

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



**Direct Support Organizations Committee Meeting
Thursday, December 10, 2015
12:30 p.m.
Band Rehearsal Hall**

Committee Members: Belinda Shannon, Chair
Kimberly Moore
Cleve Warren
Karl White

AGENDA

- I. Call to Order Chair Belinda Shannon
- II. Roll Call Chair Shannon

ACTION ITEMS

- III. Approval of July 21, 2015, Committee Minutes Chair Shannon
- IV. Acceptance of DSO Budgets (in accordance with IMM No. 2003-01, 8) Mr. George R. Cotton, Sr.
- A. FAMU Foundation, Inc. Vice President, University Advancement
- B. FAMU National Alumni Association Executive Director, FAMU Foundation
- C. FAMU Rattler Boosters, Inc.

INFORMATIONAL ITEMS

- V. Update on Divisional Activities Vice President Cotton
- A. University Advancement
- B. FAMU Foundation, Inc.
1. Foundation Operations
- C. FAMU Rattler Boosters, Inc.
1. Update/Review FAMU Rattler Boosters and FAMU Athletics
- VI. New Business Chair Shannon
- VII. Adjournment

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



ACTION ITEM

Direct Support Organizations Committee

Thursday, December 10, 2015

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Approved ____	Approved w/ Conditions ____	Disapproved ____	Continued ____	Withdrawn ____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 (July 21, 2015)**

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 (July 21, 2015)

Recommendation: Approve the minutes of the July 21, 2015 DSO Committee Meeting.

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



Wednesday, July 21, 2015
Direct Support Organizations Committee Minutes

Trustee Belinda Shannon, Chair

The meeting was called to order at 4:40 p.m. by Committee Chair Belinda Shannon. Ms. Angie Wiggins called the roll, and the following committee members were present: Vice Chair Kelvin Lawson, and Trustee Kimberly Moore. A quorum was established.

Approval of the March 4, 2015 Committee Minutes

The Committee reviewed the minutes from the March 4, 2015, Direct Support Organizations (DSO) Committee Meeting. Vice Chair Lawson moved approval of the minutes, and the motion was seconded by Trustee Moore. The motion carried.

Update on Divisional Activities

A snapshot was presented on fundraising.

- At the end of FY2014-15, the University surpassed the \$5.5M goal. The goal was exceeded by \$300,000.
- \$5.8M was raised last year and have accumulated roughly \$10.2M in cash and pledges. A large success was due to the confidence of one donor.
- Giving to the University increased by 81 percent. A significant improvement compared to the previous year.
- Last year's Faculty and Staff Campaign raised over \$194,000.
- Last year the 10 for \$10 Challenge brought in \$183,000.
- Vice President George Cotton, Sr., was asked by Trustee Moore what his goal was in terms of fundraising. VP Cotton responded that a goal has not been set due to the need to conduct an internal assessment, first. VP Cotton shared highlights from his 90 Day Plan, and advised of his plan to put a team of staff in place who knows how to raise money.

VP Cotton presented an update on the FAMU Foundation/Investments:

- The Foundation's endowment is at approximately \$123M, down from \$127M.
- The Foundation's return on investments is approximately 3.39 percent. An investment goal of 7.79 percent was set.

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



July 21, 2015

Direct Support Organizations Committee Minutes (Page 2)

VP Cotton presented the following update for the Office of Alumni Affairs:

- The Assistant Vice President for Alumni Affairs, John Lee, Ph.D., is engaging with alumni across the country.
- The good news is that donations are up, and the number of alumni who are giving is up, but there is a long way to go.
- The alumni giving rate is at eight percent.
 - The 51st Anniversary of the National Alumni Association's North East Regional Conference is in Boston, Massachusetts. FAMU Board Chairman, Rufus Montgomery, has accepted the opportunity to be the keynote speaker.
 - FAMU President, Elmira Mangum, Ph.D., will serve as the keynote speaker for an inaugural scholarship event in Quincy, Florida.

VP Cotton presented an update on Rattler Boosters:

- The Rattler Boosters is preparing their "Game Edition" of the SnakeBites Magazine to highlight Rattler activities.
- The Membership Drive is continuing for the Boosters for the Fall Kickoff for the Rattler Boosters' initiative scheduled for Saturday, August 29, 2015, at The Moon.

There being no further business, the meeting adjourned at 5 p.m.

Belinda Shannon, Committee Chair

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



ACTION ITEM

Direct Support Organizations Committee

Thursday, December 10, 2015

Agenda Item: IV. A.

