

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



**Direct Support Organizations Committee Meeting
Wednesday, June 7, 2017
4:00 p.m.
FAMU Grand Ballroom**

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

AGENDA

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

ACTION ITEMS

- | | | |
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| III. | Approval of March 15, 2017, Committee Minutes | Chair Dortch |
| IV. | Election of Vice-Chair | Chair Dortch |

INFORMATIONAL ITEMS

- | | | |
|------|--|--|
| V. | Update on Divisional Activities | George Cotton, Sr., Vice President |
| | 1. FY 2016-17 University Advancement Updates | |
| | 2. DSO Updates | |
| | A. National Alumni Association | |
| | B. FAMU Foundation, Inc. | |
| | C. FAMU Rattler Boosters | Milton Overton, Athletic Director |
| VI. | New Business | Chair Dortch |
| | 1. Intellectual Property Update | Angela Suggs, Sr. Associate Athletics Director
for External Affairs |
| | 2. FAMU Foundation Orientation | Vice President Cotton |
| VII. | Adjournment | |

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



ACTION ITEM

Direct Support Organizations Committee

Wednesday, June 7, 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Approved ____ Approved w/ Conditions ____ Disapproved ____ Continued ____ Withdrawn ____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 (March 15, 2017)

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 (March 15, 2017)

Recommendation: Approve the minutes of the March 15, 2017, DSO Committee Meeting.

**Florida Agricultural and Mechanical University
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Direct Support Organizations Committee Meeting Minutes
March 15, 2017

Trustee Thomas Dortch, Chair

The meeting was called to order 10:00 a.m. by Committee Chair Thomas Dortch. Ms. Angie Wiggins called the roll, and the following Committee members participated: Trustees Justin Bruno, Bettye Grable, Dave Lawrence, and Kelvin Lawson. A quorum was established.

Approval of the October 31, 2016, Committee Minutes:

The Committee reviewed minutes from the October 31, 2016, Direct Support Organizations (DSO) Committee Meeting. Trustee Grable moved approval; seconded by Trustee Bruno. The motion carried.

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

• **A snapshot was presented on fundraising:**

- Current giving is at \$5.2M in contributions. This same period last year, approximately \$4.9M had been raised in cash donations and pledges.
- The average gift amount to date is \$1,887.
- The division anticipates receiving, before the end of the calendar year, \$3M in pipeline gifts.

Trustee Grable requested, for future fundraising snapshots, breakout the contributions underneath the top three contributors (alumni, friends, and corporations). VP Cotton responded that it will be made available to the Board.

• **Planning and Assessment Update**

- Staff is in communication with Bentz Whaley Flessner (BWF), the national fundraising/capital campaign firm the University commissioned back in 2010 for the first and only feasibility study. The consultant's preliminary recommendation is to prepare a new feasibility study due to the amount of lag time since the original assessment in 2010, institutional changes, and variations in fundraising/philanthropy landscape.
- Trustee Lawson stated that he reviewed the report from BWF. The report referenced \$50M as an organizational capacity to raise money. Trustee Lawson requested the following from staff:
 - 1) A "bridge" discussion – how to move from the study performed by BWF several years ago, to today.
 - 2) What does the financial commitment need to be to support the efforts of the team to go out and raise funds? This would dictate the number of years to spread the campaign out.

The trustee advised that this is the right priority, but there is a need to understand the numbers. He inquired of VP Cotton if he has the right infrastructure in the Foundation to raise this type money; does additional funds need to be allocated for such in the University Advancement budget.

VP Cotton responded, as it relates to the campaign, he has looked at what it would cost to raise money; made calls to peer institutions to see who pays and who doesn't for a feasibility study; advised seven fundraisers would need to be added to staff; and he will request support from the Board.

- Trustee Lawrence advised that capital campaigns are announced when they're at 50%. VP Cotton responded that the plan is to announce at 50%; currently sitting north of \$20M. Will go public after \$50M mark has been reached.

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- After much discussion, staff was charged with providing as much details as possible to provide the Board a comfort zone regarding the campaign – details such as cost/budget, findings from the feasibility study, what the “bridge” is, etc.

DSO Updates:

National Alumni Association (NAA)

Reports were given on the following activities:

- **Recruitment Initiatives**

The Office of Alumni Affairs (OAA) has been assisting the Division of Student Affairs in organizing recruitment events. A few events have been hosted by the FAMU Board Chairman and several Trustees in cities such as Jacksonville, Atlanta, and Gainesville. Interim President Robinson has been present and made remarks. OAA also joined Student Affairs at one of the nation’s largest recruitment fairs - the HBCU Black College Expo in Los Angeles.

- **Alumni Engagement**

- OAA helped organize Houston alumni to welcome Dr. Robinson’s visit to Houston, TX, for Super Bowl weekend.
- Organized the DC Chapter alumni who welcomed Dr. Robinson to our nation’s capital in preparation for his historic visit for the roundtable of HBCU presidents.
- Handled logistics for the Polk County Chapter’s Scholarship Gala, and has worked with this dedicated group for three years, and celebrated the fulfillment of their \$100,000 scholarship endowment in Lakeland, FL.
- Helped organize the Florida Regional Conference held at the FAMU College of Law.
- OAA and the FAMU Foundation are handling logistics for the Legacy Banquet in support of FAMU Athletics. The Banquet will be held in the Lawson Center, March 30 at 7p.m.

