



## Connecticut State Employee Campaign Committee Meeting Minutes

**Date:** 12/8/2020 **Time:** 1:30pm-2:30pm

### 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) - ABSENT

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

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

### Federations

- Brittney Claridades (America's Charities)
- Karen Torges (Community Health Charities)
- Gary Johnson (United Way of Milford)
- Faith Douglas (United Way of Coastal & Fairfield County)
- Sandy Wilder (Global Impact)
- Tony Davis (EarthShare)
- William Broughan (America's Best Charities)
- Tomeka Cole (United Way Greater Waterbury)

### Agenda:

Committee Chair Update: Betsy McDermott

- Review and Approve Previous Minutes

CSEC Update: Jesse Mejia, Director

- Campaign Status Update
  - Agency Focus
    - Depart of Correction: 4,327 employees and 399 donors = 9.22% participation
    - Depart of Developmental Services: 2,782 employees and 12 donors = 0.43% participation
    - Dept of Transportation: 3,116 employees and 26 donors = 0.83% participation
    - Dept of Children & Families: 3,011 employees and 6 donors = 0.20% participation
    - Judicial: 3,461 employees and 48 donors = 1.39% participation
  - Holiday Themed Micro-Site
    - UCONN
    - Depart of Social Services
- BJ's Promotion

Roundtable: Committee

Roundtable: Federations



## Connecticut State Employee Campaign Committee Meeting Minutes

### Meeting Minutes:

Betsy McDermott called the meeting to order at 1:37pm.

### **Committee Chair Update: Betsy McDermott (CSEC Committee Chair)**

Review and Approve Previous Minutes

### Campaign Status Update

- Jesse talked about feedback from coordinator regarding report and adding participation rate to the report
- Jesse spoke about focusing efforts on specific agencies that possess a higher number of employees to increased participation and ultimately increase donations at a higher rate to help achieve our goal.
- A new Holiday giving website for UCONN has been launched and the United Way team is prepared to recreate the same website for other agencies. A demo of the holiday website was provided, and several agencies expressed interest to have a holiday site created for their agency.
- Betsy asked about how quickly a website can be launched and Jesse responded that based on capacity, it can be done as quickly as one hour.
- No Cost incurred for doing the website.
- Charlie asked about UCONN Health and Jesse responded that they have been doing well.
- Karen Torges recommended to think about also doing these websites for other holidays and having a champion at the agencies.
- Tony asked about incentivizing people to donate by providing a prize, but this practice is frowned upon due to specific CSEC regulations.
- Betsy asked about how to engage the large agencies that do not have access to computers, such as Corrections and Transportation. Jesse acknowledged those limitations and offered to work closely with the agencies that do not traditionally have office-based roles. Jesse suggested that he and David make onsite meetings to do presentations at Dept of Transportation.
- Betsy talked that the retiree mailing has been approved for January.
- Jesse talked about the BJ's promotion. BJ's is going to run the promotion through December.
- Jesse informed that all the minutes have been updated to the CSEC Website.
- Charlie confirmed the Date for the next meeting to be January 12, 2021
- Betsy adjourned the meeting at 2:25 pm

### Caused Based Promotions Per Agency

### **Roundtable Update**

- Betsy asked for updates from Federations
- Sandy suggested that the federations could provide any tailored examples for the targeted agencies. David to put list together and ask federations for any examples that could help with the targeted agencies.

*These minutes were respectively submitted by Jesse Mejia, Director. [jmejia@unitedwayinc.org](mailto:jmejia@unitedwayinc.org)*

### Action Items:

#### Initials

#### Description

Initials	Description
JM	Make sure that the Holiday Giving websites have Jesse's contact if there is a problem with giving on the website.