



Center for Nonprofit Excellence Board Minutes

Zoom Meeting | February 16, 2021

Attendees: Dana Harris (co-Chair), Dan Layman (co-Chair), Lee Catlin (Vice-Chair), Rahul Keshap (Secretary), Stephanie Snell (Treasurer), Warren Buford, Carolyn Burnett, Selena Cozart (Fellow), Sarah Mullen, Larry Terry, Valerie Washington (Fellow), Justin Reid

Absent: Susan Dawson

Guests: Joeffrey Trimmingham, Paitra Russell, Shannon Squires, Edgar Lara, Karina Monroy

Staff: Cristine Nardi (Executive Director), Ryan Jacoby (Deputy Director of Operations and Advancement), Cindy Colson (Deputy Director of Strategic Partnerships), Lynn Divers (Senior Philanthropy Manager), Danielle Ellis (Senior Program Manager @ PATH Resource Center), Andrew Robinson (Program Manager), Raquel Suarez (Senior Membership Manager), Ian Coppage, recording (Operations Manager)

Topic	Presenter	Discussion	Action Items
Board Education <i>Leader of Color Listen & Learn</i>	K. Monroy, E. Lara, R. Jacoby	<p>R. Jacoby introduced guests, Edgar Lara and Karina Monroy, to give a board Leader of Color Listen & Learn series presentation. K. Monroy is the Executive Director of Creciendo Juntos, and E. Lara is a board member and volunteer at Sin Barreras.</p> <p>The Listen and Learn series is part of the DEI Committee’s commitment to learn from local leaders of color and will be continuing throughout additional board meetings.</p> <p>E. Lara presented on his family history, historical understanding of immigration in the United States, growing up as a minority, and professional career. The primary focus of the presentation was on Sin Barreras’ education, advocacy, and services within the Latinx community.</p> <p>K. Monroy presented on her work with Creciendo Juntos (CJ) and her background. CJ was originally founded to work with service providers and train the trainer with the increased Latinx community in the greater</p>	

		<p>Charlottesville area. The primary goal of the organization currently is creating spaces for the Latinx population to connect and network and voice their opinions of the community. Programs that CJ offers include college readiness, visual arts, and cultural festivals. Primary issues identified for the community include justifying need for the work, lack of data, capacity, imposter syndrome, and the isolating nature of the work.</p> <p>Discussion included:</p> <ul style="list-style-type: none"> What type of advocacy is going on with the service provider community for Latinx people to access their services? <ul style="list-style-type: none"> An example provided was working to change Albemarle County's mission statement from "all citizens" to "all members of the community" E. Lara's work with the UVA Equity Center to promote technology in the Latinx community Ways to engage youth participation 	
<p>Welcome & Mission Highlight</p> <p><i>Voter Registration Success Story</i></p>	<p>D. Layman, D. Harris, V. Washington</p>	<p>The meeting was called to order at 8:37am. D. Harris began the meeting by welcoming the board, staff, and guests. It was announced that S. Dawson will be taking a two-month board sabbatical in anticipation of a new job start.</p> <p>V. Washington provided an update on her role at PVCC as an adult educator and volunteer work at Virginia Organizing. She provided an overview of helping with voter registration within the greater Charlottesville community and helping to register over 40 first-time voters in the community.</p>	

<p>Strategic Direction</p> <p><i>Strategic Planning at CNE</i></p>	<p>J. Trimmingham, P. Russell</p>	<p>J. Trimmingham began the board update on strategic planning by introducing the preliminary analysis of the nonprofit needs survey [LINK]. Current plan is to develop full report and analysis by the end of February.</p> <p>Highlights of the survey include:</p> <ul style="list-style-type: none"> ▪ A focus on CNE’s 7 Actionable Principles ▪ 247 unique organizations completed the survey, with representatives across the state and with a wide range of operating budgets ▪ Approx. 81% of responses were completed by the ED/CEO or board members ▪ 76% of respondents were engaged with CNE in some way; 43% were not members or unsure, a potential opportunity for new membership <p>Questions and discussion included:</p> <ul style="list-style-type: none"> ▪ Were respondents asked to rank the focus and need areas or was this distilled from open-ended responses? ▪ Sometimes a nonprofit might not select an area as a need in their organization, but CNE may see an identified area in our everyday work. ▪ Need for an objective approach to what is happening in the organization and a framework for what’s happening ▪ Are responses differentiated between the role in the organization vs. what they view as primary needs? ▪ Importance of equity across responses 	
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Strategic Direction <i>Strategic Communications</i>	L. Catlin	<p>L. Catlin began the briefing by sharing an update on CNE’s strategic communications plan [LINK]. She also introduced CNE’s new digital communications contractor and how they will be engaged in the strategic communications plan.</p> <p>Questions and discussion included:</p> <ul style="list-style-type: none"> ▪ What will the digital communications contractors be engaged to carry out? What is the process of approving content? ▪ Importance of balancing risk with having efficient and effective content publishing ▪ Importance of providing a level of support around visuals and making sure CNE is coming off as more polished in areas without a relationship <p>The board was asked to use this brief to help support their explanation for “why CNE?” The board was also asked to take a deeper dive with the communications brief and see where it lands or if there are any suggestions over the coming months.</p> <p>The board will reconvene in the future for a workshop-style communications session.</p>	
Consent Agenda <i>December Board Meeting Minutes, FY21 Q2 Financials</i>	D. Harris, D. Layman	D. Layman introduced the consent agenda, which includes the December board meeting minutes and FY21 Q2 financials.	<p>R. Keshap moves to approve the consent agenda and S. Snell seconds</p> <p>The board unanimously approves the consent agenda without discussion.</p>