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: **Acceptance of DSO Budget: FAMU Foundation, Inc.**

Rationale: The DSO Budgets are submitted for acceptance in accordance with FAMU Internal Management Memorandum (IMM) Number 2003-01, 8:

The DSO shall submit an annual operating budget, which has been approved by the DSO's governing board and by the President and submitted to the Board for approval. The budget shall be submitted no later than sixty (60) days after the first day of the fiscal year for which the budget pertains.

Material Changes from FY2014-15

- Eliminated rental income from assumptions

FY2015-16

- Provide maximum scholarship support
- Provide President with resources for targeted strategic initiatives
- Provide fundraising dollars in support of the strategic plan

Attachment: Foundation Operating Budget (see Attachment)

Recommendation: Acceptance of the FAMU Foundation Operating Budget

Florida A&M University Foundation Inc.
Proposed Operating Budget for Fiscal Year 2015-2016

FY 2015-2016 Budgeted Operations

	<u>Foundation Operations</u>	<u>625 E. Tennessee St</u>	<u>Total Proposed FY 2015-2016 Budget</u>
REVENUE AND SUPPORT			
Operating Revenue	1,866,000	-	1,866,000
License Tags Revenue	470,000	-	470,000
Rents & Fees 625 E TN ST	-	-	-
Contingency Reserve	185,196	365,606	550,802
TOTAL REVENUE AND SUPPORT	2,521,196	365,606	2,886,802
EXPENDITURES			
Foundation Operations			
Staff Salaries & Benefits	900,823	34,388	935,211
Contractual Services	25,000	15,000	40,000
General Counsel & Legal Services	45,000	15,000	60,000
Auditing and Accounting Services	65,300	-	65,300
Foundation Board Meetings	75,000	-	75,000
Staff Travel/Training	20,000	-	20,000
Memberships & Subscriptions	2,450	-	2,450
Insurance	16,155	17,877	34,032
Janitorial Services	1,500	8,500	10,000
Office Security Monitoring	648	3,674	4,322
Office Utilities	6,450	36,550	43,000
Pest Control	162	918	1,080
Grounds Maintenance	1,050	5,950	7,000
Software Maintenance	28,251	-	28,251
Telephone	1,250	1,250	2,500
Office Equipment/Furniture	5,000	-	5,000
Materials, Printing & Postage	20,000	-	20,000
625 E TN Street Renovations	18,500	166,500	185,000
625 E TN Street Reserve Fund	-	60,000	60,000
Bank Fees	5,500	-	5,500
Other	2,126	-	2,126
Operating Contingency	12,500	-	12,500
Total Foundation Operations	1,252,665	365,606	1,618,272
Office of University Advancement			
Advancement Operations/Development Support	57,500	-	57,500
Fundraising Activities	352,500	-	352,500
Total Office of University Advancement	410,000	-	410,000
University Support			
University President Compensation	315,495	-	315,495
President Bonus	75,000	-	75,000
Office of the President	175,000	-	175,000
University Executive Compensation Supplement	17,536	-	17,536
Board of Trustees Assessment	13,000	-	13,000
Board of Governors Assessment	13,000	-	13,000
Lobbying Expenses	132,000	-	132,000
License Tags Scholarships	117,500	-	117,500
Total University Support	858,531	-	858,531
TOTAL EXPENDITURES	2,521,196	365,606	2,886,802
NET SURPLUS/(DEFICIT)	-	-	-

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



ACTION ITEM

**Direct Support Organizations Committee
Thursday, December 10, 2015
Agenda Item: IV. B.**

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: **Acceptance of DSO Budget: FAMU National Alumni Association (NAA)**

Rationale: The DSO Budgets are submitted for acceptance in accordance with FAMU Internal Management Memorandum (IMM) Number 2003-01, 8:

The DSO shall submit an annual operating budget, which has been approved by the DSO's governing board and by the President and submitted to the Board for approval. The budget shall be submitted no later than sixty (60) days after the first day of the fiscal year for which the budget pertains.

