

Direct Support Organizations (DSO) Technology Committee

Meeting Minutes

Monday, June 1, 2026 | 6:00pm – 7:00 pm EST | Location: Virtual (Zoom)

Call to Order

The meeting of the DSO Technology Committee was called to order at approximately 6:00 PM. The meeting was publicly noticed and conducted in accordance with Florida Sunshine Law requirements.

Roll Call - Members present included:

Chekesha Kidd, Consulting Partner / PMO Lead/Neutral Facilitator

- Brandi Tatum-Fedrick
- Artisha Polk
- Brandon Moore
- Donna Allen
- William Youmans
- Yolanda Pinkard
- Zachary Ansley
- Jeanwill Marcelin
- Avis Payne

AlmaBase Membership Platform Update

Vice President Brandi Tatum-Fedrick and Committee Chair Kidd provided an update regarding discussions with AlmaBase concerning the development of a new membership management platform for the University's Direct Support Organizations (DSOs).

Committee members were informed that University Advancement met with AlmaBase to discuss concerns raised during previous committee meetings, particularly regarding membership management, user experience, branding, and organizational functionality. AlmaBase confirmed that the platform will be designed to accommodate the unique needs of each participating DSO while preserving existing organizational identities and processes.

The Committee discussed the importance of ensuring that each organization's digital presence reflects its individual brand, culture, and membership experience. Options for utilizing AlmaBase design resources or independent University-design resources were reviewed for future consideration.

Membership Discovery and Business Requirements Process

The Committee reviewed the upcoming discovery phase with AlmaBase, which will focus on gathering business requirements and mapping membership user journeys.

Committee members emphasized that the objective of the discovery process is to identify desired user experiences and functionality rather than technical implementation details. The discussion focused on defining user personas and understanding how different constituent groups will interact with the platform.

Identified user groups included:

- Current members
- Prospective members
- Alumni
- Non-alumni supporters
- Faculty and staff
- Students
- Parents and family supporters
- Corporate partners
- Organizational administrators and officers

Members stressed the importance of creating user-friendly and accessible experience for alumni and supporters across all age groups and levels of technical proficiency.

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Rattler Boosters Membership Structure Discussion

The Committee reviewed the current Rattler Boosters membership structure and discussed potential enhancements.

Current membership categories include:

- Life Membership
- Subscribing Life Membership
- Venom Club Membership
- Annual Membership
- Student Membership

The Committee also discussed future opportunities for:

- Corporate memberships
- Family and youth memberships
- Student booster memberships
- Coaches Clubs supporting individual athletic programs

Members noted the importance of clearly communicating membership benefits and value propositions, including opportunities tied to athletics engagement, event participation, and donor recognition.

Membership Experience and Retention Strategies

The Committee discussed desired membership management features, including:

- Online membership enrollment and renewal
- Membership upgrades
- Profile management and self-service account updates
- Automatic renewal options
- Membership gifting capabilities
- Automated communications and reminders
- Digital welcome and onboarding experiences

Committee members generally supported offering optional automatic renewal functionality, provided members receive clear disclosure, advance notifications, and the ability to manage preferences.

Website Content and Member Engagement

The Committee reviewed content and functionality desired for the public-facing and member-facing portions of the platform.

Recommended features included:

- Organizational mission and purpose
- Event calendars
- Athletic schedules
- Membership information
- Donor and member recognition
- Financial transparency information, including annual audits
- News and announcements
- Student-athlete features and storytelling
- Merchandise and event registration capabilities
- Coaches Club information
- Athletic program support opportunities

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Members also discussed creating program-specific giving opportunities that would allow donors to directly support identified athletic priorities and needs.

Communications and Digital Engagement

The Committee discussed opportunities to strengthen member engagement through:

- Social media integration
- Event promotion tools
- Alumni and supporter communications
- LinkedIn engagement strategies
- Online discussion forums and community-building tools
- AI-powered chat functionality to assist users and answer common questions

The Committee also discussed opportunities to increase collaboration between Athletics, the National Alumni Association, University Advancement, and the Rattler Boosters through coordinated communications and outreach efforts.

Compliance and Governance Considerations

The Committee recommended that future platform development include a dedicated compliance section outlining NCAA, institutional, and athletics booster guidelines to ensure members understand their responsibilities and limitations as supporters of University athletics.

Financial and Operational Considerations

Committee members sought clarification regarding financial management within the platform.

University Advancement representatives confirmed that:

- Each DSO will maintain its own bank accounts and financial independence.
- The project is not intended to consolidate organizational finances.
- The platform is intended to improve reporting, communications, membership management, and operational efficiency across participating organizations.

The Committee requested future demonstrations of payment processing workflows, including the handling of memberships across multiple organizations and automated fund distribution processes.

Future Demonstrations and Documentation

Committee members requested additional information regarding:

- AlmaBase system functionality
- Membership management workflows
- User roles and permissions
- Scope of work documentation
- Data definitions and system capabilities
- Future platform demonstrations as development progresses

Questions were also raised regarding AlmaBase's membership platform development timeline and implementation history. Staff agreed to obtain additional information from AlmaBase and report back to the Committee.

Adjournment

The meeting adjourned at approximately 7:35 pm EST.