

**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 DEPARTMENT STAFF



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)

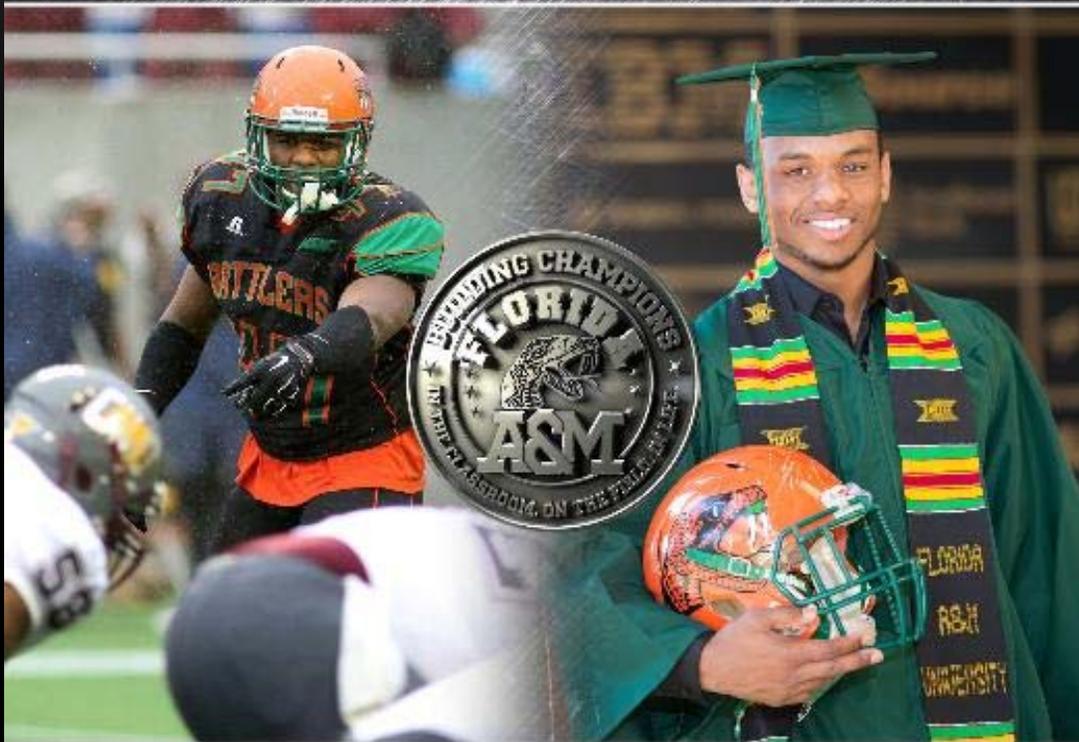
Where We Are Headed (Championship Process)

(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)



FROM THE GRIDIRON TO GRADUATION



Akil Blount • Fall 2015 Graduate • B.S. Business Administration
Graduated in 3 1/2 years • All-MEAC Football Player • NFL Prospect

FLORIDA A&M IS BUILDING CHAMPIONS!

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

ACADEMICS

COMPLIANCE

MFB Training Room Must Be Updated and Properly Staffed to Meet Student-Athlete Needs. VB/FB Plagued with Injuries this season



