

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



**Direct Support Organizations Committee Teleconference  
Thursday, September 7, 2017  
1:45 p.m. – 2:45 p.m. EST**

**Committee Members:** Thomas Dortch – Chair; Dave Lawrence – Vice Chair  
Justin Bruno, Bettye Grable, Kelvin Lawson

**AGENDA**

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

**ACTION ITEMS**

- |      |   |              |
|------|---|--------------|
| III. | Approval of June 8, 2017, Committee Minutes | Chair Dortch |
|------|---|--------------|

**INFORMATIONAL ITEMS**

- |     |   |   |
|-----|---|---|
| IV. | Update on Divisional Activities                           | George Cotton, Sr., Vice President      |
|     | 1. Fundraising Updates                                    |   |
|     | 2. FY 2017-18 Comprehensive Capital Campaign Presentation |   |
|     | 3. DSO Updates  |   |
|     | A. National Alumni Association                            |   |
|     | B. FAMU Foundation, Inc.                                  |   |
|     | C. FAMU Rattler Boosters                                  | Milton Overton, Athletic Director       |
| V.  | New Business  | Chair Dortch                            |
|     | 1. Intellectual Property Update                           | AD Overton                              |
|     | 2. FAMU Foundation & Update                               | Thomas Jones, Chairman, FAMU Foundation |
| VI. | Adjournment   |   |

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



**ACTION ITEM**

**Direct Support Organizations Committee  
Date & Time: TBD  
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Approved ____	Approved w/ Conditions ____	Disapproved ____	Continued ____	Withdrawn ____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 (June 8, 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 (June 8, 2017)

**Recommendation:**    Approve the minutes of the June 8, 2017, DSO Committee Meeting.

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



Direct Support Organizations Committee Meeting Minutes  
June 8, 2017

**Trustee Thomas Dortch, Chair**

Mr. Chairman, the DSO Committee has several informational items.

Trustee Dave Lawrence was elected as Vice Chair of the DSO Committee.

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

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

- Current giving as of June 7, 2017, is \$7.4M in cash and pledges, compared to approximately \$5.7M this same period last year.
- The average gift amount to date is \$2,070 compared to \$1,365 in 2016.
  - The top three constituent groups by giving amounts are: FAMU Alumni - \$1.7M; Friends & Stakeholders - \$1.4M; and Corporations - \$1.3M.
- VP Cotton proposed a Targeted Appeal of \$40M over the next three years in lieu of a campaign due to limited resources. As part of an expanded plan to address broader vision for the University, the Board requested that VP Cotton and his team revisit the decision to delay the campaign. It was the general consensus that a bigger and more comprehensive strategy needed to be implemented at this time.

After discussion, it was recommended that staff do the following:

- Between now and the August Board Retreat, have conversations with Chairman Kelvin Lawson, and Interim President Larry Robinson;
- Provide a long and short-term strategy;
- Start with a target amount;
- Interview Trustees to obtain their thoughts, input, and resources; and
- Return to the Board in August with an aggressive plan and a comprehensive strategy.

**DSO Updates:**

**National Alumni Association (NAA)**

- **Due to time constraints, an abbreviated update was provided to the Board as it relates to Alumni Engagement, and the 2017 NAA National Convention:**
  - On April 7, the Office of Alumni Affairs (OAA) assisted with logistics for the Brevard County Alumni Chapter Banquet Scholarship Gala. Chairman Lawson was the keynote speaker.
  - On April 8<sup>th</sup>, OAA assisted with logistics for the North West Florida Alumni Chapter banquet in Marianna, FL.
  - More than 300 alumni, Trustees, University Leadership, Deans, and Foundation Board of Directors attended the Convention held in Baltimore, MD.
  - Nearly \$300,000 was raised at the Convention from alumni across the country.

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Direct Support Organizations Committee Meeting Minutes (cont.)  
June 8, 2017

**FAMU Foundation, Inc.**

- Commonfund is the new investment management firm for the Foundation, effective May 1.
- The FAMU Foundation's endowment currently stands at \$122M.

**FAMU Rattler Boosters**

- Tommy Mitchell is the newly appointed Executive Director of the Rattler Boosters.
- AD Milton Overton will provide an update on the Boosters during the Special Committee on Athletics meeting.

**New Business:**

Updates on Intellectual Property, and the FAMU Foundation Orientation will be presented at an upcoming meeting, due to time constraints.

There being no further business, the meeting was adjourned by the chair.  
Thomas Dortch, Committee Chair

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Board of Trustees**



**Direct Support Organizations Committee  
Thursday, September 7, 2017 \* 1:45 p.m. – 2:45 p.m.  
Agenda Item: IV.**

**Subject:** Update on Divisional Activities

**Summary:** Update on Divisional Activities:

1. Fundraising Updates
2. FY 2017-18 Comprehensive Capital Campaign Presentation
3. DSO Updates
  - A. National Alumni Association
  - B. FAMU Foundation, Inc.
  - C. FAMU Rattler Boosters

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Board of Trustees**



**Direct Support Organizations Committee  
Overall Updates on Divisional Activities**

**IV. Update on Divisional Activities**

**1. Fundraising Updates**

**FY 2017-2018 Giving**

\$586,201 as of August 28

University Advancement is providing support to Foundation Vice Chair Hosetta Coleman and Director Monica Williams Harris for the Tampa donor engagement breakfast featuring Interim President Robinson on **Saturday, September 16** at the Dale Mabry Campus of Hillsborough Community College, 9 a.m. to 10 a.m. in the Cay Café. The Breakfast discussion will precede the 10 a.m. Recruitment Fair held in the same building.

