

**Florida Agricultural and Mechanical University  
Board of Trustees**



**Direct Support Organizations Committee Meeting  
Wednesday, March 15, 2017  
10:00 a.m.  
Conference Call**

**Committee Members:** Thomas Dortch - Chair  
Justin Bruno, Betty Grable, Dave Lawrence, Kelvin Lawson

**AGENDA**

- |     |               |                     |
|-----|---------------|---------------------|
| I.  | Call to Order | Chair Thomas Dortch |
| II. | Roll Call     | Ms. Angie Wiggins   |

**ACTION ITEMS**

- |      |   |              |
|------|---|--------------|
| III. | Approval of October 31, 2016, Committee Minutes | Chair Dortch |
|------|---|--------------|

**INFORMATIONAL ITEMS**

- |     |  |                                   |
|-----|--|-----------------------------------|
| IV. | Update on Divisional Activities              | Vice President George Cotton, Sr. |
|     | 1. FY 2016-17 University Advancement Updates |                                   |
|     | 2. DSO Updates                               |                                   |
|     | A. National Alumni Association               |                                   |
|     | B. FAMU Foundation, Inc.                     |                                   |
|     | C. FAMU Rattler Boosters                     |                                   |
| V.  | New Business                                 | Chair Dortch                      |
|     | 1. Intellectual Property                     |                                   |
|     | 2. FAMU Foundation Orientation               |                                   |
| VI. | Adjournment                                  |                                   |

**Florida Agricultural and Mechanical University  
Board of Trustees**



**ACTION ITEM**

**Direct Support Organizations Committee**

Wednesday, March 15, 2017

Agenda Item: III.

**Item Origination and Authorization**

Policy _____	Award of Bid _____	Budget Amendment _____	Change Order _____
Resolution _____	Contract _____	Grant _____	Other _____

**Action of Board**

Approved \_\_\_\_\_    Approved w/ Conditions \_\_\_\_\_    Disapproved \_\_\_\_\_    Continued \_\_\_\_\_    Withdrawn \_\_\_\_\_

**Subject:**                    **Approval of DSO Committee Meeting Minutes (October 31, 2016)**

**Rationale:**                In accordance with the Florida Statutes, a governmental body shall prepare and keep minutes or make a tape recording of each open meeting of the body.

**Attachment:**              DSO Committee Meeting Minutes (October 31, 2016)

**Recommendation:**      Approve the minutes of the October 31, 2016, DSO Committee Meeting.

**Florida Agricultural and Mechanical University  
Board of Trustees**



Direct Support Organizations Committee Meeting Minutes  
October 31, 2016

**Trustee Thomas Dortch, Chair**

The meeting was called to order 2p.m. by Committee Chair Thomas Dortch. Ms. Angie Wiggins called the roll, and the following Committee members participated: Trustee Bettye Grable, Trustee Kelvin Lawson, Trustee Craig Reed, and Trustee Jaylen Smith. A quorum was established.

**Approval of the September 14, 2016, Committee Minutes:**

The Committee reviewed minutes from the September 14, 2016, Direct Support Organizations (DSO) Committee Meeting. Trustee Lawson moved approval; seconded by Trustee Smith. The motion carried.

**Acceptance of DSO Budgets (in accordance with IMM No. 2003-01, 8):**

Vice President George Cotton, Sr., presented the FY2016-17 DSO Budgets for the FAMU Foundation and the National Alumni Association (NAA). The budget for the Rattler Boosters was unavailable.

It was motioned by Trustee Lawson and seconded by Trustee Grable to accept the FAMU Foundation and FAMU NAA Budgets as presented. The Committee voted unanimously to recommend both budgets to the Board for acceptance.

