



**BOARD OF TRUSTEES MEETING**  
**June 2021**



# ACTION ITEM

- Approval of March 4<sup>th</sup> Minutes
- Head Coaches Agreements (FB and M/W Basketball)

# DISCUSSION ITEMS

- **FY2020-21 Projection**
- **FY2021-22 Submittal**
- **Name, Image & Likeness**
- **Academic/Graduation Overview**
- **Bragg Stadium/Facility Branding**
- **External Dashboard**
- **Great Things Moment**

# FY2020-21 BUDGET OVERVIEW

Description	Budget	Actuals as of 05/24/2021
Fees	3,700,000	4,133,956
Fee Waivers	(200,000)	(223,832)
Ticket Sales Non-Athletic	-	-
Football Gate Receipts	-	-
Football/Basketball Season Tickets	-	-
Game Guarantees	650,000	353,055
Athletic Concession Sales	10,000	-
Athletic Program Sales	-	-
Athletic Advertising Sales	50,000	-
Royalty	50,000	106,369
NCAA Revenues	-	-
M/W Basketball Receipts	10,000	-
Investing in Champions	400,000	-
Other Auxiliary Revenue/Vending	-	3,908
Florida Classic Consortium	-	-
MEAC Revenue	-	189,278
Orange Blossom Classic	-	-
Athletic Parking	-	-
Scholarship (Aux Int)	1,200,000	1,200,000
DSOs	633,485	432,485
Other Revenue	-	1,000
<b>Revenue Totals</b>	<b>6,503,485</b>	<b>6,196,219</b>

Operating Expenses	Expenses with Encumbrances
Salary	3,044,919
OPS	200,246
SAOF	189,858
Expense	1,966,438
Debt Repayment - Athletics	113,508
Debt Repayment - Foundation	298,485
NCAA Penalty	25,000
Scholarship	136,406
Mandatories	88,175
Leave Payout	100,000
<b>Sub-Total Operating Expenses</b>	<b>6,163,035</b>
<b>Projected Net Profit/(Loss) as of 05/25/21</b>	<b>33,183</b>



# FY2021-22 BUDGET REQUEST

<u>Revenue Description</u>	<u>FY22 Request</u>
Athletic Fee	4,200,000
Waivers	(200,000)
Football Gate Receipts	500,000
Game Guarantees	1,150,000
Concessions	10,000
Athletic Program Sales	3,000
Football Season Tickets	400,000
Advertising	250,000
Royalties	300,000
NCAA Revenues	350,000
Basketball Receipts	10,000
Investing in Champions	750,000
Other Aux Revenue	-
Florida Consortium	800,000
MEAC/SWAC Revenue	300,000
Parking Revenue	15,000
Sales of Good and Services	-
Transfers In	-
Other Donations	658,485
<b>Totals</b>	<b>9,496,485</b>

The logo for Florida Agricultural and Mechanical University (FAMU) features the letters 'FAMU' in a bold, orange, sans-serif font. The letters are contained within a white rectangular box that has a slight drop shadow, giving it a three-dimensional appearance against the orange background.

**FLORIDA  
AGRICULTURAL AND  
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UNIVERSITY**

# NAME, IMAGE AND LIKENESS

*presented by Kentrell Kearney*

## **State of Florida Regulation:**

Effective July 1, 2021

Student-athletes will be allowed to earn compensation for use of their name, image, and likeness while promoting athletically and non-athletically business activities

May include reference to student-athlete's involvement in intercollegiate athletics

May include reference to student-athlete's university and use university marks that are expressly permitted by the university

## **Significant NIL Areas of Opportunity for FAMU Student-Athletes**

Social Media (i.e., Instagram, Tik-Tok) Influencer and Brand Ambassador

Self-Employment and Business Ownership

Sport Lessons/Camps and Clinics

Personal Appearances

## **Student-Athlete NIL Rights**

Institution cannot adopt regulations that restrict student-athletes from earning compensation from use of NIL

Athletic aid cannot be revoked or reduced as a result of compensation from NIL opportunities

Student-athletes may obtain representation by an athlete agent or attorney for purpose of securing compensation

## **Institutional Responsibilities**

Student-athletes will be required to disclose compensation from NIL opportunities and business relationships

University must identify and inform student-athletes of opportunities that conflict with the university's interest

University must conduct a minimum of five (5) hours of financial literacy and life skills workshops for student-athletes at the beginning of their first and third academic years.

