

Development Committee Meeting Minutes

Thursday, March 2, 2023 | 4:00 p.m. – 5:00 p.m. EDT | Teleconference

Committee Members Present

Dir. John M. Crossman, *Chair*
Dir. Chan Bryant Abney
Dir. Gregory L. Clark
Dir. Curtis E. Johnson, Jr.
Dir. Carmen Cummings Martin

Dir. Laurence Humphries, *Vice Chair*
Dir. Elaine E. Armster
Dir. Hosetta B. Coleman
Dir. Lisa R. LaBoo
Dir. Tirrell D. Whittley

Committee Members Not Present

Dir. Angela C. Adderley
Dir. T.J. Rose
Dir. G. Scott Uzzell

Dir. Marcelia C. Freeman
Dir. Machia J. Sanders

Board Members Present

Dir. Kenneth Neighbors

Guests Present

Atty. J. Michael Haygood, *Foundation General Counsel*
Ms. Shelia Fields, *ITS Office, FAMU*

Advancement Team Present

Mrs. Christina Compere Minor
Mrs. Latosha Francis
Ms. Kimberly Hankerson
Mrs. Gena Palmberg
Mrs. Brandi Tatum-Fedrick

Mr. Nick Dulcio
Dr. Shawnta Friday-Stroud
Mrs. Quiana Lowe
Dr. Eric Swanigan

Call to Order & Roll Call

The meeting was called to order at 4:03 p.m. by Chair John Crossman. Mr. Nick Dulcio offered the roll call and confirmed that a quorum was present.

Conflict of Interest Disclosure

Chair Crossman requested that committee members disclose any conflict of interest with items on the agenda; none were disclosed.

Approval of Minutes

November 17, 2022, Development Committee Meeting

Dir. Chan Bryant Abney moved to approve the minutes. Dir. Lisa LaBoo seconded the motion. The minutes were approved, unanimously.

Opening Remarks/Vision – Chair Crossman

Chair Crossman welcomed the Committee members to the meeting and thanked Board Chair LaBoo for the opportunity to serve as Chair of the Development Committee. He also stated that his reason for serving on the Board is because of his deep love for FAMU and that he sees his work as a continuation of his family's legacy. He communicated his belief in the work that this committee does

and the outstanding potential to help students across the country and the ability to impact critical issues across the country.

Chair Crossman stated three (3) points that he wanted the Committee to review and consider:

- 1) Remain Positive – remember that we are selling an outstanding product and that we are working from a place of strength, therefore a positive worldview is really key.
- 2) Always Have a Spirit of Coaching – doing some things differently than in the past and having healthy confrontations.
- 3) Create a healthy and working process – to ensure that the work is not focused on any one individual and as board members transition on and off the Board, the process is consistent.

Chair Crossman stated his belief that the committee's greatest challenge is that among the biggest pools of money that could be accessed for fundraising, the University is unknown. He relayed to the Committee his efforts, along with the FAMU College of Law Dean, to organize lunches, that he covered the costs for, with prospects to introduce them to the University. Chair Crossman conveyed some opportunities that he believes the committee is poised to leverage in the future; citing occasions where board members can assist with cultivation of major donors, seeking additional funding from grants and/or government resources, and an enhanced focus on alumni giving.

Finally, Chair Crossman concluded by stating that his major objective was for the committee to assist in establishing a process whereby companies and/or individuals that are being targeted for cultivation can be quantified on a single tracking matrix to ensure that all efforts are being captured and the results can be assessed to determine what strategies are or are not working.

The Committee discussed Chair Crossman's comments, mentioning that the best approach would be for members to execute cultivation efforts as a team in conjunction with the Advancement team. Dir. Whittley stated that the teams could be organized by member's individual skillsets/backgrounds, current network of contacts, and geographical location. He also emphasized that there may be a need for additional staff to implement this process.

Dir. LaBoo offered her support of Chair Crossman's method for systematizing the approach for board members' cultivation efforts and development of a fundraising plan or goals sheet for each board member. She stated that she met with Dr. Friday-Stroud, and she shared her need for hiring an individual that would directly support the Foundation Board members' fundraising efforts and asked that the budget be reviewed and modified to facilitate that.

Dir. Humphries stated that it would be helpful if board members can meet with the Advancement team to review the goal sheets and coordinate board member's cultivation initiatives so that they do not interfere with the University's work. He also relayed his support of a team-based approach for the members to cultivate but requested that staff provide some ground rules about the Sunshine Laws and clarity around the tax deductibility of board members' taking potential donors out for a meal.

