DEI Steering Committee
July 6, 2020 from 4:00pm – 5:00pm
Zoom meeting link

By Zoom: Andrew Robinson, Dan Layman, Larry Terry, Onyekachi Njubigbo (intern), Ryan Jacoby, and Selena Cozart
Absent: Cristine Nardi, Justin Reid, and Libby Edwards-Allbaugh

1) Welcome and check-in

2) Quick updates on committee prospect bios and DEI consultant research
   - Selena and Ryan are working to advance (1) prospect bios for potential new committee members and (2) research of four DEI consultants to support CNE’s internal work. They hope to bring more information to the group for discussion over the next month.

3) Extension of 6/25 Board equity conversation – what we heard and potential next steps
   - Initial recap – Larry helped frame thinking for the board that our lane is “building humanity,” which allowed the board to think more broadly about CNE’s potential role in DEI. In other words, to stay in our lane with regard to mission, but to imagine doing things functionally that we’ve not done before.
   - General feedback from the board directed the DEI SC to:
     - surface issues important to the sector and community (e.g. criminal justice reform, distribution of philanthropy dollars, etc.) that CNE could focus on through advocacy and amplification of our members’ work
     - identify key CNE-specific activities (e.g. board/staff trainings)
     - ensure that DEI is on all future board meeting agendas in some form (e.g. mission highlight, fuller board discussion).

4) Progress report on “listening tour” with area leaders of color
Selena and Cristine have been working to schedule and execute conversations with area leaders of color, starting with folks already familiar with CNE and then moving to those that are unfamiliar with CNE.

Initial conversations will include the Black Empowerment Coalition, the Chamber’s Minority Business Alliance, Quinton Harrell, and Kaye Monroe.

Purposes of these conversations include a level of needs assessment and planting seeds of long-term trust between organizations led by POC and CNE.

Potential scenarios being explored include (1) a cohort for BIPOC (Black, Indigenous, and People of Color) leaders for networking, support, and leadership development and (2) a group of BIPOC-led organizations for amplified advocacy, coordinated pursuit of funding, etc.

Fundamentally, the question being explored is “What should the work of supporting BIPOC leaders look like and how is CNE positioned to support it?”

5) Next meeting is July 20th from 4pm-5pm

6) New business for parking lot?
   - The DEI SC should at some point explore what advocacy means across a number of conceptualizations (e.g. functionally, strategically) so CNE can make decisions through a mission lens that “under this circumstance, this type of response is appropriate.”
Governance Committee Notes
8 July 2020

Board recruitment -
CN to draft new Academy Fellows non-voting board members provision to bylaws for committee review
Joint governance & DEI board recruitment meeting - 7/20 or 8/3
We may have a special board recruitment session post DEI Steering Committee to create a recruitment plan
(and after strategic board composition matrix is complete)

After careful and reflective thought, the Governance Committee has concluded that our historical process of
identifying and recruiting new board members may actually be perpetuating obstacles for the type of diversity,
inclusiveness, and equity values that we are working to espouse. After a joint meeting with the DEI committee,
we would like to engage an ad hoc task force of Board volunteers, co-hosted by Governance and DEI, to
carefully review and rebuild our process to reflect our equity commitment.

Board/staff social -
Hold Thursday, August 20th, 4:45-5:45pm
Carolyn & Susan to host & be creative leads & invite a staff liaison

Former Board member Zoom check-in -
All past board chairs on the video chat, as well as several other formers. Great, enthusiastic conversation about
CNE’s role in economic recovery, as well as much appreciation of the chance to reconnect with each other and CNE.
Those on the video chat encouraged another Zoom call with former board members in the summer. Dan, Dana and
Cristine to consider a next call. Gov. Ctee suggested perhaps including other board or staff guests on the next

Communications Audit (coming out of past board retreats & conversations about importance of
storytelling for board & staff) -
Communications triage so no analysis paralysis
What are our key messages for this year?
How are we communicating across platforms & what can we tangibly do, within our capacity, to develop our
storytelling muscle?
Check-in annually to make sure our messages are timely and responsive
Invite Justin & Sarah to participate

August Board Meeting -
Board members annual review of confidentiality & COI policies - poll to affirm each + short discussion/case study
about what these policies mean in practice (like last year)
How are we incorporating bold equity action into everyday culture - board recruitment (TBD post joint meeting?)
Strategic direction - ED succession plan & ED job description
Other topics TBD
JULY 2020 EXECUTIVE COMMITTEE MINUTES

Present: Dan Layman (Co-Chair), Dana Harris (Co-Chair), Stephanie Snell (Treasurer), Cristine Nardi (Executive Director), and Rahul Keshap (FY21 Secretary subject to full board approval)

Absent: Lee Catlin (FY 21 Vice-Chair subject to full board approval)

DISCUSSION TOPICS & ACTIONS TAKEN:

1. JUNE BOARD MEETING MINUTES recommended to full board for approval at the August board meeting.

2. EXECUTIVE COMMITTEE CHARGE reviewed and updated for FY2021 and recommended to full board for approval.

3. PERSONNEL MATTERS: As the Executive Committee handles CNE’s personnel matters, the Executive Director provided the committee with FY21 personnel updates and shared with the committee a range of personnel matters for review and discussion:
   - NEW EXECUTIVE DIRECTOR JOB DESCRIPTION reviewed and recommended to full board for approval. Job description reflects executive director job as currently performed, and is updated to better reflect our equity commitment.
   - NEW EMERGENCY SUCCESSION PLAN in event of an executive director leave of absence reviewed and recommended to full board for approval. The Executive Committee will review the plan annually and updated as needed.
   - Highlights and key changes in NEW CNE EMPLOYEE HANDBOOK shared with committee, and committee recommended a revised confidentiality policy to the board for approval.
   - The Executive Director shared with the board an EMPLOYEE SALARY RANGE REPORT and the committee recommended that the Treasurer incorporate it into Finance Committee budget preparation discussions. The committee reiterated its commitment to reconsider salary increases quarterly during this pandemic year as an important investment in staff and organizational health.
   - The Executive Director reviewed CNE’s current EMPLOYEE COMPENSATION PACKAGE with the committee and invited any suggestions for different or new employee benefits to consider.

