

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

**Direct Support Organizations (DSO) Committee Meeting**

Thursday, December 2, 2021

9:45 a.m. – 10:15 a.m.

FAMU Grand Ballroom

**Committee Members:** Thomas Dortch, Jr., Chair  
Dave Lawrence, Vice Chair  
Kristin Harper, Kelvin Lawson, Kenward Stone

**AGENDA**

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

**ACTION ITEMS**

- |      |   |                   |
|------|---|-------------------|
| III. | Approval of Minutes   | Chair Dortch      |
|      | A. September 15, 2021, DSO Committee Meeting                    |                   |
| IV.  | Consideration of Approval of DSO Board Members                  | Dr. Friday-Stroud |
|      | A. FAMU Foundation, Inc.  |                   |
|      | 1. Re-Elected to the Board (Term Expiration: December 31, 2021) |                   |
|      | 2. Elected Board Secretary                                      |                   |
|      | 3. Faculty Senate Representative                                |                   |

**INFORMATIONAL ITEMS**

- |      |  |                   |
|------|--|-------------------|
| V.   | Update on Divisional Activities              | Dr. Friday-Stroud |
|      | A. FY 2021-22 University Advancement Updates |                   |
|      | B. DSO Updates                               |                   |
|      | 1. FAMU Foundation, Inc.                     |                   |
|      | 2. FAMU National Alumni Association          |                   |
|      | 3. FAMU Rattler Boosters                     |                   |
| VI.  | New Business                                 | Chair Dortch      |
| VII. | Adjournment                                  | Chair Dortch      |

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

**Direct Support Organizations (DSO) Committee**  
Wednesday, December 1, 2021  
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 September 15, 2021.

**Attachment:** Yes

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

**Direct Support Organizations (DSO) Committee Minutes**  
**Trustee Thomas Dortch, Chair**  
**Wednesday, September 15, 2021**

Chair Thomas Dortch, Jr., called the meeting to order. Trustees Kristin Harper, Dave Lawrence, Kelvin Lawson, and Kenward Stone were present. A quorum was established. Four action items and several informational items were presented to the DSO Committee.

***The Committee recommended approval of the following items.***

**Approval of June 2, 2021, DSO Committee Meeting Minutes**

Trustee Lawson motioned for approval; seconded by Trustee Harper. The motion passed, unanimously.

**Consideration of Approval of Donation-Based Naming**

• **The HCA Florida Healthcare Simulation Laboratory**

This donation-based naming request was submitted for approval in accordance with FAMU Board of Trustees Policy No. 2008-05, Naming Opportunities. The HCA Florida Healthcare Simulation Laboratory will be named upon receipt of the gift. The simulation laboratory is located within the School of Allied Health Sciences. A motion was made to recommend this donation-based naming to the FAMU Board of Trustees (BOT) for approval. Trustee Lawson motioned for approval; seconded by Trustee Harper. The motion passed, unanimously.

**Consideration of Approval of DSO Board Members**

• **FAMU Foundation, Inc.**

○ **Student Government Association Representative**

A motion was made to recommend to the FAMU BOT the approval of Mr. Maurice Gilbert to serve a second, one-year term, as the Student Government Association representative on the FAMU Foundation Board of Directors. Trustee Harper motioned for approval; seconded by Trustee Lawson. The motion passed, unanimously.

○ **Board Treasurer**

At the FAMU Foundation Board Meeting on September 5, Mrs. W. Rebecca Brown was elected to serve as the Board Treasurer for the remainder of the two-year term (January 1, 2021-December 31, 2022) of the previous treasurer. At this DSO Committee Meeting, a motion was made to recommend to the FAMU BOT the approval of Mrs. Brown to serve as the FAMU Foundation Board Treasurer for the remaining two-year term. Trustee Lawson motioned for approval; seconded by Trustee Harper. The motion passed, unanimously.