During the discussion, the Committee mentioned that board members may be able to obtain soft-credits for their spending on prospects, Dr. Friday-Stroud stated that the Advancement team would discuss the difference between a soft-credit and fundraiser credit. She mentioned that there is a distinction between the two in the industry and best practices around how each are to be recorded.

Open Discussion

Chair Crossman opened the floor for open discussion from the committee members. He stated that he wanted feedback from the committee on his conducting one-on-one visits with each Dean at the University to interview them about their fundraising needs. Dir. Whittley offered to join Chair Crossman during these interviews and Atty. Haygood stated that he would obtain the best practices for these meetings to ensure compliance with the Sunshine Laws. Dr. Friday-Stroud advised that Deans present their needs before the Board, which would eliminate potential conflicts with the Sunshine Laws. Dir. Abney suggested that a current alum from the school/college could join Chair Crossman for these meetings with the Deans.

The Committee discussed this approach and determined that each Dean should provide the following during their presentation:

- Historical Accomplishments – Track Record of Successes
- New Advancements – What are some of the things they are doing to separate them from other institutions.
- Funding – How will funding help them to achieve their target success metrics, fund new initiatives, fund new hires, or help them to achieve their goals and objectives.

After discussion, Chair Crossman indicated that he would meet with the Advancement team to develop a calendar and get back with the committee members about which method, visiting each Dean versus having each Dean meet with the Board, would best achieve the committee's objectives.

University Advancement Update

Ms. Hankerson provided an update from University Advancement's fundraising.

- Amount raised: \$21,370,743.81
 - University Advancement Goal \$18M (119% of Goal)
 - President's Goal \$15M (142% of Goal)
- 1887 Strikes Day of Giving 2023
 - Fourth Annual Day of Giving
 - Thursday, April 20th at 9am thru 4:27pm on Friday, April 21st
 - 2023 Goals
 - Amount Raised - \$500K
 - # of Donors – 1,887
 - # of New Donors – 950
- Encouraged all Board member to Become an Ambassador for the Campaign
 - Ambassadors will help promote 1887Strikes.com by sharing official graphics, their favorite FAMU memories and encouraging their friends, families, and co-workers to represent FAMU by using the hashtag #1887strikes on April 20-21.

The Committee briefly discussed the 1887 Strikes Campaign. Dir. Neighbors and Dir. Armster both expressed their support for the campaign and intention to become ambassadors. Dir. Johnson asked how many alumni need to contribute to reach 10% alumni giving rate. Dr. Friday-Stroud stated that

out of approximately 80 Thousand alumni, we would need roughly 8 thousand to reach 10% alumni giving rate. Dir. Johnson stated that he would work to help reach the 10% threshold for alumni giving for both first time donors and reoccurring donors. He and Ms. Hankerson will meet to discuss the NAA's goal for 1887 Strikes and tracking their giving through their mobile cause webpage.

After Ms. Hankerson's presentation, Dir. Humphries relayed to the committee some information regarding advertising with black media outlets. He stated that following accusations made by media executive Byron Allen that major advertising agencies discriminate against Black-owned media companies, several ad agencies have made commitments to increase their spending with Black-owned media. He then provided the committee with some watch points to be mindful of regarding this issue and other matters:

- Advancement team coordinate with Directors Whittley and Humphries to leverage black media to enhance platforms at the University.
- Planning for long term Program Expense/Salary Support.
- Leveraging prominent stakeholder and Board Members during executive travel of the President, VP's, Deans & Staff - Hosting Informational Updates on FAMU and local Fundraising Activities.
- Adding DSO Support along with NAA to Dean Strategy - Maximizing director support of our portfolio of DSOs to enhance and strengthen where possible and if necessary to meet overall University financial support.

Dir. Humphries concluded by informing the committee that there is a new Direct Support Organization (DSO) that is seeking certification from the University BOT to begin raising funds (approx. \$750K) for the Marching '100' to travel to all away football games next year.

Chair Crossman thanked Dir. Humphries for his watch points and agreed that each item, with the exception of the program expense/salary support, was in alignment with the committee's overall strategy. He recommended that the long-term planning support was probably something that another committee (e.g., Finance) or Chair LaBoo would be in a better position to address.

New Business

There was no New Business that needed to come before the committee.

Other Items

There were no Other Items that needed to come before the committee.

Adjournment | Minutes Prepared By

There being no further business, the meeting was adjourned at 5:15 p.m. by Chair John Crossman; Mr. Nick Dulcio prepared the minutes.