

FLORIDA **A&M** UNIVERSITY
Board of Trustees

Direct Support Organizations (DSO) Committee Meeting
September 2, 2020
Time: 9:20 a.m.

Committee Members: Thomas Dortch, Chair
Dave Lawrence, Vice Chair
Kristen Harper, Kelvin Lawson

AGENDA

- | | | |
|-----|---------------|-------------------|
| I. | Call to Order | Chair Dortch |
| II. | Roll Call | Ms. Angie Wiggins |

ACTION ITEM

- | | | |
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| III. | Approval of Minutes | Chair Dortch |
| | A. August 6, 2020, DSO Committee Meeting | |

INFORMATIONAL ITEMS

- | | | |
|-----|--|-------------------|
| IV. | Update on Divisional Activities | Dr. Friday-Stroud |
| | A. DSO Updates | |
| | 1. FAMU Foundation, Inc. | |
| | 2. FAMU National Alumni Association | |
| | 3. FAMU Rattler Boosters | |
| | B. FY 2020-21 University Advancement Updates | |
| | C. EAB Presentation | |
| V. | New Business | Chair Dortch |
| VI. | Adjournment | Chair Dortch |

Direct Support Organizations (DSO) Committee

September 2, 2020

Agenda Item III.

Subject: Consideration of the Approval of Minutes

Proposed Board Action: Approval of the Minutes

Rationale: In accordance with the Florida Statutes, a governmental body shall prepare and keep minutes or make a tape recording of each open meeting of the body.

Recommendation: Approve the DSO Committee Meeting Minutes for August 6, 2020.

Attachment: Yes

Direct Support Organizations Committee Minutes

Trustee Thomas Dortch, Chair

Thursday, August 6, 2020

The Direct Support Organizations (DSO) Committee met on Thursday, August 6, 2020. A quorum was established, with the following trustees in attendance: Thomas Dortch, Kristin Harper, Dave Lawrence, and Kelvin Lawson. Two action items and an informational item were presented to the DSO Committee.

Acceptance of DSO Budget: FY 2020-2021

- The FY 2020-2021 DSO Budget for the Florida A&M University (FAMU) National Alumni Association was presented. Trustee Dortch motioned approval to recommend the Budget to the FAMU Board of Trustees (BOT); seconded by Trustee Lawrence. The motion passed, unanimously.

Consideration of Approval of Revised Bylaws

- The revised Bylaws for the FAMU Foundation were submitted for consideration of approval in accordance with the FAMU BOT Policy No. 2018-01. The FAMU Foundation Board revised its Bylaws to change the name of one of its committees from the Advisory Committee to the Advisory Board and to provide specificity to the function of the Advisory Board. The revised Bylaws were approved at the Spring 2020 FAMU Foundation Board Meeting.

Trustee Lawson motioned approval to recommend the revised Bylaws to the FAMU BOT; seconded by Trustee Harper. The motion passed, unanimously.

The Committee Received Updates on Divisional Activities

a. FY 2019-2020 University Advancement Updates as of June 30, 2020

- Fundraising Total: \$7.3M (60% of \$12.2M)
- Investment Portfolio Value: approximately \$123M
- Endowment Value: approximately \$95M
- Alumni Giving Rate: 7.7%

b. EAB Presentation

- EAB is University Advancement's outreach partner. EAB is helping to increase fundraising through the support of targeted campaigns, assessing where the University has been historically, and making strategic recommendations as the University moves forward.
 - An overview was provided on the FAMU Giving Funnel through June 30, success measures, and FAMU's upward trend.
 - Great conversation was initiated regarding the driving factors for increased giving during the current economic uncertainty and beyond.

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- It was suggested to consider incorporating new giving technology similar to what Athletics mentioned during their presentation.
- It was recommended to reinstitute the Annual Report for donor recognition.

With there being no further business, the meeting adjourned.

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INFORMATION ITEM

Direct Support Organizations (DSO) Committee
Wednesday, September 2, 2020
Agenda Item: IV.

Subject: Update on Divisional Activities

Background Information and Summary:

Dr. Friday-Stroud will provide an update on Divisional activities.

A. DSO Updates

1. FAMU Foundation, Inc.

- The Investment Portfolio balance at 6/30/20 is \$123,537,196.
- The Endowment balance at 6/30/20 is \$95,634,705.

2. FAMU National Alumni Association (NAA)

- The FAMU NAA President, Col. Gregory Clark, and the FAMU NAA Executive Board have voted, unanimously, to cancel the Annual Alumni Convention planned for November of 2020 in Orlando, due to the pandemic.
- The increasing demand for student support has been the impetus for the NAA to launch a Founder's Day Fundraising Campaign celebrating the 133rd Birthday of FAMU.
 - Dollars raised from this event will support scholarships, FAMU Athletics, and other critical University programs.
 - This virtual celebration kicks off on Saturday, October 3. Although the focus will be fundraising, other virtual events include workshops on successfully recruiting students amid the pandemic and lobbying for legislative dollars during these times of great uncertainty.
- An Alumni Virtual Town Hall Meeting regarding the Rattler Reopen featuring President Larry Robinson and other members of the campus leadership team was held on Wednesday, August 19. Dr. Shawnta Friday-Stroud shared her platform on the need for support of FAMU Cares and FAMU Rising.

3. FAMU Rattler Boosters

- Embarked on a Fundraising Goal of \$159K to replace the roof on the Gallimore-Powell field house.
- The Rattler Boosters website launch is scheduled to debut in mid-September.
- Rolled out two new Rattler Boosters Membership levels this year.
- The scheduled Virtual All Sports Kick-Off Fundraising event has been rescheduled due to COVID-19.

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B. FY 2020-21 University Advancement Updates

- Hosting a Virtual Symposium with Chairman of the Microsoft Board, John Thompson, on September 23 at 4 p.m.
- FY 2020-2021 Fundraising as of Friday, August 14
 - Amount raised: \$517,690.73 (6.7% of \$7.7M goal)
 - Alumni giving rate: 1.3% of 9% goal

C. EAB Presentation

- EAB is University Advancement's outreach partner. EAB is helping to increase fundraising through the support of targeted campaigns, assessing where the University has been historically, and making strategic recommendations as the University moves forward.
- Tom Zydell, Senior Strategic Leader with EAB, will present the FAMU update.