



**RC-2020, INC.  
SPRING 2018 BUSINESS  
MEETING MARCH 10<sup>TH</sup>, 2018  
MIAMI DADE COLLEGE  
MINUTES**

**CEOs Attending:**

Cynthia Bioteau, Brian King, Marie-Therese McGivern, John Morton, Eduardo Padron, Antonio Perez, Anne Sado.

**WELCOME, CONFLICTS OF INTEREST**

MT McGivern called the meeting to order at 9.00am.

MT noted the apologies received to this meeting. MT noted the recently announced retirements of Dr. Bioteau and Dr. Leslie and on behalf of RC-2020 extended her very best wishes for the next exciting chapters in their journeys.

MT McGivern welcomed members to the meeting and reflected on the shared learning and collegiality that members had experienced. She expressed her gratitude to RC-2020 friends and colleagues for the generosity with which knowledge was exchanged and commented on the remarkable experience and wisdom of members.

MT McGivern further reflected on the quality of the conversation that had taken place during the conference and noted that her experience in Miami reminded her that Community Colleges, irrespective of location, share a common mission.

MT McGivern formally thanked Dr. Padron and in particular George Andrews from the Miami Dade College for the insightful program and the thoughtful welcome which each member had received.

**AGENDA ITEM 1: MINUTES OF THE RC-2020 FALL 2017 MEETING** [Minutes](#)

MT McGivern referred to the minutes of the Fall 2017 meeting and asked if they were an accurate record of the meeting.

**ACTION:** A motion was made by Tony Perez, and seconded by Anne Sado, to approve the Fall 2017 meeting minutes. Motion approved.

## **AGENDA ITEM 2: TREASURER'S REPORT – DR. JOHN MORTON**

Dr. Morton presented the Quarter 1, 2018 financial report. [Budget](#)

Budget highlights included:

1. Financial position remains positive with \$340,000 in deposit accounts.
2. Revenue target for 2018 is \$128,000
  - Membership target for full year is \$88,000. This is based on renewals from 22 existing members.
  - As at Quarter 1, 18 existing members have renewed - \$72,000. Resignations have been received from 2 members (Salt Lake City Community College and North East Scotland Community College) and active follow up is taking place with two Colleges (Houston Community College and Tulsa Community College).
  - Sponsorship target for 2018 is \$40,000. \$30,000 has been generated for Quarter 1. We will endeavour to increase income from Sponsorship of the Fall meeting in Oklahoma: this will be dependent on strong attendance at the meeting.
3. Operational expenses were budgeted at \$128,000. This has been reforecast down to \$121,500.
4. Delivering within this budget will realise a full year deficit of \$5,500.

### **ACTION:**

A motion was made by Dr. Perez to note Quarter 1, 2018 Financial report. So noted.

MT McGivern offered thanks to Dr. Morton for his report.

### AGENDA ITEM 3: MEMBERSHIP REPORT

#### [Membership Report](#)

Dr. King summarized the written membership report noting the number of current College and Emeriti members. Member dues for the full year were budgeted at \$88,000.

Dr. King opened discussion regarding the future of the organization. Dr. King posed a series of questions:

*What makes RC-2020 stand out from all other networking organizations? Feedback included:*

1. All other networking organizations help CEOs to build networks – in RC-2020 we have many, at times too many, networks.
2. RC-2020 is unique in that it provides the opportunity for experienced CEOs to share and learn from one another.

*Is the aim to grow membership to generate income or to grow the member base to ensure we have the right profile?*

1. Membership requires careful consideration.
2. Reach out to similarly profiled colleges from large metropolitan areas.
3. Identify visionary leaders who share our mission, characteristics, challenges and learner profiles.

*Do younger CEOs value the network?*

1. RC-2020 has no brand presence.
2. People want to be part of something exclusive – RC-2020 is exclusive.
3. Need to identify up and coming CEOs and personally reach out to them. Responsibility rests with existing members to reach out and personally sponsor/recommend CEOs as members to this exclusive network.

Members discussed their personal reasons for prioritising RC-2020 over other networking organizations, why it was so rewarding both personally and professionally. Members shared a view that the time dedicated to RC-2020 allowed for protected time with colleagues to debate and find solutions to the most pressing challenges they are facing that are common to all member colleges, irrespective of jurisdiction.

Dr. Padron posed the question, *'Who do we want to see here – what characteristics would add to the richness of the RC-2020 member base?'*

In his opinion, we want members who:

1. Are visionary.
2. Share our value base – are committed to leading organizations that transform lives.
3. Are confident and unafraid to challenge the status quo.

He further stated that in his opinion, the current membership should not be viewed as a challenge but rather an opportunity to rethink what we want to do. The discussion focused on a recruitment strategy and Dr. Padron stated that he feels we need to maximize on our asset: *RC-2020 has among its member base the most admired CEOs in North America and the UK.*

- We need to build a brand that raises awareness of RC-2020.
- A brand/not a logo that is meaningful stating who we are and how membership benefits my leadership.
- We need to garner interest so that people want to be part of the organization.
- Each member must commit to doing their part to creating this legacy.
- The recruitment strategy should be based on 'Cache of Desire'. *I truly believe that this network, above all others, would support you in your leadership journey. If you would consider this, I would be willing to personally nominate you to the membership.*

The discussion then turned to communications. Members felt that connectivity and communications between meetings will be key to ensuring RC-2020 is top of mind for members and that engagement with the network and attendance at the meetings remains a priority. Dr. Padron asked members to consider the merits of personally producing one think piece per month or sharing one meaningful article per month and agreed that ½ day of the Fall 2018 agenda should be devoted to branding and communications.

#### **ACTIONS:**

- Each member to produce a 1 page paper outlining the impact of RC-2020 on their leadership journey.
- Gillian Magee to develop new membership recruitment materials in advance of the Fall 2018 meeting.
- Gillian Magee to devote ½ day of Fall 2018 program to a workshop on Branding and intra-meeting communications.
- Approval to waive membership fees to NESC for 1 year.
- Dr. King to reach out to Seattle Community College regarding membership.
- Dr. Bioteau to reach out to La Guardia Community College regarding membership.
- Dr. Perez to reach out to Westchester Community College regarding membership.

MT McGivern, on behalf of the membership extended her thanks to Dr. King for his report and offered thanks to members for their commitment to developing membership plans.

## **FALL 2018 MEETING, OKLAHOMA**

Oklahoma City Community College to host the Fall 2018 meeting.

Members reflected on the Spring 2018 and congratulated Dr. Padron's approach of having surveyed members in advance of the meeting to build the agenda.

### **ACTION:**

- Executive Director to liaise with Oklahoma City Community College to plan the meeting.
- Executive Director to discuss merits of polling members to develop the program with Oklahoma City Community College.
- Executive Director to schedule a video conference in September 2018.

### **ANY OTHER BUSINESS:**

#### 1. Thanks and Recognition

Gillian Magee asked for formal thanks and appreciation to be noted for the hard work and creativity of George Andrews and his team in planning and executing the Spring 2018 Meeting.

#### 2. Future Meetings

- The Fall 2018 Meeting will be hosted by Oklahoma City Community College: October 17-21.
- The Spring 2019 Meeting will be hosted by Chaffey Community College. Dates tbc.
- The Fall 2019 Meeting will be hosted by Dallas Community College. Dates tbc.

### **ADJOURNMENT:**

The meeting adjourned at 10.15 am.