The NAA's Budget is tied to the following objectives:

- Student Recruitment
- Alumni Chapter Development and Stewardship
- Fundraising
- Government Relations

Attachment: National Alumni Association Budget (see Attachments)

Recommendation: Acceptance of the FAMU National Alumni Association Budget

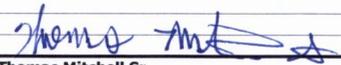
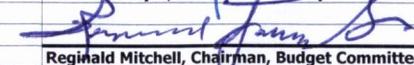
FAMU National Alumni Association
2015-2016 Final Budget
REVENUES

REVENUE CATEGORIES		FUND	2013-2014 BUDGET 7/1/2013	2014-2015 BUDGET 7/1/2014	Unaudited 2014-2015 Actual 12/31/2014	2014-2015 Variance 12/31/2014	2015-2016 BUDGET 7/1/2015	NOTES
1000-Operating Income								
1010	Regular & Associates Memberships	211	\$46,550	\$46,550	\$15,993	\$30,557	\$46,550	1330 members @ \$35
1020	Life Endowment Earnings	198	\$43,570	\$35,626	\$48,394	\$12,768	\$50,000	Lesser of two values : Either (5.5% Variable Interest Rate - 1% Administrative Charge) * (Average Balance of Life Membership Endowment for the previous fiscal year) OR Life Members x \$35 as per Las Vegas Membership Meeting Agreement. The # of life member on record as of June 30, 2014 is 1585. (1585)(\$35) = \$55,475.00.
1145	Fundraising & Miscellaneous Activities	211	\$29,719	\$30,063	\$10,122	\$19,941	\$25,000	Therefore, the entire interest amount can be transferred.
1145.1	Church Day Revenue	1335	\$0	\$0	\$0	\$0	\$5,000	
1145.2	FAMU Day at the Capitol Registrations (300@\$10)	211	\$0	\$0	\$0	\$0	\$3,000	300 Participant Registrations @\$10 each
Total Operating Income			\$119,839	\$112,239	\$74,509	\$37,730	\$129,550	
1100-Restricted Income - Other Revenue								
1120	New Life Members	197	\$37,500	\$37,500	\$44,665	\$7,165	\$56,250	75 members @ \$750
1140	Contributions (Chapters, Alumni, and Individual)	211	\$0	\$0	\$0	\$0	\$0	
1160	Endowed Scholarship Fund Earnings - Draw (Million Dollars Campaign Earnings)	1405	\$0	\$0	\$0	\$0	\$12,986	Draw down of existing account funds from the \$53K balance
1160	Endowed Scholarship Fund Earnings (Million Dollars Campaign Earnings)	1405	\$9,018	\$7,014	\$7,014	\$0	\$7,014	(5.5% Variable Interest Rate - 2% Administrative Charge) * (Average Balance of Million Dollar Endowment for the previous fiscal year)
Total Restricted Income - Other Revenue			\$46,518	\$44,514	\$51,679	\$7,165	\$76,250	
1200-Restricted Income - Scholarships								
1210	Restricted Scholarships	204	\$78,397	\$78,397	\$52,929	\$25,468	\$50,000	Chapters & Ind. (3 Yr Running Average)
1220	Unrestricted Scholarships - Draw	206	\$0	\$0	\$0	\$0	\$22,000	
1220	Unrestricted Scholarships	206	\$9,033	\$9,033	\$3,111	\$5,922	\$3,000	Alumni and Individuals
Total Restricted Income - Scholarships			\$87,430	\$87,430	\$56,040	\$31,390	\$75,000	
Distinguished Alumni Awards Gala								
1230	Registrations/Ticket Purchases	202	\$0	\$10,000	\$0	\$10,000	\$17,000	170 Participants @ \$100.00 each
1240	Souvenir Program Ads	202	\$0	\$0	\$0	\$0	\$0	
1250	Donations/Gifts	202	\$0	\$0	\$0	\$0	\$0	
Total Restricted Income - D.A.A.G.			\$0	\$10,000	\$0	\$10,000	\$17,000	
1300-Restricted Income - Annual/General Meeting/May								
1310	Meeting Full Registration Fees	213	\$50,000	\$50,000	\$0	\$50,000	\$30,000	150 Registrants @ \$200
1320	Meeting Single Day Registrations	213	\$1,000	\$1,000	\$0	\$1,000	\$1,000	10 Registrants @ \$100 a day
1330	Souvenir Booklet Ads	213	\$3,000	\$3,000	\$0	\$3,000	\$1,800	Chapter, Region, Corporate & Vendor Ads
1340	Contributions (Chapters, Alumni & Individuals)	213	\$0	\$0	\$0	\$0	\$0	
1360	Contributions (Corporate)	213	\$22,900	\$40,000	\$0	\$40,000	\$48,000	GEICO & Other
1370	Vendors	213	\$1,000	\$1,000	\$0	\$1,000	\$1,000	8 vendors @ \$125 each
Total Restricted Income - Annual Meeting Revenue			\$77,900	\$95,000	\$0	\$95,000	\$81,800	
Total Projected Revenue/Other Source			\$331,687	\$349,183	\$182,228	\$166,955	\$379,600	

