

Development Committee Meeting Minutes

Thursday, February 10, 2022 | 4 p.m. – 5 p.m. EDT | Teleconference

Committee Members Present

Dir. Lisa LaBoo, *Chair*
Dir. John Crossman, *Vice Chair*
Dir. Elaine Armster
Dir. Marcelia Freeman
Dir. Shawnta Friday-Stroud
Dir. Maurice Gilbert

Dir. Laurence Humphries
Dir. Carmen Cummings Martin
Dir. Akunna Olumba

Committee Members Not Present

Dir. Angela Adderley
Dir. Hosetta Coleman
Dir. Gregory Clark

Dir. T.J. Rose
Dir. G. Scott Uzzell
Dir. Tirrell Whittley

Staff Present

Mrs. Quiana Lowe-Cunningham
Mr. Nick Dulcio
Mrs. Brandi Tatum-Fedrick

Ms. Shelia Fields, *IT Office, FAMU*
Ms. Kimberly Hankerson
Mr. Eric Swanigan

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. A quorum was not confirmed until later during the meeting.

Conflict of Interest Disclosure

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

Opening Remarks

Chair LaBoo provided opening remarks to the committee conveying housekeeping notes that members state their names for the record when making any motions and to mute their conference lines when they are not speaking to eliminate background noises. She also communicated that the November 19, 2021, Development Committee Meeting Minutes were not available for today's meeting, however, those minutes along with today's committee meeting minutes will be available for review and approval at the next meeting.

Give/Get | Data Review | Bylaw/Policy Review | Open Discussion

Chair LaBoo reminded the committee that review of the Foundation's Give/Get Policy was a task item assigned to the Development Committee from the Alexander Haas Consultant Report. Ms. Hankerson provided the committee with an overview of the current Board Member's Contribution Policy, Financial Obligations Statement in the Bylaws, the current Give/Get Data, and the Alexander Haas Recommendation.

Board Member’s Contribution Policy

The policy currently states, as last amended on April 25, 2014:

- Board Members will have a minimum annual give or get financial commitment of \$5,000 of which \$500.00 will be a personal gift by the Board Member, and \$2,500 will be unrestricted.
- Contributions will be recorded on a calendar year basis (January 1st thru December 31st) to streamline annual reporting with IRS guidelines.
- Establish December 31st deadline for receiving calendar year gifts with continued financials reporting on a fiscal year basis.

Financial Obligation Statement in Foundation Bylaws (Article II, Sect. 10: Removal of a Member)

“Notwithstanding the provisions of Article IV, Section 1(f) of these Bylaws, an elected director may be removed, with cause, by a majority vote of the Board of Directors by reason of the following: **(a)** refusal or failure to fulfill his or her annual financial responsibility to the Foundation, as promulgated from time to time in the Foundation’s Policy and Procedures, not later than March 31st in advance of the annual Spring meeting of the Foundation. **(b)** refusal or failure to remain financially responsible; if a director fails or refuses to become financially responsible within ten (10) days, after being so advised by the Board Chair, that director shall be denied paid travel and lodging accommodations to future board meetings and any other benefits of board membership to which that director might otherwise be entitled.”

Give/Get Data

Year	Give	#Members	Get	#Members	*#Met Give/Get
2019	\$254,149.37	19	\$139,917.00	10	16/23
2020	\$287,116.57	21	\$157,642.00	9	16/23
2021	\$198,556.98	20	\$811,104.11	13	18/23
2022	\$11,719.00	6	\$5,085.00	2	1/22

**Figures include elected Board Members; Ex-Officio members are excluded.*

Alexander Haas Recommendation – Volunteer Leadership

“Develop a single policy statement outlining the role and responsibilities of board members and the expectations for their commitment of time, talent, and treasure. Instead of ‘give or get,’ set a stretch goal for minimum annual giving and utilize strategies to ensure that the average is well above this. The policy would apply to all new board members and would not go into effect for all board members until 2025 so that all current board members will have completed their present terms. It is not fair to change the expectations during their terms.”

Open Discussion

The committee had an open discussion regarding the Give/Get information presented by Ms. Hankerson. Dir. Freeman provided feedback that she would like to see the dollar amount for the give/get policy raised and that enhanced engagement with advancement staff to support board members efforts to “get” dollars could serve as a springboard to increase fundraising support for the University. Dir. Humphries echoed those same sentiments and requested a list of priorities for the University that the Board could work towards directing its support.

The committee discussed what would be an appropriate figure to raise the give/get commitment to, citing examples from other boards that require a personal annual commitment of \$25K from each member. The committee’s consensus was focused on increasing the “get” portion of the policy while maintaining the give portion so that board members can still have a personal commitment. Chair LaBoo posed to the committee if a member who’s been a substantial fundraiser for years should have a different annual commitment requirement or should it remain the same as all members? The committee agreed that a member’s annual contributions should represent a goal that is reset on an annual basis regardless of a member’s previous fundraising efforts.

