Florida Agricultural and Mechanical University
Board of Trustees

Special Committee on Athletics Meeting
Date: February 10, 2016
Time: 11:15 AM
Location: Conference Call-President’s Conference Room

Committee Members: Kelvin Lawson, Chair
Bettye Grable, Tonnette Graham, David Lawrence, and Thomas Dortch, Jr.

AGENDA

I. Call to Order
Chair Lawson

II. Roll Call

INFORMATION ITEM

III. Athletics Update
AD Milton Overton

IV. Adjournment
Chair Lawson
Mission Statement

Building Champions in The Classroom, On the Field and In Life with Academic Excellence and Integrity
Athletics has achieved **62%** of projected 2015-2016 revenue ($5.55M of 8.6M Budgeted)
Increased Football Season Ticket Sales by **15.5%** (3,102 vs 3,677)
Broke Season Ticket Sales Record of 3,283 posted in 2011
FAMU Box Office Florida Classic Sales Increased by **14%** ($377,957) vs ($431,837)
Florida Classic Overall Ticket Sales Increased by **13%**
Increased Fan Attendance by **8%** percent
Average Per Game Ticket Sales Increased by **12%**
Single Game FB Ticket Sales Revenue Increased by **9%**
Increased Football Concession Sales by **30%**
Added 7 New Concession Menu Items (Per Fan Request – Fan Survey)
Increased Premium Club Seat Sales by **33%**
Added New Sponsors (Hyundai/Adobe/Astro/Ford/Piggley Wiggly)
Created New Sponsorship Inventory (Game Day App, Souvenir Cups, Replay Tags)
Bragg Stadium Score Board Planning Underway (Per Fan Survey Request)
**Academics**
Combined Team GPA of 3.0 for 14 Teams
96 Student-Athletes with 3.0 or above GPA
Graduation Rate of 47%
11 Student-Athletes graduated Fall 2015

**Community Service**
(Meals on Wheels)
Student-Athletes Delivered Meals every Wednesday

(Lunch Buddies)
Student-Athletes ate Lunch with elementary school kids at Hartsfield
Every Thursday

(Trunk Or Treat)
Student-Athletes invited children in Tallahassee to campus for a safe
Halloween experience

**Team Performance**
- Cross Country Won its 4th straight MEAC title, this fall
  with five FAMU performers earning All-MEAC
- Coach Darlene Moore was named Outstanding
  Championship Coach
- Volleyball was 7-3 in MEAC finishing second in the Southern
  Division
- Football had two All-MEAC selections LB Akil Blount and
  Punter/Kicker Colby Blanton
There is a Process to Building A Championship Culture

Where We Are

Fractures In Six Critical Support Pillars of Intercollegiate Athletics Foundation

1. Four Teams on Academic Probation
2. Program on NCAA Probation
3. Fiscally Unfit (7M Deficit)
4. Strength and Medical Program Deficiency
5. Inadequate Facilities (Hurt Recruiting)

Where We Are Headed (Championship Process)

(8 Point Plan)

1. Develop Mission Statement (Building Champions)
2. Listen to Constituents Through (Fan Survey)
3. Develop Four-Year Business Strategy to Address Constituent Concerns
4. Restructure Personnel in Athletics Organization
5. Repair Fractures in (6) Athletics Foundation Pillars
6. Improve Athletics Facilities and Recruiting
7. Improve Student-Athlete Academic Performance
8. Improve Athletics Performance (Win)
APR Penalty (MBB/MFB/MTR)
NCAA Probation Until 2019

Corrective Actions - Contract with an external third-party group to conduct a thorough compliance review in the spring of 2016

Contract with an external third-party group to conduct a thorough evaluation of training/medical program and procedures

Add a second full-time compliance official for the 2015-16 year and a third full-time compliance person for the 2016-17 year

Provide athletics training department employees with NCAA rules education specific to their respective units on an annual basis
MFB Training Room Must Be Updated and Properly Staffed to Meet Student-Athlete Needs. VB/FB Plagued with Injuries this season
Student-Athletes Must Get Stronger to Prevent Injuries

Hired Two New Strength Coaches (Parker Brooks Presenting New Program to Football Prospects)
MFB Facility Has Not Been Upgraded since the mid 80's

MEAC Schools with Winning Records Have Made Investments in their Program

(We Plan to Launch A Capital Campaign to Address These) Needs
Athletics Budget was Reduced by 20%

Athletics Personnel Has been Reduced by 20%

Athletics Most Valuable Game Day Assets (Parking/Multimedia Rights) has been outsourced and monetized by Third Parties

(The New 21st Century Intercollegiate Athletics Revenue Model will Address These Challenges)
Implementation of the Athletics Business Plan will Repair Fractures In the 6 Support Pillars of the Foundation which will result in a Championship Program that can be sustained overtime.
Investment Required to Build Champions