4. Draft AUGUST BOARD MEETING AGENDA reviewed and revised by the committee.

The meeting was adjourned at 9:55am.
Philanthropy Advisors Agenda for Check-In
July 29, 2020, 8:30 – 10:00am by Zoom

Attendees: Sarah Mullins (Committee Chair), Dana Harris (Board Co-Chair), Andrea Ayers, Rahul Keshap, Lynn Divers (SPM), Ian Coppage (OM), Cristine Nardi (ED)
Absent: Warren Buford, Tori MacMillan, Molly Hurt, Michael McKee

Welcome

Old Business

- Previous Action Item – EOFY Campaign follow up
  - EOFY Campaign Report: 64 letters resulted in 6 clear gifts. 2 additional gifts came but crossed in mail. One gift came after close of campaign. Estimated cost including staff time, $694.49. Gross was $1700. Net profit $1005.51. 16 hours of staff time. Using most conservative figures, 9.4% return (including the later gift – 11%) well above industry standards of 3.3%. Intangible benefits – donor touch. Two replied they’d give at end of year. Industry standard direct mail median of ROI 29%. Using our most conservative 6 gifts, our direct mail ROI was over 150%. Cost average per gift about $100 to net a $285 median gift. One new donor. A second time donor went from $10 to $100.
  - Questions: maximize return? lower cost through efficiency of staff time? What to measure/value? small door pool, how best to engage? resources best spent?
  - Discussion: Any touches are really important with a small donor pool. Identity of philanthropy for CNE will determine how to allocate resources. By design, CNE has cultivated smaller donor number with large gifts who tend to be thoughtful, philanthropists with plan and purpose in giving. High touch/High dollar. “CNE is not an impulse buy but more of a commitment.” Situationally, this is a “weird time.” Potential message: To support the entire community, you can give here. This point in time gives CNE the opportunity to talk about the stories about how CNE has helped the nonprofit sector – COVID and BLM. Most donors give Q2 due to PDay and EOY.

Action item: Any LYBUNTS that may need a touch? Missed EOFY that’s high dollar?

- Philanthropy Day update – keeping it simple with presentation
- Corporate Partner update – operationalizing benefits we’ve promised
  - Corporate Partners: Apex, Bloomerang, Tech Dynamism, Bankers Insurance, Albemarle Magazine
  - Received In Kind from MoneyWise, Custom Ink, Ting

New Business

- Pipeline review - EOFY update, 76% of goal, given 4 months of COVID is strong outcome
- Q2 projections – decreasing individual giving by $10,000 due to risk associated with PDay’s different format, bringing FY21 goal to 291K
- Board Academy Report on website will be included in Seasonal Board Update
Philanthropy planning – 2nd quarter EOCY Campaign, perhaps Giving Tuesday kick off. Tone sensitive fundraising campaign with donor acquisition as a strong emphasis. Find theme elevating urgency and importance of the story of CNE – connecting to storytelling imagery. Tell story differently for EOCY appeal including social media, letter, digital ask by email. Avoid pricey mailing. Align campaign with greater communications.

- Donor Acquisition opportunities
  - FB (1700 followers), Twitter (1000 followers), LinkedIn (450 followers)
  - Donor lists- Programs, websites, events in past. Need to keep long term goal of better capturing attendees at Philanthropy Day, guests of others. Capture email on virtual event. If they give you the email, it’s yours.
  - Culture of Philanthropy shift - emphasis on redesigning philanthropy to be more equitable with information about how philanthropy has shaped and reinforced white supremacy. How to contribute to a less racist culture as fundraisers includes accessibility of message.

**Action Items:** Links to Mission Capital, Consider philanthropic use of VTH lists
- Policy and procedures: Thank you policy, Major Gift threshold, Comprehensive Philanthropy Plan being finalized in anticipation of review
- Storytelling – central to philanthropy – CNE is urgent, important – images?

**Action item: Think about and send Lynn images**
- Grants – no news Perry or Grant Foundations. CACF Recovery & Catalyst in process.
- Charge to the Philanthropy Advisors approved for August Board meeting
- Discussion about philosophy of fundraising: Role of CNE in fundraising for the sector by highlighting other organizations and us. Both/and philosophy fits with equity work. CNE is a representative of all members. Here are some XXX organizations... When we’ve highlighted other organizations, we’ve received expressions of gratitude from our donors.

**Action Items Review**

**Staff:**
- a. Check for LYBUNTS that may need a touch including from EOCY that’s high dollar or past their gift anniversary
- b. Include Board Academy report in the next Seasonal Board Update
- c. Links to Mission Capital for their social media, Consider VTH lists for philanthropy

**Committee:** Homework: Spend a few minutes thinking about how you would tell CNE’s story. As a prompt, try to explain CNE to a ten year old. What images come to mind? Also, if we were to seek additional donors, from what networks / pools / organizations should we look? Send Lynn an email with your thoughts on story and networking within a week (August 5th).

**Next meeting:** September 23rd at 8:30am.