
- Julie Bernosky (Department of Administrative Services)
- Kathleen Gensheimer (Judicial Branch)
- Ina Wilson (Department of Education)

PCFO – United Way of Central and Northeastern Connecticut (UWCNCT)

- David Reeves (CSEC Partnership Manager)
- Jesse Mejia (Corporate Workplace Giving Director)
- Bob Williamson (Partnership Manager)

Federations

- Brittney Claridades (America's Charities)
- Karen Torgus (Community Health Charities)
- Gary Johnson (United Way of Milford)
- Jessica Teta (Corporate Workplace Giving Director New Haven)
- Faith Douglas (United Way of Coastal & Fairfield County)
- Sandy Wilder (Global Impact)
- Tony Davis (EarthShare)
- William Broughan (America's Best Charities)
- Tomeka (United Way Greater Waterbury)

Agenda:

Committee Chair Update: Betsy McDermott

- Review and Approve Previous Minutes

CSEC Update: Jesse Mejia, Director, and David Reeves, Partnership Manager

- Campaign Status Update
 - Current Total Donations \$326,745 (1/06/2021)
 - Agency Focus Updates
 - Depart of Corrections: 4,327 employees / 399 donors = 9.22% participation
 - Depart of Developmental Services: 2,782 employees / 12 donors = 0.43% participation
 - Dept of Transportation: 3,116 employees / 26 donors = 0.83% participation
 - Dept of Children & Families: 3,011 employees / 6 donors = 0.20% participation
 - Judicial Branch 3,461 employees / 48 donors = 1.39% participation
 - Dept of State Education 2,239 employees / 11 donors = 0.49% participation
 - Dept of Energy/Environment Pro 1,520 employees / 23 donors = 1.51% participation
 - Mental Health& Addition svcs 2,928 employees / 8 donors = 0.27% participation



Connecticut State Employee Campaign Committee Meeting Minutes

- | | | |
|---------------------------------|--------------------|---------------------------------|
| ○ Dept of social services | 1,670 employees / | 6 donors = 0.36% participation |
| ○ Board of Regents | 15,666 employees / | 92 donors = 0.59% participation |
| ○ Emergency & Public Protection | 1,285 employees / | 10 donors = 0.78% participation |
| ○ Military Dept | 610 employees / | 0 donors = 0.00% participation |
| ○ Office of Attorney General | 303 employees / | 4 donors = 1.32% participation |
| ○ Office of the Comptroller | 265 employees / | 2 donors = 0.75% participation |
| ○ Legislative Management | 694 employees / | 6 donors = 0.86% participation |
-
- Holiday Themed Micro-Site Update
 - UCONN \$180
 - Depart of Social Services \$125
 - Judicial Branch \$860
 - Charter Oak State College \$500
 - Connecticut State Library
 - Dept of Aging and Disability Services
 - Dept of Consumer Protection

Total \$1665 (\$328,410)

Meeting Minutes:

Betsy McDermott called the meeting to order at 1:32 pm.

Committee Chair Update: Betsy McDermott (CSEC Committee Chair)

Review and Approve Previous Minutes motion to approve by Betsy

Charlie approved; Julie 2nd approved

Campaign Status Update

- Betsy informed the committee the retiree card would be mail this month. The date for mailing is yet unknown.
- Jesse started by acknowledging the current environment with (Covid-19) and its effects on the campaign. Even though the pandemic is still going on, Jesse stated the campaign used to be a \$2 million campaign and is underperforming. Jesse reviewed the campaign's performance by participation rate and then talked about finding ways to increase the participation rate. One challenge is the Board of Regents, which has 15,000 employees, and efforts to engage the employees have to be explored. Other agencies like the Dept of Corrections and Judicial Branch are doing well.
- Jesse spoke about the holiday giving website had mixed results.
- Betsy talked about asking more from the colleagues in the comptroller's office. She opened the floor to ask for suggestions from the committee to reach more donors.
- Jessica commented that it had been a challenging year for campaigns. She talked about using incentives and prizes to encourage people to donate more. She suggested virtual speaking opportunities to ask people for more donations.
- Sandy commented on thinking about next year's campaign. She suggested that the CSEC campaign's messaging is getting lost due to an overwhelming number of messages. She asked how can we get the CSEC to be heard and seen above the other news people are getting.
- Cindy commented about there being many retirees, and there will be new employees coming on board to work at the State agencies. She suggested a packet of info about the CSEC campaign distributed to the new employees; another idea was to get a list of new hires for each agency's HR department and have a united way possibly host a meeting to talk about the campaign.
- Betsy commented that she liked the idea, and the committee needs to figure out how to reach out to the new employees. She added that there used to be meet and greets to talk about the campaign. She is open to discussing how to go about doing this with the committee
- Bob spoke to raffles are discouraged, and prizes are limited to \$25 according to the State laws
- David spoke to finding a way to do a virtual ask for just a \$3 or \$5 a pay period would result in a possible significant increase.



Connecticut State Employee Campaign Committee Meeting Minutes

- Sandy suggested that we try to find some way to increase the giving for this year and plan for next year.
- Jessica commented that they could not incentivize a raffle but change the wording to prize drawings.
- Karen Suggested that some other states use sponsorships to donate to a prize draw. She commented that other states are also doing new employee packages. She suggested asking each of the coordinates to attend a virtual meeting to challenge increasing participation.
- Jesse, David, and Karen to have a meeting to discuss options.

Roundtable Update

Committee:

- Charlie asked about an update on the BJ's Campaign.
- Jesse commented we had promoted it, but we have not heard back from BJ's for an update

Federations:

- Sandy commented that the federations provide success stories if needed.
- Jesse asked if there were any other days besides Valentine's day that we could maybe use for an incentive day.
- Sandy thinks there are some international cause days. She will get back to Jesse
- Charlie asked if there is anything we can do with the Connecticut Sun or the Yard goats.
- Jesse commented that the pandemic had put a hold on doing any events with those teams.
- Betsy commented that would be something to consider for next year.
- Tony asked if the campaign could tie into the social media person for the State.
- Betsy commented that some agencies have a social media person. She thinks the United way team could put a message together for the CSEC to send the state agency social media. Betsy will look into a State contact for social media.

Betsy adjourned the meeting at 2:17

Jesse Mejia respectively submitted these minutes. jmejia@unitedwayinc.org

Action Items:

Initials

Description

Initials	Description
DR	Follow up to get a status on BJ's promotion for CSEC
DR	Reach out to social media contact for collaboration ideas