- **Upcoming Events**

- **Friday, March 31**, Plaque Unveilings at the Eternal Flame. Alumni honorees are Mrs. Lisa LaBoo, Mr. Hubert Reddick (posthumously), Mr. and Mrs. John and Arnette-Scott Ward, and the FAMU NAA Polk County Alumni Chapter.
- **Thursday, April 6**, FAMU Day at the Capitol.
- **Friday, April 7**, Chairman Kelvin Lawson to speak at the Brevard Alumni Chapter Banquet.
- **Saturday, April 8**, Dr. Robinson will deliver the keynote address to alumni in Marianna, FL.
- **April 27-29**, The Weekend of Rededication celebrating the classes of 1947, ’57, ’67, and ’77.
- **May 13**, Trustee Lawrence will speak to the Broward County Alumni Chapter in Miramar, FL.

Trustee Lawson requested that VP Cotton work with OAA to help identify places Board members should go (in addition to invitations they’ve received) to help spread the FAMU message.

Trustee Dortch inquired about the status of staffing for the OAA. Need to understand the efforts and where VP Cotton is in terms of building the support team for OAA. VP Cotton responded, there are monies available to fund two positions (a fulltime position, and a partially funded position between University Advancement and the NAA). Ms. Carmen Martin is now the Senior Executive Director of alumni engagement and is leading the OAA office. As part of the campaign, has directed additional funding that will support regional outreach for alumni

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across the country. The objective is to strengthen staffing and the relationship with the NAA, and with alums nationwide who may or may not be part of the NAA.

Trustee Dortch announced that FAMU alumnus Joseph Hatchett was voted into the National Black College Alumni Hall of Fame. He was nominated for induction by the alumni association.

FAMU Foundation, Inc.

- Legislators requested foundations of the State University System to provide clarification on data submitted to the Florida House of Appropriations. FAMU received positive accolades.
- The spring 2017 FAMU Foundation Board of Directors Meeting will be held May 24-26 in Baltimore, MD, in conjunction with the FAMU NAA National Convention in Baltimore, May 25-28.
- Three new members were elected to the FAMU Foundation Board: Directors Erica Hill, Lisa LaBoo, and Monica Williams Harris.
- The Foundation recently elected Commonfund as its new investment manager.
- The FAMU Foundation's endowment currently stands at \$120M.

FAMU Rattler Boosters

- The Rattler Boosters Board met February 25 in Orlando; joining the group were Trustee Thomas Dortch, AD Milton Overton, and the Boosters Executive Director nominee.
- The Boosters report that many productive meetings have occurred from November 2016 to March 2017, meetings that included Trustee Dortch, AD Overton, and Vice President Cotton.
- The Boosters are currently accepting nominations to its board.

VP Cotton advised they have been working with the Boosters to ensure they bring everything into compliance. Trustee Dortch stated that significant progress is being made. Staff was commended for efforts in working with the Boosters.

New Business

Two new items came before the Committee:

- **Intellectual Property (IP)** – staff to educate and activate a plan that patrols and ensures licensing agreements are enforced. The Board of Trustees is to be provided a copy of the IP agreement; NAA's charged with putting the enforcement piece on their priority list.
- **FAMU Foundation Orientation** - Mrs. Linda Barge-Miles and VP Cotton's assistant are to collaborate to schedule the Board an orientation to be briefed on the underworking's of the Foundation. Trustee Lawson advised that timing will be a challenge - wrap it in as a supplemental workshop to an existing Board Meeting, or VP Cotton could arrange one-on-one workshops by phone.

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

**Florida Agricultural and Mechanical University
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**Direct Support Organizations Committee
Wednesday, June 7, 2017
Agenda Item: V.**

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

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Direct Support Organizations Committee

Overall Updates on Divisional Activities

V. 1. FY2016-17 University Advancement Updates:

A. Fundraising Snapshot

- Current giving is \$7.4M in cash and pledges as of May 26 representing 22% increase over last year. This represents a record high for the University. In 2016, \$5.7M was raised at this time.
- The average gift amount is \$2,065 compared to \$1,365 in 2016.
- To date, the top three constituent groups by giving amount are:
 1. FAMU Alumni -- \$1.7M
 2. Friends -- \$1.4M
 3. Corporations -- \$1.3M
- Geographically, the majority of gifts are from Florida, Georgia, and Texas.