**FAMU National Alumni Association
2015-2016 Final Budget
EXPENDITURES**

Line Item	EXPENDITURES CATEGORIES	FUND	2013-2014 BUDGET 7/1/2013	2014-2015 BUDGET 7/1/2014	Unaudited 2014-2015 Actual	2014-2015 Variance 12/31/2014	2015-2016 BUDGET 7/1/2015	NOTES
2000- Operating Expense - Alumni Operations								
2004	NAA Printing	211	\$1,000	\$1,000	\$141	\$859	\$300	
2009	Media and Technology Committee	211	\$2,400	\$2,400	\$0	\$2,400	\$4,949	\$3,600 setup and \$2,400 yearly Maintenance
2010	Annual NAA Audit/990 Report	211	\$12,500	\$12,500	\$9,000	\$3,500	\$12,500	
2013	Membership Packets (Pins, etc.)	211	\$14,000	\$14,000	\$8,164	\$5,836	\$16,000	Regular & Life Membership
2021	Travel - Executive Board Annual Meeting	211	\$7,100	\$7,100	\$0	\$7,100	\$7,100	National Officers (8 Elected officers+6 Appointed officers)*700
2022	Travel - Alumni Affairs/University Office / NAA Annual Meeting	211	\$1,014	\$1,014	\$0	\$1,014	\$1,014	Two representatives from OAA (travel and hotel expense)
2023	Travel - President Special Meeting & Events	211	\$3,000	\$3,000	\$6,644	\$3,644	\$7,000	For president, or his/her designated rep. per EB approval
2024	NAA Teleconferences/Phone	211	\$100	\$100	\$0	\$100	\$0	
2025	NAA Homecoming	211	\$1,600	\$1,600	\$4,357	\$2,757	\$4,500	
2025.1	Regional and Chapter Support - Alumni Village	211	\$3,000	\$3,000	\$0	\$3,000	\$0	GEICO Sponsored Hospitality
2025.2	Regional and Chapter Support - MEAC Basketball Tournament	211	\$800	\$800	\$0	\$800	\$0	GEICO Sponsored Hospitality
2025.3	Hospitality - Alumni, Supporters and Friends - Florida Classic	211	\$3,400	\$3,400	\$2,049	\$1,351	\$2,000	
2025.4	Hospitality - Alumni, Supporters and Friends	211	\$1,200	\$1,200	\$6,000	\$4,800	\$0	GEICO Sponsored Hospitality
2026	Governmental Affairs Committee	211	\$500	\$500	\$0	\$500	\$1,200	BOG & BOT Meeting Travel. Also see 2040.1 FAMU Day @ Capitol
2028	Check Charges / Bank Fee / Merchant Fee	211	\$1,500	\$1,500	\$661	\$839	\$250	
2029	NAA Document Update	211	\$0	\$0	\$0	\$0	\$0	
2030	New Student Preview (Fall & Spring)	211	\$1,500	\$1,500	\$0	\$1,500	\$200	Spring Preview Door Prizes
2031	State Licenses	211	\$75	\$75	\$0	\$75	\$75	Secretary of State Division of Corporations Annual Report
2032	NAA President's Expense Account	211	\$500	\$500	\$872	\$372	\$1,000	
2039	NAA Membership Committee Expenses	211	\$1,250	\$8,000	\$0	\$8,000	\$6,000	
2039.1	Scholarship Committee	206	\$1,600	\$1,600	\$0	\$1,600	\$1,600	
2040	NAA Publicity Expenses/Gala, Reception, Meetings, etc.	211	\$1,750	\$3,000	\$2,175	\$825	\$3,000	
2040.1	FAMU Day @ Capitol	211	\$3,250	\$3,250	\$0	\$3,250	\$8,130	
2042	Fundraising Committee	211	\$1,500	\$3,000	\$1,426	\$1,574	\$4,500	
2042.1	Church Day	1335	\$0	\$0	\$0	\$0	\$500	
2044	NAA Contingencies (Contract Services, etc.)	211	\$500	\$500	\$0	\$500	\$500	
2049	NAA Postage	211	\$1,500	\$1,500	\$111	\$1,389	\$200	
2050	NAA Liability Insurance-Financial Officer's Bonding	211	\$300	\$300	\$0	\$300	\$300	
5000	Election - 2015 Election	211	\$0	\$0	\$0	\$0	\$10,000	Survey Ballots
3050	Student NAA Chapter	211	\$3,000	\$3,000	\$0	\$3,000	\$10,632	2016 National Convention Assistance
Total Operating Expenses			\$69,839	\$79,339	\$41,599	\$37,740	\$103,450	
Contributions to University								
3010	NAA Scholarships	211	\$50,000	\$50,000	\$38,550	\$11,450	\$0	NAA Scholarships
3010	NAA Chapter Scholarships	204	\$78,397	\$78,397	\$87,000	\$8,603	\$50,000	0204 Restricted Disbursements: = \$142,737.93 average (2011-12 - \$120,415.00, 2012-13 - \$128,017.35, 2013-14 - \$179,781.44)
3020	NAA Scholarships	206	\$0	\$0	\$0	\$0	\$50,000	NAA Scholarship Committee Awards to FAMU Students. 0206 Unrestricted Disbursements: = \$28,288.11 average (2011-12 - \$31,614.32, 2012-13 - \$20,000.00, 2013-14 - \$33,250.00)
3030	Unrestricted Contributions to the University	211	\$0	\$0	\$0	\$0	\$0	
3040	Endowed Scholarship	1405	\$0	\$0	\$0	\$0	\$20,000	Student Retention Scholarships
Total Contributions to University			\$128,397	\$128,397	\$125,550	\$2,847	\$120,000	
4000 Restricted Expense - Annual Meeting								
4010	Contract Services (Food, Rooms, etc.)	213	\$50,000	\$50,000	\$0	\$50,000	\$50,000	
4020	Printing (Souvenir Booklets, Programs, etc.)	213	\$3,500	\$3,500	\$0	\$3,500	\$3,500	
4030	Bags & Badges	213	\$1,000	\$1,000	\$0	\$1,000	\$1,000	
4040	Hospitality	213	\$2,500	\$2,500	\$0	\$2,500	\$2,500	
4050	Travel (Negotiations, etc.)/University/Guest Speaker Hotel	213	\$12,000	\$12,000	\$414	\$11,586	\$12,000	\$414.18 paid out of Acct. 0211
4060	Postage & Telephone	213	\$2,500	\$2,500	\$0	\$2,500	\$2,500	
4070	Miscellaneous (Reimbursement)	213	\$700	\$700	\$0	\$700	\$700	
4075	GEICO Hospitality Sponsorships (Fall Football Season)	213	\$0	\$0	\$4,968	\$4,968	\$8,000	GEICO Sponsored Hospitality
4075.1	GEICO Hospitality - Alumni Village	213					\$1,000	GEICO Sponsored Hospitality
4075.2	GEICO Hospitality - MEAC Basketball Tournament	213					\$1,000	GEICO Sponsored Hospitality