ACADEMICS

COMPLIANCE

TRAINING

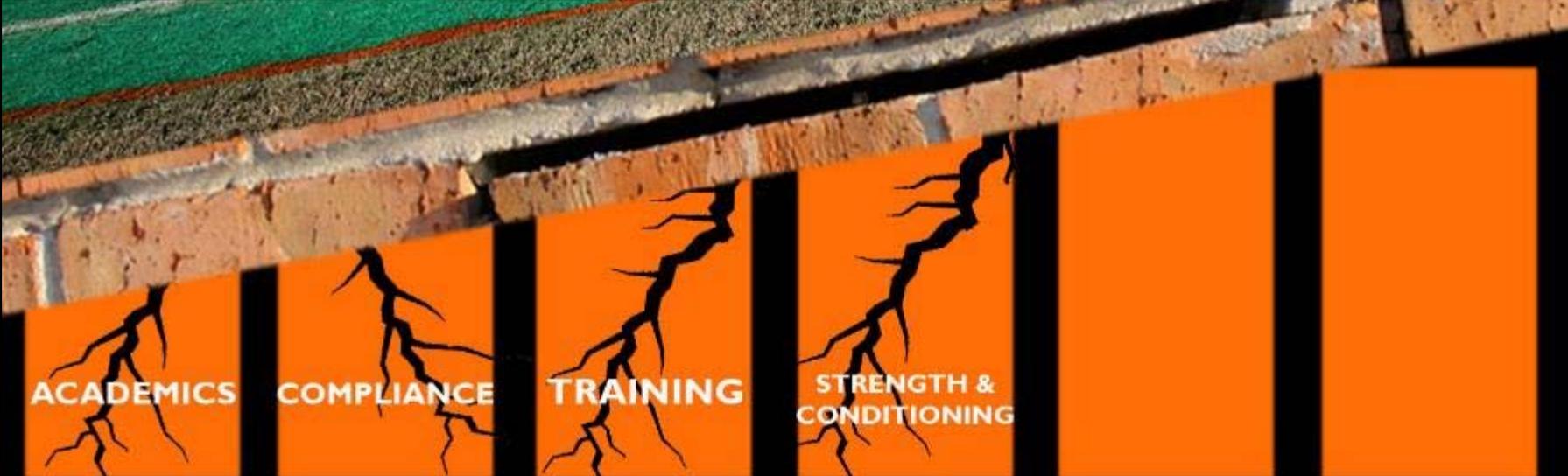


Student-Athletes Must Get Stronger to Prevent Injuries

Hired Two New Strength Coaches (Parker Brooks

Presenting New Program to Football Prospects)

12/5/15



ACADEMICS

COMPLIANCE

TRAINING

STRENGTH &
CONDITIONING

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



ACADEMICS

COMPLIANCE

TRAINING

STRENGTH &
CONDITIONING

FACILITIES

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)

ACADEMICS

COMPLIANCE

TRAINING

STRENGTH &
CONDITIONING

FACILITIES

FINANCES

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



ACADEMICS

COMPLIANCE

TRAINING

STRENGTH &
CONDITIONING

FACILITIES

FINANCES



ACADEMICS

COMPLIANCE

TRAINING

STRENGTH &
CONDITIONING

FACILITIES

FINANCES



ACADEMICS

COMPLIANCE

TRAINING

STRENGTH &
CONDITIONING

FACILITIES

FINANCES



ACADEMICS

COMPLIANCE

TRAINING

STRENGTH &
CONDITIONING

FACILITIES

FINANCES





ACADEMICS

COMPLIANCE

TRAINING

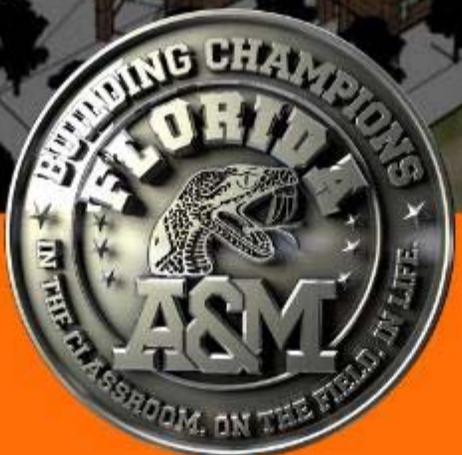
STRENGTH &
CONDITIONING

FACILITIES

FINANCES



Investment Required to Build Champions



ACADEMICS

COMPLIANCE

TRAINING

STRENGTH &
CONDITIONING

FACILITIES

FINANCES