2. DSO Updates:

A. National Alumni Association (NAA)

Alumni Engagement

- **March 30** – The Office of Alumni Affairs (OAA) and the Foundation handled logistics/execution for the Legacy Banquet in support of Athletics. Nearly 700 alumni and friends participated.
- **April 6** – OAA organized FAMU Day at the Capitol. University Government Affairs Chief Barbara Pippin and NAA Government Affairs Chair Dr. Carolyn Collins had excellent collaboration in helping alumni articulate a message of gratitude and concern over funding proposals relative to FAMU projects. More than 375 alums participated from Florida, Georgia, Alabama and Washington, DC. The alumni delegates appreciated visits from FAMU’s BOT leadership, Dr. Robinson, University leadership and Deans, and several of our local lawmakers to whom provided updates on key bills concerning FAMU. The evening culminated with a reception and spirited performance by the FAMU Marching 100 on the 22nd floor. Nearly all members of the Florida Conference of Black State Legislators were in attendance.
- **April 7** – OAA assisted with logistics for the Brevard County Alumni Chapter Banquet Scholarship gala; Chairman Kelvin Lawson was the keynote speaker.
- **April 8** – OAA assisted with logistics for the North West Florida Alumni Chapter banquet in Marianna, which featured University Interim President Dr. Larry Robinson.

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- **April 27-29** - The Office of Alumni Affairs welcomed alumni from the classes of 1947, '57 and '67 back to The Hill in celebration of their milestone anniversaries at FAMU, including the 8th President, Dr. Frederick S. Humphries class of 1957, and Polk County Chapter President, Mrs. Doris Hicks class of 1967, and the oldest of the graduates, 91 year old Thelma Harrison Wills of Quincy Florida; class of 1947. FAMU NAA President Greg Clark bestowed the Presidential Medallion of Service to Dr. Humphries and also presented Dr. Robinson the President's Medallion of Service during commencement.
- **May 12-13** - South Florida Alumni and Friends welcomed Interim President, Dr. Larry Robinson, First lady Sharon and Trustee Dave Lawrence for two days of conversation and awareness about the state of Florida A&M University. The weekend culminated with a town hall meeting and recruitment session at the Miramar, Florida, public library. Trustee Lawrence and President Robinson spent nearly two hours engaging alumni in a question and answer session about FAMU. Topics ranged from customer service, and legislative priorities to online degree programs and student recruitment.

National Convention

The National Alumni Association recently completed its Annual Meeting in Baltimore, MD. Several University Trustees, The FAMU Foundation Board, Rattler Boosters, Interim President Robinson and University Leadership, Student Leaders and numerous Deans, participated. More than 330 alumni attended the conference. As part of the event, several Alumni were presented with Distinguished Service Awards. Among those included were:

- Col. Cedric Carrington (Military Honoree), director of Strategic Wargaming, U.S. Army War College
- Wendell Duggins (Technology Honoree), retired senior manager, IBM
- Kelvin Lawson (Business Honoree) FAMU Bd. of Trustees chair/Acosta Sales and Marketing service director
- Rufus R. Little, III (Community Service Honoree), compliance and risk management professional, Infosys Ltd.
- Kimberly Michelle "K. Michelle" Pate (Entertainment Honoree), singer, songwriter, television personality
- Artie L. Polk, D. Min. (Comm. Service Honoree), Exe. Pastor of Mt. Gilead Baptist Church and project manager, EBA Engineering, Inc.
- Angela Adams Suggs (Athletics Honoree), senior associate athletics director, FAMU
- Ambassador Teddy Taylor (Government Honoree), U.S. Consul General, Cape Town, South Africa
- Lynette P. Wims (Education Honoree), retired educator, Broward County Public Schools

The NAA was also successful in raising nearly \$300,000 in support of FAMU, including specific funding provided to the Save Our Students initiative, FAMU Athletics, and the FAMU Fund.

FAMU Foundation Board of Director and Philanthropist Lisa LaBoo served as the keynote Speaker at the Annual Breakfast.

The NAA also joined the FAMU Foundation Board in expressing a vote of confidence in support of Dr. Larry Robinson to be appointed the next President of Florida A&M University.

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B. FAMU Foundation, Inc.

The FAMU Foundation has completed its realignment of investment services, hiring the firm Commonfund as the new Outsourced CIO to manage the Foundation's endowment. The official transfer was effectively completed on June 1st. The FAMU Endowment has experienced strong growth over the last quarter. At the end of FY 2016, the endowment stood at \$112.8 million, but has since rebounded to \$122 million. During the current fiscal year the Foundation is up roughly 9%. The FAMU Endowment remains the largest of all Public HBCU's.

C. FAMU Rattler Boosters

The FAMU Rattler Boosters continue to work towards reorganization and have hired former FAMU NAA President Tommy Mitchell as the new Executive Director. While details remain as to finalizing steps that officially certify and reframe the organization, plans are in place to move the organization forward. Mr. Mitchell and AD Overton will address the Board as to logical next steps.

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**Direct Support Organizations Committee
Wednesday, June 7, 2017
Agenda Item: VI.**

Subject: New Business

Summary: New Business:

1. Intellectual Property

The Senior Associate Athletics Director for External Affairs - FAMU Athletics, Ms. Angela Suggs, will present on this item during the DSO Committee Meeting.

2. FAMU Foundation Orientation

Trustee Dortch recommended that VP Cotton coordinate with Mrs. Linda Barge-Miles to secure time for an orientation to the Board during the FAMU Board of Trustees Retreat, August 17 in Jacksonville, Florida. Staff is working to secure a time on the agenda and will coordinate with the Office of The President to complete details.