FAMU National Alumni Association
2015-2016 Final Budget
EXPENDITURES

Line Item	EXPENDITURES CATEGORIES	FUND	2013-2014 BUDGET 7/1/2013	2014-2015 BUDGET 7/1/2014	Unaudited 2014-2015 Actual	2014-2015 Variance 12/31/2014	2015-2016 BUDGET 7/1/2015	NOTES
4080	Materials & Supplies (Trophies/Awards, etc.)	213	\$700	\$700	\$0	\$700	\$700	
4085	Advertising/Website Development	213	\$5,000	\$5,000	\$0	\$5,000	\$5,000	
4090	Event Planner	213	\$0	\$0	\$0	\$0	\$0	
Total Restricted Expense - Annual Meeting Expenses			\$77,900	\$77,900	\$5,382	\$72,518	\$87,900	
4000 D.A.A.G - Distinguished Alumni Awards Gala								
6010	Contract Services (Food, Rooms, etc.)	202	\$0	\$5,000	\$0	\$5,000	\$5,000	
6030	Printing (Souvenir Booklets, Programs, etc.)	202	\$0	\$1,000	\$0	\$1,000	\$1,000	
6020	Awards/Trophies/Certificates	202	\$0	\$1,500	\$0	\$1,500	\$3,500	
6050	Rental Expenses	202	\$0	\$750	\$0	\$750	\$750	
6040	Travel	202	\$0	\$1,500	\$0	\$1,500	\$1,500	
6070	Materials & Supplies	202	\$0	\$250	\$0	\$250	\$250	
Total Restricted Expense - DAAG Expenses			\$0	\$10,000	\$0	\$10,000	\$12,000.00	
Accounts								
	National Alumni Life Membership	197	\$37,500	\$37,500	\$44,665	\$7,165	\$56,250	
	Scholarships (Unrestricted)	206	\$9,033	\$9,033	\$3,111	\$5,922	\$0	
	Scholarships (Restricted)	204	\$0	\$0	\$52,929	\$52,929	\$0	
	Million Dollars Campaign Earnings	1405	\$9,018	\$7,014	\$7,014	\$0	\$0	
Endowment/Restricted Accounts			\$55,551	\$53,547	\$107,719	\$54,172	\$56,250	
Total Projected Expenditures/Contributions			\$331,687	\$349,183	\$280,250	\$177,277	\$379,600	
Total Projected Revenue/Other Source			\$331,687	\$349,183	\$182,228		\$379,600	
Total Projected Expenditures/Contributions			\$331,687	\$349,183	\$280,250		\$379,600	
Revenue/Other Source Less Expenditures/Contributions			\$0	\$0	\$98,022		\$0	
 Thomas Mitchell Sr. President, National Alumni Association								
 Mary H. Smith , Recording Secretary								
 James Moran , Treasurer								
 Andrew Lawyer , Financial Secretary								
 Reginald Mitchell , Chairman, Budget Committee								