**Vice President George Cotton, Sr., provided updates on Divisional Activities:**

- **A snapshot was presented on fundraising**
  - The second quarter of FY2016-17, current year-to-date giving is at \$1.57M in cash contributions. The average gift amount to date is \$869.02.
  - An excess of \$1.8M in pipeline gifts anticipated to be received before the end of the calendar year.
- Vice President Cotton saluted Mrs. Cheryl Harris Booker and members of the FAMU Industry Cluster in working with the division to reconstitute and strengthen Cluster. Cluster members were on campus for Homecoming and had a very productive meeting with him and Dr. Larry Robinson. Trustee Grable commended Vice President Cotton for the movement towards regaining the stature of Cluster.

**DSO Updates:**

- **National Alumni Association (NAA)**
  - Reports were given on the following activities:
    - 2016 Legacy of Leaders Awards – NAA President Lt. Col. Gregory Clark was saluted as the 2016 HBCU Alumni Association President of the Year. The FAMU NAA was also named Alumni Association of the Year, as part of the Legacy of Leaders salute during Black College Alumni Hall of Fame Weekend.
    - FAMU Homecoming 2016 was a success. The FAMU NAA unveiled its new book which chronicles the journey of the alumni association since its inception from 1901 to 2015; and, several signature supporters at the \$100,000 level was recognized.

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➤ Several members of the FAMU Board of Trustees (BOT) recently became Life Members of the FAMU NAA.

• **FAMU Foundation, Inc.**

- The Fall 2016 FAMU Foundation Board of Directors Meeting will be held November 16-19 in Orlando, Florida.
- The Foundation has completed the FY2015-16 annual external audit.
- Members of the Foundation's Investment Committee have completed the review and selection process of investment management RFP's. Four firms were selected to advance through the process.
- The FAMU Foundation's investment portfolio currently stands at \$113M; still the largest of all public HBCU's in the nation.

• **FAMU Rattler Boosters**

At the September 15, 2016, FAMU BOT Meeting, the DSO Committee voted that the Rattler Boosters will have until October 31, 2016, to become compliant, including providing documents, transfer of resources, and meeting all terms previously set forth as part of the IMM. If such compliances were not achieved, the recommendation was for the Boosters to be suspended from all activities as a DSO Club on October 31. It was also recommended to the FAMU BOT that the Audit Committee begin immediately to explore how to proceed with the Boosters.

Vice President Cotton reported that despite the best efforts of multiple parties, no success had been achieved in getting the Boosters to provide the FAMU BOT with requested information or detail. While he felt that all parties were trying to move towards good-faith efforts, Vice President Cotton noted that they had been unsuccessful in achieving the FAMU BOT objectives regarding the Boosters. A Boosters representative notified Vice President Cotton that they were set to meet in Executive Session November 12<sup>th</sup> to discuss logical next steps.

Trustee Dortch expressed his concern that the Boosters had not come into compliance. After an extensive discussion, the committee directed that the following occur regarding the Boosters:

1. The FAMU Boosters will come into compliance by November 14<sup>th</sup> and show an action plan for moving ahead towards compliance and meeting FAMU BOT requirements.
2. The FAMU BOT will give the Boosters until December 31, 2016, to come into full compliance with all FAMU BOT and IMM requirements.
3. If the Boosters fail to meet the terms, the FAMU BOT shall utilize options to exercise oversight per the IMM.

Based on the change in leadership in the Rattler Boosters Club, Trustee Lawson motioned to allow the Club another two weeks, November 14<sup>th</sup>, to provide back to the Board in writing, their plans to cure the issues cited around financial transfers, audit compliance issues, and inventory and complete transition of all assets to the University. This is to be forwarded to the FAMU BOT two days post their Board meeting in writing for the FAMU BOT to review at the upcoming Board Meeting in Orlando. This review will assist the Audit Committee in determining what nature of audit they will come forth with. Trustee Grable seconded the motion; passed unanimously. *Trustee Dortch advised the motion becomes next step actions from this Committee in anticipation of the information that is to be received from the Boosters by the November 14<sup>th</sup> deadline. Vice President Cotton was charged with gathering the information from the Boosters.*

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Trustee Dortch advised that participants at the November 12<sup>th</sup> Boosters meeting will include himself, FAMU counsel, Vice President Cotton and AD Milton Overton. At the November BOT Meeting in Orlando, Trustee Dortch and staff will report to the full Board the results of the actions.