Current Financial Literacy Workshops – Budgeting, Saving, Managing Finances

Additional Areas For Financial Literacy – Credit and Debit, Credit Scores, Identity Theft, Taxes – Business Owners and Independent Contractors

Current Life Skills Workshops – Time Management, Study Skills, Balancing Academics and Athletics, University Resources

Additional Areas For Life Skills Programs – Branding, Marketing, Social Media



# ACADEMIC/GRADUATION OVERVIEW

*presented by Michelle Harper*

**2020-2021**

Departmental Cumulative GPA: **3.12**

## **Academic Highlights:**

- 4<sup>th</sup> consecutive semester with 3.0 or higher both cumulative and term
- 51 graduates for the 2020-2021 academic year
- 9 Scholar Athletes earned a perfect 4.0 cumulative GPA
- 32 Scholar Athletes earned a 4.0 GPA for Spring 2021 semester
- 56% Scholar Athletes earn a term GPA 3.0 or higher
- 49% (146 total) Scholar Athletes earn a cumulative 3.0 or higher GPA
- 10 Sports Teams have a cumulative GPA of 3.0 or higher
- Highest Women's Sport Term GPA: Women's Bowling (3.58)
- Highest Men's Sport Term GPA: Men's Golf (3.15)

Cumulative GPA for Women's Sports: 3.29

***100% of women's teams have a cumulative GPA 3.0 or higher!***



# BRAGG STADIUM/FACILITY BRANDING

*presented by Michael Johnson Jr.*

## PHASE ONE – In Progress

- **100% capacity Fall 2021**
  - **Mobile Ticketing**
  - **Mobile Parking Passes**



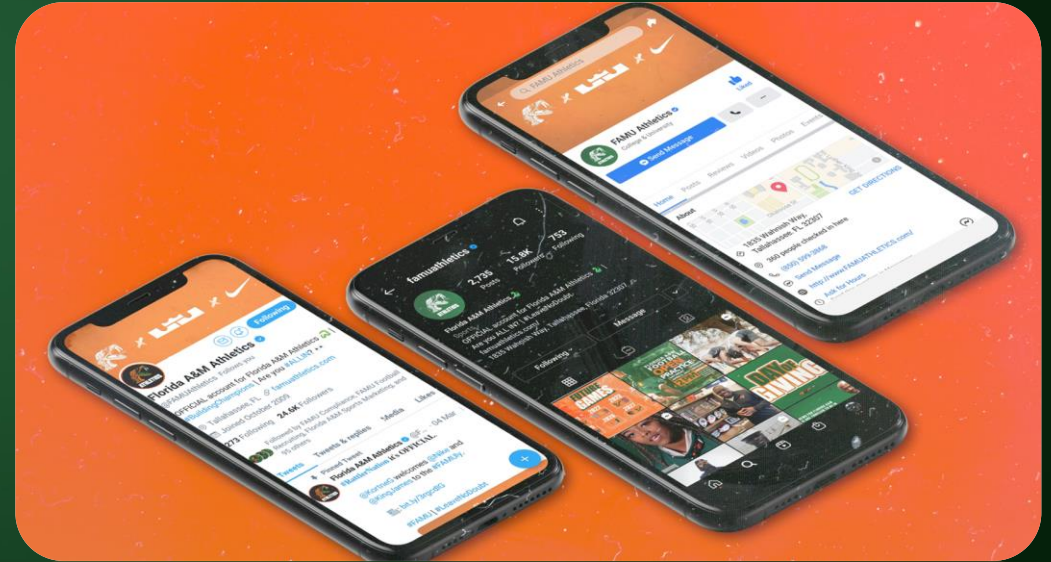
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# BRAGG STADIUM/FACILITY BRANDING

*presented by Michael Johnson Jr.*



# BRAGG STADIUM/FACILITY BRANDING

presented by Michael Johnson Jr.