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



ACTION ITEM

**Direct Support Organizations Committee
Thursday, December 10, 2015
Agenda Item: IV. C.**

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: **Acceptance of DSO Budget: FAMU Rattler Boosters, Inc.**

Rationale: The DSO Budgets are submitted for acceptance in accordance with FAMU Internal Management Memorandum (IMM) Number 2003-01, 8:

The DSO shall submit an annual operating budget, which has been approved by the DSO's governing board and by the President and submitted to the Board for approval. The budget shall be submitted no later than sixty (60) days after the first day of the fiscal year for which the budget pertains.

Attachment: Rattler Boosters Budget (see Attachment)

Recommendation: Acceptance of the FAMU Rattler Boosters Budget



**Rattler Boosters, Inc
Budget 2015-16**

PROJECTED REVENUE	2014-15	Actual	2015-16	Net
Membership	\$379,500	\$404,810	\$380,000	\$500
Marketing	\$15,000	\$10,000	\$15,000	0
Tailgating	\$3,000	\$2,770	\$3,000	0
Parking (RV)	\$11,500	\$26,056	\$12,000	\$500
Special Events	\$5,000	\$5,293	\$5,000	0
TOTAL PROJECTED REVENUE	\$414,000	\$448,929	\$415,000	\$1,000
PROJECTED EXPENSES	2014-15	Actual	2015-16	Net
Athletic Donations	\$125,000	\$130,493	\$125,000	0
Payments on JumboTron & Scoreboard (for Athletics)	\$84,000	\$84,000	\$84,000	0
Accounting/Audit Fees	\$20,000	\$20,325	\$20,000	0
Bank Service Charges/Credit Card Machines & Usage	\$5,000	\$7,007	\$5,000	0
Fundraising Expenses	\$2,500	\$2,499	\$2,500	0
Gifts/Membership Upgrades	\$10,000	\$9,440	\$10,000	0
Hosting Expenses	\$1,000	\$7,012	\$1,000	0
Membership Tags	\$8,000	\$4,853	\$5,500	-\$2,500
Office Expenses/Supplies	\$6,500	\$12,100	\$9,500	-\$3,000
Postage	\$1,000	\$1,913	\$2,000	\$1,000
Printing	\$5,000	\$7,008	\$7,000	\$2,000
Repairs/Maintenance	\$2,500	\$968	\$1,000	-\$1,500
Rattler Booster Office & Staff Salaries/Taxes	\$121,500	\$132,449	\$128,000	\$6,500
Security	\$3,000	\$7,857	\$3,000	0
Telephone	\$4,000	\$711	\$1,000	-\$3,000
Travel Boosters/Athletics	\$15,000	\$5,700	\$10,000	-\$5,000
TOTAL PROJECTED EXPENSES	\$414,000	\$434,335	\$415,000	

Approved by Rattler Booster Board of Directors,
July 14, 2015

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



Direct Support Organizations Committee

**Thursday, December 10, 2015
Agenda Item: V. A.**

Subject: Update on Divisional Activities: University Advancement

Summary: As an operational process, University Advancement continues to focus efforts on the Division's Strategic Goal: Enhance Institutional Fundraising

Fundraising Update

On October 1, University Advancement welcomed the new Associate Vice President of Development, Ms. Mechelle English.