***The Committee received updates on Divisional Activities.***

**A. FY 2020-21 University Advancement**

- FY 2020-2021 Fundraising Progress as of June 30, 2021 (most ever raised):
  - Raised over \$13.M | \$11M was cash

FLORIDA **A&M** UNIVERSITY  
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ACTION ITEM

**B. FY 2021-22 University Advancement**

- Several Board members provided comments and suggestions that are listed below.
  - Increase alumni giving
    - Determine how to capture corporate match giving on behalf of alumni (this would be soft credit).
    - Spread the message to the alumni that their personal gifts are what contribute to the ratings for an increase in alumni giving, nationally. Note: staff is working to increase the number of donations from non-donating alumni base.
  - Now is the time to enhance the staffing infrastructure - consistency and being intentional are key; consider incorporating in more automated platforms.
    - Staff was encouraged to step-up the level of support as it relates to segments due to the different needs of potential and prospective donors. Examples of segments were given:
      - Philanthropists and foundations
      - Corporations
      - Alumni (repeat givers | new donors | alumni that are apart of established organizations or affinity groups | influencers)
      - Students
      - Trustees
  - Ensure that the Annual Report tells the story of where FAMU is going and what FAMU is seeking to accomplish. The marketplace needs clear knowledge of FAMU's strong disciplines.
  - As we tell the FAMU story, be intentionally focused with a slightly different story. Change the narrative to show the University's progression. Include the narrative that being a public institution does not mean that there are not funding needs.
  - A suggestion was made to utilize the FAMU BOT more for fundraising, etc.
  - A culture of giving model is needed for everyone at the University; leverage the audiences and voices for personal touches that make others want to give.
- Action Items
  - Staff was requested to send the Board the percentage of alumni giving rate at the other 11 SUS universities.
  - Staff was requested that at the next DSO Committee Meeting, to compare the analysis on what other departments are doing at similar institutions/review the public and private sectors for an analysis to share with the Board.
  - At the next DSO Committee Meeting, staff was advised to return with a request for more infrastructure.

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ACTION ITEM

**C. DSO Updates**

**1. FAMU Foundation**

- The FAMU Foundation Board held its retreat in conjunction with the Orange Blossom Classic.
- The FAMU Foundation is at approximately \$157M in total assets managed.
- The Endowment is at \$118M.

**2. FAMU National Alumni Association (NAA)**

- They are over 3500 strong and to-date have given more than \$700,000 towards the Save Our Students fund and are helping students to graduate.
- They held an event at the Orange Blossom Classic wherein they raised additional dollars for students.

**3. FAMU Rattler Boosters**

- The FAMU Rattler Boosters continue to support FAMU Athletics.

With there being no further business, the meeting adjourned.

FLORIDA **A&M** UNIVERSITY  
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ACTION ITEM

**Direct Support Organizations (DSO) Committee**

Wednesday, December 1, 2021

Agenda Item IV.A.1.

**Subject:** **Consideration of the Approval of DSO Board Members**  
A. FAMU Foundation Board of Directors  
1. Re-Elected to the Board (Term Expiration: December 31, 2021)

**Proposed Board Action:** Dr. Shawnta Friday-Stroud, Vice President of University Advancement and Executive Director of the FAMU Foundation, will present the consideration of approval of re-elected DSO Board Members for the FAMU Foundation.

This action item is submitted for approval in accordance with FAMU Board of Trustees Policy Number 2018-01, "Provide that the Board shall approve all appointments, including elected board members, to any DSO board."

At the November 20, 2021, FAMU Foundation General Board Meeting, six Directors were re-elected to the FAMU Foundation Board due to term expirations on December 31, 2021.

Re-Elected to the Board

Ms. Elaine Armster  
Mr. Jemal Gibson  
Mr. Clifton Goins, IV  
Mr. Laurence Humphries  
Mrs. Lenetra King  
Mr. Tirrell Whittley

Continuation until her position is filled on the Board

Ms. Chan Bryant Abney

**Mr. Chair, the DSO Committee is asked to consider the re-election of the six Directors listed above to serve another four-year term, and the continuation of Ms. Chan Bryant Abney, on the FAMU Foundation Board.**

**Attachment:** No

FLORIDA **A&M** UNIVERSITY  
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ACTION ITEM

**Direct Support Organizations (DSO) Committee**

Wednesday, December 1, 2021

Agenda Item: IV.A.2.