## **New Business**

### • **Intellectual Property**

Trustee Dortch inquired of an update from AD Overton as to FAMU Intellectual Property and the rights of the Athletic Department to own and gain resources from items sold and distributed in the name of FAMU. He inquired as to license fees and requirements.

There was a question as to whether there was a need for counsel to work with Athletics (and the FAMU Foundation – revenue stream) to patrol and control FAMU’s Intellectual Property rights. *Vice President Cotton advised that they would meet with counsel to prepare a working document that states where the University currently stands and will include thoughts from counsel as to the most appropriate process in moving forward.*

Dr. Robinson responded that he and AD Overton held a conversation regarding this subject. What Dr. Robinson suggested as a marketing element to the people who purchase these items, is to embark upon something that says, “All orange and green isn’t THE orange and green.” This would inform people they’re missing out on another opportunity to donate and contribute to the University by buying properly licensed products. Dr. Robinson further advised that this has been an ongoing challenge with legal; people need to be informed some items aren’t properly licensed and proceeds are not coming back to help their alma mater.

*AD Overton stated that he would provide to the Committee the agreements that are in place, current licensing strategy in ensuring compliance, and what the objectives are regarding enforcement. Trustee Dortch directed staff, under the supervision of the President, to return with a plan and conclusions as actions or sanctions to be brought before the Board. Trustee Smith was asked, as the student representative, to be a part of the team that will review and assess possibilities, to ensure the student perspective/voice of the students is included.*

After discussion, it was agreed that while a sensitive and positive stance needed to be taken to consider student vendors and neighborhood families who had been selling FAMU brands for years, FAMU had to control its brand as a revenue source.

### • **FAMU Foundation**

Trustee Reed advised, many members are new to the FAMU BOT, and it would be a great opportunity for the Board to have a better understanding of the FAMU Foundation – its mission, overall strategy, how funds are being used, long-term objective, operating model, and overall goals/objectives. *He recommended placing this item on an upcoming agenda; will be helpful as the Board thinks through strategies moving forward.*

There being no further business, the meeting adjourned 2:48p.m.  
Thomas Dortch, Committee Chair

**Florida Agricultural and Mechanical University  
Board of Trustees**



**Direct Support Organizations Committee  
Wednesday, March 15, 2017  
Agenda Item: IV.**

**Subject:** Update on Divisional Activities

**Summary:** Update on Divisional Activities:

1. FY2016-17 University Advancement Updates
2. DSO Updates
  - A. National Alumni Association
  - B. FAMU Foundation, Inc.
  - C. FAMU Rattler Boosters

**Florida Agricultural and Mechanical University  
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**Direct Support Organizations Committee  
Overall Updates on Divisional Activities**

**IV. 1. FY2016-17 University Advancement Updates:**

**A. A Snapshot on Fundraising**

For FY2016-17, \$5.2M in cash and pledges were documented as of February 27, 2017, compared to \$4.9M at the same period in 2016. On target to reach the \$7M goal by June 30.

- Alumni, friends, and corporations are the top three contributors.
- The average gift amount is \$1,887. In 2016, the average amount was \$1,530 or a difference of \$357.00.
- Over \$3M in pipeline gifts are anticipated to close before the end of the fiscal year.

**B. Planning and Assessment Update**

- Tomorrow's Promise Comprehensive Capital Campaign

**2. DSO Updates:**

**A. National Alumni Association (NAA)**

**• Recruitment Initiatives**

The Office of Alumni Affairs (OAA) has been on the move from December through February assisting the Division of Student Affairs in organizing recruitment events. Rattler Alumni, parents and prospective students turned out in numbers to support programs at Jacksonville's Ribault High School, and during recruitment events hosted by FAMU Trustees Thomas Dortch in Atlanta and Trustee Robert Woody in Gainesville. Both featured remarks by Interim President Robinson. OAA also joined Student Affairs at one of the nation's largest recruitment fairs at the HBCU Black College Expo in Los Angeles. Thousands of students participated. Dr. and Mrs. Robinson enjoyed one-on-one chats with students and parents.