As of November 30, 2015, \$2.7 million has been raised from 2,303 donors, which represents an 11% decrease in giving compared to same reporting period in 2014. The average gift amount is \$1,174. In 2014, 4,230 donors contributed \$3 million for an average gift of \$723.

- Alumni and friends are the largest source of contributions with alumnus John Thompson's annual \$1 million gift installment leading the way.
- Cecka Green's *10 for \$10 Challenge* continues to grow. Since August 2014, \$206,095 in cash has been raised and \$12,000 pledged from 3,073 donors.
- The 2015-2016 Faculty and Staff Endowment Campaign kicked off in July with an annual breakfast. More than \$206,000 in cash and pledges were committed from 596 donors.
- The 2015 End-of-Year Campaign to benefit the FAMU Annual Fund launched November 2015. Effort targets friends and alumni (excluding current major gift donors) and incorporates more contacts through letter, e-blast, and post card to encourage gifts and pledges before Dec 31st. Also participated in the global day of philanthropy (Giving Tuesday) and sent e-blast message to alumni and friends to encourage online giving in support of the FAMU Annual Fund.
- The FAMU 500 initiative will begin Spring 2016 to identify, qualify, and cultivate the top 500 Donor/Alumni prospects based on gift capacity rating, but limited philanthropic history.

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Agenda Item: V. A.

90 Day Work Plan Checkup & Review

Vice President, University Advancement & Executive Director, FAMU Foundation

July 2015

- ✓ Staffing/Organizational review and Restructuring
 - Completed/ staffing restructuring implemented September 14th
- ✓ Review fiscal operations, preparation of organizational budget, Audit assessments
 - Completed/ DSO and Fiscal reviews finalized
- ✓ Introductory meeting with Deans, Department heads, Senior Leadership, Board
 - Ongoing-In Process
- ✓ Internal review/3-year fundraising totals and Alumni engagement trends
 - In Progress
 - Increase of 58% in giving over same period in 2014
- ✓ Assessment of site-based technology, contracts, and resources
 - Completed, report to be submitted for Board review/information

August 2015

- ✓ Assessment dialogue w/Board-Needs Assessment and Campaign Considerations
 - In Progress/ November Presentation to Board
- ✓ Assessment of Annual Fund and Annual Events
 - Completed
- ✓ Convening of Community Stakeholders, Key Alumni/ Prospect Data Base
 - In Progress

September 2015

- ✓ Internal Staff Training/ Hires/Fundraising Skill Building
 - In Progress-Ongoing
- ✓ Development of FAMU 500: Key Stakeholder/Alumni Data File
 - December 2016
- ✓ Convening of Internal FAMU Task force on Campaign Readiness
 - January 2016

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Agenda Item: V. A.

Office of Alumni Affairs (OAA) Update

1. **Alumni Giving (FY 2014-2015):** The good news is that donations have increased, in addition to the number of alumni who are giving; however, there is still a long way to go. The alumni giving rate is at 9 percent.
2. **1887 Reasons to Give Campaign:** OAA worked collaboratively with the Student Foundation, Student Government Association and Communications to implement the inaugural student cultivation program known as "1887 Reasons to Give." Graduating students donated \$18.87 to receive a medallion and recognition during the commencement program. This was implemented during the Summer 2015 graduation ceremony. Seventy-five students participated in the inaugural campaign and \$1,433.50 was raised.
3. **Alumni Legacy Events were held in Tampa, FL; Birmingham, AL; and Washington, DC.** More than 200 alumni were in attendance at these events, and more than \$65,000 was raised in cash and pledges.
4. **FAMU vs. TSU Battle of the Bands:** OAA worked with the FAMU Department of Music, FAMU Department of Athletics and the FAMU Office of Student Activities to produce the first Battle of the Bands held on campus. The event raised more than \$18,000 to support the FAMU Marching 100.
5. **Founders' Day 10 for 10 Challenge:** The Founders' Day 10 for 10 Challenge was held to encourage alumni to donate to the university using email or social media.
6. **Homecoming 2015:** Homecoming increased alumni engagement through alumni activities and events.
7. **Recruitment Activities:** Alumni Affairs worked with the Office of Student Affairs and local alumni chapters of the FAMU NAA to hold recruitment events in Tampa (9/4/15), Birmingham (9/1/15), Atlanta (10/2/15), Miami/Ft. Lauderdale (11/3/15), Washington, DC (11/12/15) and Orlando (11/19/15). Upcoming recruitment event will take place in Jacksonville (1/13/16).
8. **FAMU National Alumni Association Officer Elections:** Officer elections for the FAMU NAA commenced on November 10, 2015. Voting will close December 18, 2015, and the election results will be announced via email December 28, 2015.