**Subject: Consideration of Approval of DSO Board Member**

- A. FAMU Foundation Board of Directors
  - 2. Elected Board Secretary  
Ms. Erica Hill

**Proposed Board Action:** Dr. Shawnta Friday-Stroud, Vice President of University Advancement and Executive Director of the FAMU Foundation, will present the consideration of approval of the election of a Board Secretary for the FAMU Foundation. The FAMU Foundation Board needed to replace the previously elected Secretary.

This action item is submitted for approval in accordance with FAMU Board of Trustees Policy Number 2018-01, III., D., 4. - Provide that the Board shall approve all appointments, including elected board members, to any DSO board.

**Director Erica Hill was elected to serve as the Board Secretary for the remainder of the two-year term (January 2021- December 2022).**

**Mr. Chair, the DSO Committee is asked to consider the election of Ms. Erica Hill to serve as Secretary of the FAMU Foundation Board of Directors.**

**Attachment:** No

FLORIDA **A&M** UNIVERSITY  
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ACTION ITEM

**Direct Support Organizations (DSO) Committee**

Wednesday, December 1, 2021

Agenda Item: IV.A.3.

**Subject:**

**Consideration of Approval of New DSO Board Member**

- A. FAMU Foundation Board of Directors
  - 3. Faculty Senate Representative

Muhammad Haseeb, Ph.D.  
Associate Professor of Entomology  
Entomology Program & Center for Biological Control  
College of Agriculture and Food Sciences  
Florida A&M University

**Proposed Board Action:** Dr. Shawnta Friday-Stroud, Vice President of University Advancement and Executive Director of the FAMU Foundation, will present the consideration of approval of new DSO Board Member for the FAMU Foundation.

This action item is submitted for approval in accordance with FAMU Board of Trustees Policy Number 2018-01, "Provide that the Board shall approve all appointments, including elected board members, to any DSO board."

The new Faculty Senate Representative, Dr. Muhammad Haseeb, was appointed by the President of the Faculty Senate.

**Mr. Chair, the DSO Committee is asked to consider the appointment of Muhammad Haseeb, Ph.D., to serve as the Faculty Senate Representative on the FAMU Foundation Board of Directors.**

**Attachment:**

- Yes
- 1. Bio



## Biographical Sketch

### Muhammad Haseeb, Ph.D.

Center for Biological Control

College of Agriculture and Food Sciences

Florida A&M University, 1740 Martin Luther King, Jr., Blvd.

308 Perry-Paige Building (South), Tallahassee, FL32307-4100

Telephone: (850)-412-7060; Fax: (850)-412-7263

Email: muhammad.haseeb@fam.u.edu

### Education

Degree	Institution	Year	Major
Ph.D.	Chiba University, Japan	2001	Entomology
M.S.	Gomal University, Pakistan	1991	Entomology
B.S.	Gomal University, Pakistan	1989	Entomology

**Postdoctoral Fellow:** AgriLife Research and Extension Center, Texas A&M University, 2001.

**Personal Statement:** Muhammad Haseeb is Associate Professor in the Center for Biological Control, College of Agriculture and Food Sciences, Florida A&M University. The focus of his research is to develop pest management strategies for effective management of invasive and established pest insects in specialty crops. In his current assignment, Haseeb is charged with investigating and developing and implementing pest management strategies for pepper weevil, red palm weevil, plum curculio, American palm weevil, Spotted Wing Drosophila, Southern Green Stink bug, Whiteflies, Asian Longhorned Beetle, and Emerald Ash Borer as components of IPM. He is responsible for planning, conducting, interpreting, and reporting research findings. He often takes a leadership role on projects with entomologists, soil scientists, horticulturists, and agronomists in domestic and international settings (China, Indonesia, Caribbean countries, South Africa, Zambia, and Switzerland) to manage potential invasive and exotic established insect pests. The overall objectives of his extension and outreach is to impart training to stakeholders and clientele with respect to crop productivity and profitability. The major objective of his teaching assignment is to develop and offer graduate and undergraduate courses in the entomology discipline.