**• Alumni Engagement**

- OAA helped organize Houston alumni to welcome Dr. Robinson's visit to Houston, TX, Super Bowl weekend. FAMU Foundation Chairman Thomas Jones, Directors Laurence Humphries and John Green hosted, "Coffee and Conversation," with the Interim President.
- OAA organized DC Chapter Alumni who welcomed Dr. Robinson to our nation's capital in preparation for his historic visit for the roundtable of HBCU presidents.

## Florida Agricultural and Mechanical University Board of Trustees



- OAA handled logistics for the Polk County Chapter's Scholarship Gala. The office has been working with this dedicated group for three years and celebrated the fulfillment of their \$100,000.00 scholarship endowment in Lakeland, Florida. Vice President George Cotton, Chairman Lawson, Trustee Woody, and NAA President LTC Gregory Clark, were among those supporting the Polk County Alumni Chapter and its President, Mrs. Doris Hicks. Dr. Robinson gave the keynote address. The Polk County Chapter will join three other groups who will be honored for their outstanding contributions in a special endowment ceremony at the eternal flame, March 31.
- OAA helped organize the Florida Region Conference recently held at the FAMU College of Law. Nearly 100 NAA alumni chapter officers from around the state discussed strategic planning and fundraising initiatives. Chairman Lawson was joined by Trustees Dortch, Perry, and Bruno, for a town hall meeting to gauge the pulse of alums on the state of the University. Dr. Robinson conveyed remarks about the crisis in education nationwide and how FAMU alumni can be the impetus for positive change. Dr. William Hudson conducted a workshop on student recruitment and retention.
- OAA and the FAMU Foundation are handling logistics for the Legacy Banquet in support of FAMU Athletics in the Lawson Center, March 30 at 7p.m.
- **Upcoming Events**
  - Plaque Unveilings at the Eternal Flame – **Friday, March 31**. Alumni honorees are Lisa LaBoo, Hubert Reddick (posthumously), John and Arnette-Scott Ward, and the FAMU NAA Polk County Alumni Chapter.
  - FAMU Day at the Capitol – **Thursday, April 6**.
  - Chairman Kelvin Lawson to speak at the Brevard Alumni Chapter Banquet – **Friday, April 7**.
  - Dr. Larry Robinson will deliver the keynote address to alumni in Marianna, Florida – **Saturday, April 8**.
  - The Weekend of Rededication on FAMU's campus, celebrating the classes of 1947, '57, '67 and '77 – **April 27-29**.

### **B. FAMU Foundation, Inc.**

- The Spring 2017 FAMU Foundation Board of Directors Meeting will be held May 24-26 in Baltimore, Maryland. The Board Meeting will be held in conjunction with the FAMU NAA National Convention in Baltimore, May 25-28.
- The FAMU Foundation Board of Directors elected three new members to the Board during the Fall 2016 Board Meeting: Directors Lisa LaBoo, Erica Hill, and Monica Williams Harris. Trustee Belvin Perry, Jr., and Dr. Wanda Ford were recently appointed to the Board by virtue of their positions.



## Florida Agricultural and Mechanical University Board of Trustees



- The FAMU Foundation welcomes newly elected Investment Manager – Commonfund – who will replace The Bogdahn Group effective May 1, 2017.
- The FAMU Foundation’s endowment currently stands at \$118M.

### **C. FAMU Rattler Boosters**

**Florida Agricultural and Mechanical University  
Board of Trustees**



**Direct Support Organizations Committee  
Wednesday, March 15, 2017  
Agenda Item: V.**

**Subject:** New Business

**Summary:** New Business:  
1. Intellectual Property  
2. FAMU Foundation Orientation