

Donor and Social Engagement Committee (Ad-Hoc) Meeting Minutes

Spring 2022 FAMU Foundation Board Meeting | June 1-3, 2022

Friday, June 3, 2022 | 10:45 a.m. – 11:45 a.m. EDT

Florida A&M University | H. Manning Efferson Student Union Multi-Purpose Room

Committee Members Present

Dir. Monica Williams Harris, *Chair*

Dir. Chan Bryant Abney

Dir. Angela Adderley

Dir. Jemal Gibson

Dir. Lenetra King

Dir. Lisa LaBoo

Committee Members Not Present

Dir. W. Rebecca Brown

Guests Present

Dir. Elaine Armster

Dir. Laurence Humphries

Dir. Shawnta Friday-Stroud

Ms. Angie Wiggins

Dir. Erica Hill

Dir. Larry Robinson

Dir. Twuanna Munroe Ward

Atty. J. Michael Haygood, *Found. Gen. Counsel*

Advancement Team Members Present

Mr. Nick Dulcio

Ms. Kimberly Hankerson

Mrs. Audrey Simmons Smith

Dr. Eric Swanigan

Mrs. Brandi Tatum-Fedrick

Mrs. Quiana Cunningham-Lowe

Mrs. Jahlisa Taylor

Call to Order & Roll Call

The meeting was called to order at 10:15 a.m. by Chair Monica Williams Harris. Mrs. Jahlisa Taylor offered the roll call and determined that a quorum was present.

Conflict of Interest Disclosure

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

Approval of Minutes

April 13, 2022, Donor and Social Engagement Committee Meeting

Dir. Jemal Gibson made a motion for approval; seconded by Dir. Angela Adderley. The motion passed, unanimously.

Update on Action Items

Review of University Calendar of Events for Fall 2022

The Committee discussed the university calendar of events for Fall 2022. Chair Williams Harris reminded the committee that during the April 13th Committee meeting, they reviewed the opportunities categorization table and decided to examine the University calendar to determine which events would best enhance the Foundation Board's visibility within a six-month time-frame, prioritizing those events into tiers, with one (1) being the most important.

After discussion, the Committee decided that the best approach was for board members to inform staff at least 3 weeks in advance if they are interested in attending any of the events, so that staff can properly coordinate logistics (e.g. obtaining tickets, securing parking passes, confirming speaking/remarks for participating board members, etc.) with the University.

Foundation Board of Directors Social Media Page

Chair Williams Harris reminded the committee that the full Board approved for the Committee to move forward with exploration of having a separate social media presence as a FAMU Foundation Board at the Virtual Board Meeting on April 27th, 2022.

The Committee discussed the facets involved with development and maintenance of their own social media page, citing concerns over the cost of hiring a separate vendor to manage the different platforms and the amount of time to build a substantial following.

The Committee agreed to work with the Advancement team to develop a strategy that will achieve the committee's identified priorities; Visibility, Knowledge/Education, Fundraising, and Engagement, in concurrence with current platforms utilized by University Advancement. The Committee surmised that this strategy was most cost effective and would provide access to an already established social media following. The Committee identified the first week of September as the targeted deadline for the social media strategy launch, in time for the Orange Blossom Classic football game and Board Member Retreat.

New Business

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

Action Items

- 1) Board Members will communicate to the Advancement team their interest in attending any University events no less than three weeks prior to the event.
- 2) Advancement team members will develop a board member social media strategy to enhance committee goals in time for the Orange Blossom Classic football game and Board Member Retreat.

Adjournment Minutes Prepared By

There being no further business, Dir. Jemal Gibson moved to adjourn the meeting Dir. Angela Adderley seconded the motion. The meeting was adjourned, by unanimous approval, at 10:59 a.m. Mrs. Jahlisa Taylor prepared the minutes.