@FAMUAthletics

-NO. 2-3 POSTS AMONG MAIN ATHLETICS ACCOUNTS ON 3/4/21

-ANNOUNCEMENT POST PERFORMED 39X BETTER THAN AVERAGE POST

-SHOES VIDEO PERFORMED 48X HIGHER THAN AVERAGE POST

-8TH MOST OVER PERFORMING POST IN COLLEGE ATHLETICS IN 2021



@famuaathletics

-NO. 2 FROM 3/4/21

-NO. 2 FROM 3/4-3/8 IN TOTAL INTERACTIONS



FAMU Athletics

-NO. 4 IN INTERACTIONS ON 3/4

-NO. 13 IN INTERACTIONS FROM 3/4-3/8

**2.1 MILLION**  
INTERACTIONS IN THE MONTH OF MARCH



BRANDING



✓CLC

✓Nike Agreement

(5-Year)



FAMU

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# EXTERNAL DASHBOARD

presented by Kevin Wilson

GIFTS



366

REVENUE



\$262,668.95

INVESTING IN CHAMPIONS

\$568,578.43

+ 4.38%



\$170,060.60

+18.14%

Total revenue  
collected since January 31<sup>st</sup>.

\$675,769.83

+5.2%

Total season ticket revenue

## UPCOMING DONOR ENGAGEMENT

Coming to a city near you....

Jacksonville

Orlando/ Tampa

Ft. Lauderdale/Miami

Atlanta

Chicago

DC

Dallas

Houston

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# GREAT THINGS MOMENT

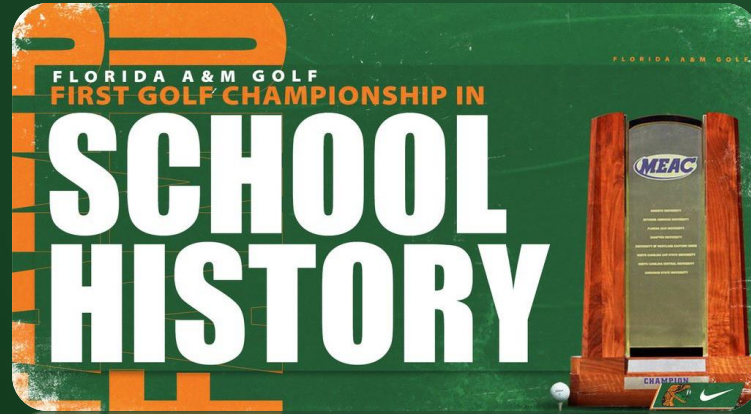
*presented by Keith McCluney*

- **The Rattler Athletic Fund has impacted the trajectory of FAMU Athletics**
- **Raised over \$800,000 toward facility enhancements and other operational expenses since February**
- **Staff giving has increased**
- **Facility upgrades/locker room enhancements**
- **Revenue generating opportunities**
- **Community Engagement (Tallahassee Sport Commission)**



# GREAT THINGS MOMENT

*presented by Kortne Gosha*



RINGS AND DEGREES!!!!



# FLORIDA A&M UNIVERSITY

Founded in 1887 as the State Normal College for Colored Students, Florida Agricultural and Mechanical University (FAMU) is the only historically state supported educational facility for African Americans in Florida. It has always been co-educational. In 1890, the second Morrill Act was passed. This enabled the school to become the Black Land Grant College for the State of Florida. In 1891, the college was moved from its original location west of town to its present location which was once the site of "Highwood," Territorial Governor W.P. Duval's slave plantation. The site is one of the highest hills in Tallahassee. The school was known as Florida A&M College from 1909 until 1953, when it attained university status.

On May 6, 1996, the historic Florida A&M University campus was listed in the National Register of Historic Places for its school's historic significance and buildings. The design of the campus was