

## Executive Committee Meeting Minutes

Monday, March 6, 2023 | 4 p.m. – 5 p.m. EDT | Teleconference

### **Committee Members Present**

Dir. Lisa R. LaBoo, *Chair*  
Dir. Freddie Raines  
Dir. Larry Robinson

Dir. Kenneth M. Neighbors, *Vice Chair*  
Dir. Belvin Perry, Jr.

### **Committee Members Not Present**

Dir. Erica D. Hill

### **Board Members Present**

Dir. John Crossman  
Dir. Laurence Humphries

Dir. Carmen Cummings Martin  
Dir. Curtis E. Johnson, Jr.

### **Guests Present**

Ms. Shelia Fields, *ITS Office, FAMU*  
Mr. Andrew Skerritt, *FAMU Ofc. of Communications*

Mr. Keith Miles, *FAMU Ofc. of Communications*

### **Advancement Team Present**

Mrs. Christina Compere Minor  
Mrs. Latosha Francis  
Ms. Kim Hankerson  
Mrs. Gena Palmberg  
Dr. Eric Swanigan  
Mrs. Sabrina Thompson

Mr. Nick Dulcio  
Dr. Shawnta Friday-Stroud  
Mrs. Quiana Lowe  
Mrs. Audrey Simmons Smith  
Mrs. Brandi Tatum-Fedrick

### **Call to Order & Roll Call**

The meeting was called to order at 4:02 p.m. by Chair Lisa LaBoo. Mr. Nick Dulcio offered the roll call and determined that a quorum was present.

### **Conflict of Interest Disclosure**

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

### **Approval of Minutes**

#### **November 7, 2022, Executive Committee Meeting**

Dir. Freddie Raines moved to approve the minutes. Dir. Kenneth Neighbors seconded the motion. The minutes were approved, unanimously.

### **FAMU Foundation Board Chair Comments**

- Chair LaBoo thanked everyone for joining the call and wished a Happy New Year to those with whom she had not yet spoken. She stated that this was her first opportunity to meet with the Executive Committee since being elected as Chair.

- Chair LaBoo informed the Committee she would be sharing some updates with the Board from the AGB Foundation Leadership Forum and the February 1<sup>st</sup>, 2023 Committee Chairs Meeting at the Virtual Board Meeting in April.

### **New Business**

#### *a. Agenda Items for Virtual Board Meeting Discussion*

Chair LaBoo provided the committee with an overview of the draft agenda for the Virtual Board Meeting, which will be held on Wednesday, April 26<sup>th</sup>, 2023 from 1pm-5pm.

The Committee reviewed the meeting agenda which will include opening comments from the board chair, NAA President, and Dr. Robinson, as well as a presentation on Board Engagement Practices from the VP of University Advancement at the University of Florida, Mr. Tom Mitchell. Chair LaBoo then opened the floor for comments/suggested edits to the meeting agenda. The suggested edits were as follows:

- Board of Trustees (BOT) Chair Kelvin Lawson be added to the agenda to provide remarks to the Board.
- Add Linda Barge Miles, Chair of the VP of University Advancement Search Committee, to the agenda to provide an update on the search.
  - Chair LaBoo stated that the Association of Governing Boards (AGB) will be conducting the search.

The Committee agreed to the requested changes and directed Mr. Dulcio to update the agenda.

#### *b. Fundraising-to-date (Dr. Shawnta Friday-Stroud)*

Dr. Friday-Stroud stated that the fundraising to date was \$21.3M (142% of Dr. Robinson's \$15M goal) in cash, pledges, and planned gifts for the 2022-2023 fiscal year as of February 22, 2022. The major source of funding is from corporations, foundations, and organizations. Dr. Friday-Stroud informed the Committee that the Advancement Team is focusing on increasing the alumni giving rate, which is currently at 7% to double-digits or 10%. She stated that the Advancement team was providing philanthropic education for current students and that Dir. Cummings Martin and Ms. Regina Gardener were responsible for encouraging recent graduates to contribute during each Commencement activities season, which has succeeded in 80% of graduates giving back to the University.

The Committee discussed some of the challenges with increasing alumni giving. Dr. Friday-Stroud communicated the importance of changing the alumni's perception that the University is no longer "state supported" but "state funded." The model whereby most of the funding was supplied by the state is outdated and the need for external funding resources is very critical. Also, Dr. Friday-Stroud relayed to the Committee that the team is also focusing on increased efforts involving planned estate and legacy giving as well as affinity campaigns (e.g., freshmen class and Greek organizations). Dr. Robinson stated that it is also important to communicate the good news surrounding the University. Informing alums and other stakeholders how the corporate sector has confidence in investing in the University.

The Committee discussed other avenues to increasing alumni engagement and giving; citing enhancing the surrounding activities of away football games as a method to increase alumni support. Dir. Raines specifically mentioned the October 24<sup>th</sup> football game against Texas Southern University, which will be held in Houston, TX, as an excellent opportunity to implement this strategy. Dr. Friday-Stroud informed Dir. Raines that the team would be reaching out to him to coordinate an engagement event for the Texas Southern game. The Committee also discussed the FAMU Industry Cluster, which serves as the President's advisory board and whose membership is based on a history of significant contributions of assets to the University. When the Industry Cluster was reengaged in 2017, it started with seven (7) members, as of 2023 the Cluster includes over fifty-five (55) members.

Chair LaBoo requested the current give/get figures for the Foundation Board. Dr. Friday-Stroud stated that she would provide that update at the Virtual Board Meeting in April.

Dr. Friday-Stroud also encouraged members to give to the 1887 Strikes Campaign, which will begin Thursday, April 20<sup>th</sup> at 9am and end at 4:27pm on Friday, April 21<sup>st</sup>. She stated that this campaign was an excellent opportunity for board members to contribute and meet their annual financial commitment.

Chair LaBoo offered to send a letter to the Board to encourage board members to participate in the campaign and Dr. Friday-Stroud stated that the Advancement team would forward her a draft letter for review.

### **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, Dir. Kenneth Neighbors moved for adjournment and Dir. Freddie Raines seconded the motion. The meeting was adjourned at 4:44 p.m. by Chair Lisa LaBoo; Mr. Nick Dulcio prepared the minutes.