The offices of Development and Alumni Affairs are also working with South Carolina-based alumni David Blanding, Dr. Dan Grishman, and State Representative Gilda Cobb-Hunter to introduce Interim President Robinson to the corporate community in the Upstate region where BMW, Michelin and Fluor Corporation, among others, have North America headquarters. The invitation-only corporate breakfast is scheduled for **Monday, October 30**, in Greenville, SC, and will be hosted by Rep. Cobb-Hunter who is using her sphere of influence and contacts to extend personal invitations to corporate executives.

**FY 2016-2017 Fundraising Summary**

**Total Giving**

- \$8,556,534
- 30% increase over previous FY (\$6,556,220 received FY 15-16)
- 3,900 donors
- Average gift amount is \$2,193 compared to \$1,409 in FY 15-16

**Top 3 Constituents by Total Giving**

- Alumni - \$2,009,611.02
- Corporate - \$1,954,278.84
- Friends - \$1,500,123.91

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Board of Trustees**



**Top 5 Largest Single Gifts**

- Foundation - \$1M
- Friend - \$1M
- Corporation - \$735,333
- Corporation - \$425,500
- Alumnus - \$250,813

**Top 3 States Gifts Received**

- Florida
- Georgia
- Texas

**2. FY 2017-18 Comprehensive Capital Campaign Presentation**

An action plan for *Tomorrow's Promise*, the comprehensive capital campaign for Florida A&M University was presented by Vice President George Cotton, Sr., to the FAMU BOT during its annual retreat, August 17 in Jacksonville, FL.

The campaign is a \$125M initiative. The four campaign priorities are **student scholarships, faculty research and innovation, capital improvements, and expanding athletics and student-athlete opportunities.**

Upon official Board of Trustees approval, campaign planning and organizational preparedness will continue with the addition of volunteer leadership during the silent phase.

**3. DSO Updates**

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

**Alumni Engagement**

- The Office of Alumni Affairs (OAA) provided logistical support for the FAMU NAA Midwest Region Conference, July 28-30 in Chicago, IL. Dr. Robinson was the keynote speaker for the Saturday morning fundraising breakfast.
- OAA is working with the office of Student Affairs and the FAMU BOT Liaison's office to map out an events schedule to include more Trustees in the fall of 2017 and spring 2018 recruitment programs. This is an action item directed by Chairman Kelvin Lawson based on requests by several Trustees who requested to participate in student recruitment and alumni engagement events.
- OAA is collaborating with the office of Student of Affairs and the FAMU NAA on student recruitment and alumni engagement events for Tampa Classic Weekend, September 16.

## Florida Agricultural and Mechanical University Board of Trustees



FAMU NAA President Greg Clark and a number of NAA leadership are serving on the organizational committee for the game and ancillary events. FAMU Foundation Directors, Hosetta Coleman and Attorney Monica Williams Harris, are hosting a donor event the morning of the recruitment event at Hillsborough Community College's Dale Mabry Campus at 9 a.m. That event will be followed by the Alumni-Student Recruitment Program at 10 a.m. inside the College Auditorium.

- This year's Homecoming theme chosen by FAMU students is: **A FAMU-LY Reunion Celebrating 130 years of Excellence**. Events begin Sunday evening, October 7, with the coronation of Mr. and Ms. FAMU in Gather Gym; a Homecoming concert and comedy show midweek hosted by FAMU SGA; Homecoming Convocation and NAA welcome on Friday; and for the first time in several years, we will see the return of the President's Gala hosted by Interim President Robinson and First Lady Robinson in the Lawson Center Friday evening October 13. This event is in support of student scholarships. Also on the same night, FUNK FEST returns to the FAMU DRS Recreation fields. Frankie Beverly and Maze, and Bell Biv Devoe, aka "BBD" are among those headlining the concert. And of course, the culminating events are the big parade through the FAMU Campus on Saturday, October 14, and the football game at Bragg Stadium where the Rattlers will crush the Aggies of North Carolina A&T.

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

- The FAMU Foundation's endowment stands at \$120M as of August 28, 2017.
- The audit of the FAMU Foundation financial statements have begun. The audited statements will be completed by the first week of September.
- The Fall 2017 FAMU Foundation Board of Directors Meeting will be held November 16-18 in Orlando, Florida.

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

AD Milton Overton to provide an update.

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**Direct Support Organizations Committee  
Thursday, September 7, 2017 \* 1:45 p.m. – 2:45 p.m.  
Agenda Item: V.**

**Subject:** New Business

**Summary:** New Business

1. Intellectual Property Update
2. FAMU Foundation & Update