**Professional Experience:** > 25 Years.

Associate Professor: Center for Biological Control, CAFS, Florida A&M University, Tallahassee, Florida (August 2021 to Present).

1. Assistant Professor: Center for Biological Control, CAFS, Florida A&M University, Tallahassee, Florida (August 2016 to July 2021).
2. Research Associate: Center for Biological Control, CAFS, Florida A&M University, Tallahassee, Florida (28 November 2001 to July 2016).

### Numerous Honor & Awards

FLORIDA **A&M** UNIVERSITY  
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INFORMATIONAL ITEM

**Direct Support Organizations (DSO) Committee**

Wednesday, December 1, 2021

Agenda Item: V.

**Subject:** Update on Divisional Activities

**Background Information and Summary:**

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

**A. FY 2021-22 University Advancement Updates**

- **FY 2021-2022 Fundraising as of October 31, 2021**
  - **Progress as of October 31, 2021:**  
**Raised \$11,125,690.75 (93% of \$12 Million)**
  - New Cash Goal - \$8.250M  
**Current - \$10,974,381.03 (133%)**
  - Planned Gifts Goal -\$1.95M  
**Current - \$0 (0%)**
  - Pledges Goal - \$4.8M  
**Current - \$151,309.72(3%)**
  - Pledge Collections  
**Current - \$127,857.42**
- **SUS Alumni Giving Rates**
- **Comparative Analysis of other Advancement Departments**
- **University Advancement Staffing Proposal**

**B. DSO Updates**

**1. FAMU Foundation, Inc.**

- A FAMU Foundation Board of Directors Meeting was held on November 17-20, in Orlando, FL, in conjunction with the Florida Classic.
- The Investment Portfolio balance as of September 30, is \$156,390,481.23.
- The Endowment balance as of September 30, is \$115,184,438.06.

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**2. FAMU National Alumni Association (NAA)**

- Students and Alumni enthusiastically embraced the Epic return of FAMU Homecoming 2021 which featured the exciting unveiling of a student performing Arts amphitheater named in honor of alumnus Will Packer. The SET Plaza was also filled with excitement as Celebrity sports entertainer Stephen A. hosted the ever popular “First Take” show followed by “Straight from the Hart” featuring comedian Kevin Hart and the Plastic Cup Boys recorded live on Sirius XM.
- Our epic celebration saw the return of many traditions like coronation, convocation, the parade, donor appreciation, tailgates, more than 31,000 fans in attendance at the HOMECOMING game. Fans witnessed our VICTORY against Grambling State and featured nearly 50 on-field presentations honoring our donors and corporate partners.
- President Larry Robinson, Ph.D. and the FAMU student recruitment and alumni leadership team carried the message of great things happening from our campus to the heart of Baton, Rouge, Louisiana and Memphis, Tennessee, in early November. Local legislators, and judges, joined alumni prospective Rattlers, parents and community leaders who were very receptive to news of the University’s climb in rankings to 104 as the highest ranked HBCU and 13th in social mobility in the country.
- FAMU Alumni also saw the comeback of the Florida Classic Mid-November in Orlando with a return of several in person student recruitment events, the Classic Kickoff luncheon, legacy awards, and the FAMU NAA Distinguished Awards Gala honoring 9 alums including Congressman David Scott.
  - The FAMU NAA held its Leadership Summit during the Florida Classic Weekend.

**3. FAMU Rattler Boosters**

- The FAMU Rattler Boosters have submitted recommended changes to the University Athletics Boosters Policy No. 2005-18.
- Grayson Accounting completed and submitted the 2020-2021 Fiscal Audit.
- The FAMU Rattler Boosters have successfully completed their fundraising campaign and surpassed their goal of \$100,000 for student-athletes!