Upcoming Activities:

- | | |
|--|---------------------|
| <input type="checkbox"/> FAMU Day of Service – Nationwide | January 15-18, 2016 |
| <input type="checkbox"/> FAMU Day at the Legislature – Tallahassee, FL | February 4, 2016 |
| <input type="checkbox"/> Weekend of Rededication – Tallahassee, FL | April 28-30, 2016 |
| <input type="checkbox"/> FAMU NAA National Convention – Tampa, FL | May 25-29, 2016 |

**Florida Agricultural and Mechanical University
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Direct Support Organizations Committee

**Thursday, December 10, 2015
Agenda Item: V. B.**

Subject: Update on Divisional Activities: Foundation Operations

Summary: Update on activities at the FAMU Foundation

FAMU FOUNDATION BOARD MEETING

The 2015 Fall FAMU Foundation Board Meeting was held in Orlando, FL, November 18-22.

Board Meeting Highlights

- A Board Welcome and Fundraising Reception hosted by FAMU Foundation Board Member John Crossman was held on Nov. 18 at The University Club of Orlando. More than \$157,000 in cash and pledges was raised to benefit the FAMU College of Law and the Crossman Endowed Real Estate Scholarship Fund.
- After 30+ years of dedication and commitment to the FAMU Foundation Board, retired Col. Brodes Hartley, Jr., transitioned to emeriti status, and was presented a plaque of appreciation by Board Chairman Thomas Jones, Jr., along with well wishes from colleagues on the board. Three new members were elected to the board.
- Investment Report:
Jon Breth of the Bogdahn Group provided a recap of the economic market in the 3rd Quarter of 2015. The quarter was one of high volatility and one in which perceived higher risk assets (emerging market equity, small cap stocks, us high yield bonds) all underperformed. The overall impact to the Foundation portfolio was a loss in dollar terms of approximately \$7.7 million for the quarter, bringing the total foundation portfolio to \$115.2 million at 9/30/15. Mr. Breth pointed out that strong performance in the month of October had brought the value of the portfolio back up to over \$120 million as of 10/31/15.

For the quarter, the Foundation returned -6.3% compared to a total fund policy index return of -4.5%. The drivers of the underperformance were three-fold: 1) the dedicated emerging market equity allocation underperformed the broad international equity market, 2) the exposures to non-US bonds and high yield bonds were weak performers within the fixed income allocation, and 3) commodity price weakness caused the dedicated real assets fund to underperform. These higher volatility allocations exist in the portfolio as building blocks towards earning the target return of 8.5%, a return that is not available from a simple reliance on US stocks and investment grade bonds. Fund managers Herndon and UBS remain on the watch list.

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Direct Support Organizations Committee

**Thursday, December 10, 2015
Agenda Item: V. C.**

Subject: Update on Divisional Activities: Rattler Boosters, Inc.

Summary: Update on Divisional Activities in the Rattler Boosters office

Update/Review FAMU Rattler Boosters and FAMU Athletics

1. Recommendations regarding Parking and the Rattler Boosters' MOU.
2. Update and Analysis of Boosters' Operational Agreement and Contracts.

Divisional Activities

The Rattler Boosters encouraged their membership to support the 2015 Florida Blue Florida Classic by hosting a pre-game and post-game activity for their premium givers. The Rattler Boosters also purchased over 150 parking spots for the Rattler Boosters premium givers. The intent of the Rattler Boosters is to treat the Florida Blue Florida Classic as a "home game" for members by providing home game amenities to premium givers. The Rattler Boosters purchased two tables for the Florida Blue Florida Classic Coaches Luncheon.

The additional perks allow us to promote an additional home game atmosphere package to the Boosters. These benefits have allowed our Fang level and above givers to grow.

Early bird Club-level seating has been an additional lure for supporters, especially emphasizing the purchase of the tickets prior to the start of the season.

The Rattler Boosters promoted attendance and support for the Lady Rattler Basketball contest against the University of Central Florida in Orlando during the Florida Classic weekend.

The Rattler Boosters held their October Board of Directors meeting and Mr. Milton Overton, Director of Athletics, attended and discussed his vision for the Department of Athletics.

The Rattler Boosters worked with the University in allowing four parking lots to be used for the community to park free for the 2015 FAMU Homecoming parade.

The Rattler Boosters continue to encourage the Boosters to purchase season tickets for basketball games by making free parking available to them as part of their booster membership.