



## February 17, 2016 Board of Directors Meeting Minutes

Wednesday, Feb 17, 2016 1:00 PM EDT

### Attendance

Kimberly Cole	Vice Chair
Becky Winters	Treasurer
Grant Gallagher	Secretary
Barbara O'Neill	Grants Liaison and Board Member
Patricia Berhau	Board Member
Ellen Benowitz	Board Member
Marissa Anema	Board Member
Kenny Lee	Board Member
Tracey Rimple	Board Member
Michael Drulis	Executive Director



NJCFE held its first Board of Directors meeting of the year on February 17, 2016 as a virtual conference call with a screen-sharing component. The meeting began at 1:00pm with Michael Drulis leading the meeting. Drulis started by reviewing the Executive Director report beginning with the partner organization outreach mailer to promote the upcoming Membership Meeting on March 18<sup>th</sup>. This letter had included information about the guest speaker Jason Vitug and was sent to list of over 125 potential partners. Drulis then switches the topic to the monthly webinars that NJCFE has hosted. After reviewing the data from the previous webinars, we have noticed that they have been doing extremely well.

In the upcoming months we have Sammy the Rabbit doing his “Dream Big Financial Literacy Kit and Learning Experience” on February 24, 2016. Following Sammy, Stephanie Bittner is scheduled to host a webinar on March 30, 2016. For the March Membership meeting NJCFE has secured Jason Vitug as the guest speaker. NJCFE is hoping that Jason will draw new attendees from younger generations. Dr. Barbara O’Neill noted that the students at Rutgers really enjoyed his presentations.

Drulis states that he would like to begin the planning process for the 2016 financial literacy conference. The conference committee includes: Patricia Berhau, Grant Gallagher and Tracy Rimple. Drulis proposed the date of March 3<sup>rd</sup> for a meeting. Patricia Berhau agrees with the idea of getting a head start with conference planning. She also suggests that everybody on the board of directors includes 2-3 ideas for potential conference themes. Grant Gallagher acknowledges Berhau and Drulis for their ideas and agrees with the timing of the meeting.

Michael Drulis finishes the executive report summary by calling for Aidan Sander (NJCFE Executive Staff) to give a brief overview of the current positioning of Sammy the Rabbit. Sander reports that the Dream Big Campaign Kits are now in the pre-order stages. He states that the sales of pre-order kits are the only way that Sam can afford to create the Storybooks. Therefore when a pre-order is purchased there is no guaranteed shipping date. Sammy would like NJCFE to promote the sales of the Dream Big Kits.

The financials for NJCFE will now be done through QuickBooks. This will assist NJCFE to produce more meaningful reports. Having the electronic records in QuickBooks provides more opportunity for analyzing data. Drulis continues to mention that NJCFE will also continue using the services of Nisivoccia.

Dr. Barbara O’Neill states the efforts her organization has made for America Saves Week. She will begin a 15 week challenge on February 21, 2016. The challenge is split into two options with one being more intense and the goal is to save a certain amount of money. At the end of the challenge you are supposed to take a picture with all the money that you have saved. O’Neill would like NJCFE to send a message



to its members to participate in the challenge. Marissa Anema mentions that the New Jersey Credit Union will be doing a fundraiser on March 3, 2016. This is where most of their focus has been directed over the past couple months. Anema adds that NJCU is currently with a temporary CEO and the board is looking for a new leader. Grant Gallagher mentions that Affinity will have their social media team participating in the America Saves Week.

Dr. Barbara O'Neill moves the topic to: Jason Vitug the NJCFE Membership Meeting guest speaker. O'Neill gives a brief bio of Jason Vitug and his general topics of presentations which tend to be his story and what's on peoples mind. Last year Jason did a 30 day road trip across America to talk about financial literacy and made a spot a Rutgers. This year he is planning a 60 day trip and O'Neill would like NJCFE to host him for a pit stop on his tour. She suggests that NJCFE talk to him during the March Membership Meeting and see what he is looking for.

Michael Drulis announced that NJCFE has won a 500\$ grant from Next Generation Personal Finance for having the state with the most teachers signed up. O'Neil explains that NGPF creates a place where teachers talk to one and other and different and new was to teach personal finance. They do this through sharing educational tools and resources. Drulis suggested that the grant money could be used for teacher round tables in the North, Central and South New Jersey areas. These meetings could be a light supper where teachers bring in one or two great ideas or material that they have found effective. These tools could also include websites or digital tools. O'Neill mentioned that she would like to see 10-15 people and these round table events. NJCFE will need to find free meeting space in each region, with somebody that is willing to host. Drulis said that he will work on his connection in South Jersey for a meeting space and will have NJCFE staff work on finding teachers for these events. Marissa Anema will try to find a meeting space for North Jersey. O'Neill will have a conference room in her building at Rutgers that could fit around 20 people for Central Jersey. She also suggests that any left over money from the grant could be used for door prizes at these round table meetings. This could create a more exciting atmosphere and draw in participants. The round table meetings are planned to happen in mid-May.

Dr. Barbara O'Neill moves the topic to Boot camps. She says that she is still waiting to hear what the budget will be for this year. If the trend continues and the budget doubles each year, O'Neill is planning to have at least as many as last year. Tracy Rimple was invited to get involved with the upcoming Boot camp at Raritan Valley Community College which Rimple accepted. Complete details of the events should be finalized by the end of March. O'Neill asked that NJCFE help market the Boot camps when the dates are finalized.



Lastly, The JumpStart State Leaders event at Washington DC will be happening on April 5, 2016. Drulis says that he will be attending the meeting and dinner. Kim Cole says that she will be in DC the next day. No other board members will be attending.

The meeting was adjourned at 2:36 pm.