<p>Outstanding Items</p> <p><i>Quasi-Endowment Resolution</i></p>	<p>D. Layman, C. Nardi</p>	<p>D. Layman introduced the request from a donor for CNE to create a quasi-endowment fund. The resolution would permit the Finance Committee to create an investment policy statement and CNE management to fundraise for the account.</p> <p>D. Layman explained that a quasi-endowment differs from a traditional endowment in that the board controls the interest <u>and</u> principal of the fund.</p> <p>Questions and discussion included:</p> <ul style="list-style-type: none"> ▪ Would this fund be a competitor to our general fundraising? ▪ Would having a fund like this increase overall giving? ▪ The primary benefit of a quasi-endowment is to attract large one-time donations, mostly from estates. ▪ How would the income be used at CNE? ▪ Has the donor asked for naming rights to the fund? ▪ Importance of creating a meaningful name for attracting large one-time donations <p>Next steps include revising the gift acceptance policy, reviewing the investment policy statement for any necessary revisions, and working with the donor for the establishing gift.</p> <p style="text-align: center;">RESOLUTION</p> <p><i>RESOLVED, that the CNE Board of Directors wishes to create a Board-Directed Quasi-Endowment Account. To that end, the Board empowers the Finance Committee to review CNE policies and processes in order to establish a Quasi-Endowment Account, and further empowers management of the CNE to fundraise for such an account. The CNE</i></p>	<p>S. Snell moves to approve the resolution and C. Burnett seconds</p> <p>The board unanimously approves the resolution.</p>
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		<i>Board asks in addition that the Finance Committee and Executive Director report their progress at the next board meeting.</i>	
Outstanding Items <i>Parental Leave Policy Review #2</i>	D. Harris, D. Layman	<p>D. Harris began the discussion by reviewing actions taken by the board in regard to parental leave at the December board meeting. The item before the board today includes expanding parental leave for CNE employees to 12 weeks of paid leave.</p> <p>C. Burnett asked if the Board approved the short-term disability policy at the December Board Meeting. C. Nardi responded that it was included in the motion at the December Board Meeting.</p> <p>C. Nardi added that the staff is in full support of the additional six weeks of paid parental leave. She also added that CNE's position as a learning lab and leader of the sector should enable our organization to model leading practices.</p> <p>Discussion included:</p> <ul style="list-style-type: none"> ▪ Importance of planning ahead with any potential uses of the full policy, given CNE's small staff size. An option of managing the potential staff leave includes hiring temporary support. ▪ Importance (especially during the pandemic) of being supportive of women in the workplace and making sure a policy is equitable to staff. ▪ Strong staff support of the policy shows that even if the workload shifts during an absence, staff are very much in favor of the added workload even for those not taking advantage of the policy. 	<p>C. Burnett moves to approve the adoption of twelve weeks paid parental leave for all staff and R. Keshap seconds.</p>

		<ul style="list-style-type: none"> An organization that very much supports a robust parental leave policy is important in the nonprofit sector and impactful on the ability to support a workforce and retain employees. 	The board approves the adoption of twelve weeks paid parental leave for all staff.
Meeting Wrap-Up <i>Review of Key Decisions & Next Actions</i>	D. Harris, D. Layman	<p>D. Layman reviewed the steps taken at today's meeting and thanked R. Jacoby on behalf of the board for his service at CNE and wished him the best in his next endeavor. The meeting was adjourned at 10:09am.</p> <p><i>Save the date:</i> <i>Annual Board Retreat, Strategic Planning, Saturday, April 17, 9am-12pm</i></p>	