Chair LaBoo requested that Ms. Hankerson obtain Board Member Contribution policies’ wording from other HBCU boards and some PWI boards to compare with the current policy. Dir. Humphries agreed to reach out to his contact at Morehouse to obtain texture for how they structure their contribution policy. Chair LaBoo communicated to the committee that although the Board is exceeding its fundraising goals, an emphasis should also be placed on reaching 100% participation from the Board. Dir. Friday-Stroud relayed that the entire Board’s [ex-officio’s included] participation is usually above 90% (approximately 94% for 2021 and 93% for 2020).

The committee discussed the best approaches to reach a 100% participation level of board giving; e.g. focusing on a specific set of strategic goals for the board to support and scheduling a webinar for the board that focuses on methods to effectively communicate fundraising priorities and accessing the tools to facilitate their giving. Dir LaBoo stated that one of the other boards she serves on has board members contact each other to see what their contributions will be for the year, which is something the committee may consider.

Dir. Humphries requested for the committee work with staff to develop a plan/process to align the University’s strategic goals, with board member’s individual priorities and/or the board’s priorities as a whole. Dir. Friday-Stroud informed the committee that University’s fundraising priorities are 1.) student scholarships, 2.) student success initiatives, 3) athletics and 4.) arts and history while recognizing that there are donors who prefer to support their own initiatives.

The committee discussed the pros and cons associated with a bi-annual board assessment process either with an external consultant or with MBA students who would partner with board members to ensure the board is on a trajectory for continued success. After discussion, the committee agreed to a hybrid approach that would engage a consultant for an overall assessment every 3-5years. Dir. Friday-Stroud and Ms. Hankerson will develop a framework for

a board assessment external review policy and a student-board member partner approach that will be used for an internal assessment with a specific set of objectives.

Chair LaBoo communicated that President Robinson requested that the Board raise 10% of his 2022 annual goal of \$12.2M which is \$1.2M. The board's 2021-2022 goal was \$700,000 and to date the board has raised \$1,009,661.09 or 144% of the goal detailed as follows:

- Give \$198,556.98
- Get \$811,104.11
- Social Media \$4,370
- Endowments Established 8/10 (eight have been fully funded and two are partially funded)
- Give/Get Met 18/23 (fourteen have been fully funded by UA team in 2021)

The committee's recommendation for the board's 2022-2023 fundraising goal will be discussed during the next meeting.

University Advancement Update

Ms. Kim Hankerson reviewed the current fundraising totals for University Advancement.

2021-2022 Progress to Goal

- Amount Raised: \$18,243,643.25
- University Advancement Goal: \$15,000,000 (122% of Goal)
- President's Goal: \$12,200,000.00 (150% of Goal)
- 2021 Giving Tuesday (11/30/2021) - \$125,169.65

Honoring Our Heroes Humphries Update (Total Giving (451 Gifts) - \$262,422.05)

- Endowed Chair - \$1,768.87
- Graduate Feeder Program - \$3,105.00
- Life Gets Better - \$7,273.05
- Merit Scholars - \$95,313.88
- Commemorative Bronze Statute - \$154,961.25
- Freeman Match Update
 - 393 New Alumni Donors - \$89,966.56
 - 1,219 Total New Donors - \$384,033.69

Mrs. Brandi Tatum-Fedrick reviewed the following items:

- Opportunities to Engage
 - 1887 Strikes (1,887 Minutes of Giving) – April 21-22, 2022
- FAMU Connect – Official Networking Platform for the FAMU Community

- Mobile Cause – Online Giving Platform whose features include:

All crowdfunding or affinity funding groups will be moved to the Mobile Cause platform. Dir. Friday-Stroud informed the committee that any contributions received by mail or from corporate matches would be manually recorded by staff for the mobile cause platform, since only online contributions can be recorded in real-time.

Action Items

1. Ms. Hankerson will obtain Board Member Contribution Policy language from other HBCUs and PWIs for the committee to review. Dir. Humphries will speak with contact on the Morehouse College Board to obtain language for their contribution policy.
2. Staff will set-up a webinar focused on fundraising for Day of Giving and other University Campaigns.
3. Dir. Friday-Stroud and Ms. Hankerson will develop a framework for a board assessment external review policy (every 3-5 years) and a student-board member partner approach that will be used for an internal assessment with a specific set of objectives.
4. Development Committee will discuss the recommendation for the board's 2022-2023 fundraising goal.
5. Staff will forward FAMU Connect platform instructions to all board members.

Adjournment | Minutes Prepared By

There being no further business, the meeting was adjourned at 5:05 p.m. by Chair Lisa LaBoo; Mr. Nick Dulcio prepared the minutes.