

DEVELOPMENT COMMITTEE MEETING MINUTES

Florida A&M University Foundation Board of Directors

Thursday, January 9, 2020 | 4PM – 5PM

Teleconference



Committee Members Present

Dir. Lisa LaBoo, *Chair*

Dir. John Crossman, *Vice Chair*

Dir. Elaine Armster

Dir. Alfreda Blackshear

Dir. Gregory Clark

Dir. Hosetta Coleman

Dir. Shawnta Friday-Stroud

Dir. Taylar Hall

Dir. Akunna Olumba

Dir. T.J. Rose

Dir. G. Scott Uzzell

Dir. Tirrell D. Whittley

Committee Members Not Present

Dir. Marcelia Freeman

Dir. Clifton Goins, IV

Dir. Laurence Humphries

Dir. Thomas Jones, Jr.

Dir. Carmen Cummings Martin

Guests Present

Dir. Lenetra King

Dir. Kenneth Neighbors

Dir. Larry Robinson

Staff Present

Ms. Kimberly Hankerson

Ms. Juanita Johnson

Mrs. Gena Palmberg

Mrs. Audrey Simmons-Smith

Mrs. Brandi Tatum-Fedrick

Ms. Angie Wiggins

Call to Order & Roll Call

The meeting was called to order at 4:07PM by Chair Lisa LaBoo. Mrs. Audrey Simmons-Smith offered the roll call and determined a quorum was present.

Conflict of Interest Disclosure

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

Approval of Minutes

December 12, 2019, Development Committee Meeting

Director Gregory Clark motioned for approval of the minutes with modifications. Director Taylar Hall seconded the motion. The minutes were approved, unanimously.

Retreat Follow-up/Goal Setting

a. Development Officer Update

Cost of hiring a Development Officer

Dr. Shawnta Friday-Stroud discussed the PowerPoint presentation she forwarded to the Development Committee. She stated that there is \$46,000 available and would need an additional \$33,000 to cover the salary plus the fringe benefits for the Development position that is at a rate of \$70,000. Annually, there would be a need for an additional \$33,000.

Chair LaBoo inquired how to proceed with securing the additional \$33,000 to fill the position. Dr. Friday-Stroud stated, to fill this position, those dollars would need to be donated. When an individual is hired, it is not a temporary position, but a time specific position and the dollars would have to be there. It would be a recurring \$33,000 per year. In addition, it would be an estimate of two years before the Development Officer would be able to begin generating the donations to cultivate and develop those relationships.

Dr. Friday-Stroud provided clarification of Director Tirrell Whitley's offer to provide \$15,000 of his staff person's time to provide support on the marketing and communications side. It was not meant to hire an additional staff person in the Foundation nor a transfer of money to pay someone. Chair LaBoo inquired how to move forward with communicating to the Board the need to support the position. Dr. Friday-Stroud responded that it would need to be presented to the Board for approval.

Breakdown and Understanding of the Vacated Position

Dr. Friday-Stroud reported that the Development positions that were vacated were the positions held by Ms. Michelle English and Mr. George Robinson. Those two positions have been filled with Mrs. Audrey Simmons-Smith and Ms. Kimberly Hankerson.

The position that is currently available is not a Development Officer position. A request of two Development Officer positions was made to the University; however, they were not granted. Since the positions were not granted, the workload was re-distributed amongst staff.

Chair LaBoo asked what would be the option or what would happen with the \$46,000? Dr. Friday-Stroud advised that the option would be to request that additional dollars be added to next year's operating budget for salaries to hire a Development Officer by July 1st. Nothing can be done until the budget has been approved.

Director Akunna Olumba inquired if the \$46,000 could be utilized for a consultant, and other compensation of getting 10% of the money they are able to raise. Dir. Friday-Stroud responded that it would be a violation of human resources, procurement policies, and code of ethic issues with the development profession.

b. Strategic Fundraising Plan

Dr. Friday-Stroud reported that the University is at \$4.5M towards \$12.2M goal. Kim Hankerson provided the updates listed below.

- Giving Tuesday raised \$63,000. This amount is the most that has been raised for Giving Tuesday. In 2018, \$33,000 was raised and in 2017, \$17,000 was raised.
- The most significant number is \$1.4M in cash that was raised during the month of December. Based on history, this is the most that has been raised in one month. Ms. Hankerson believes that this is the result of Advancement's contract with EAB.

c. Whale Hunt Strategic Plan

Director John Crossman stated that the first round of the Whale Hunt list has been created. He requested that Ms. Hankerson provide an update. She referenced the communication that was forwarded to the Board requesting that they forward to her the names of those persons who are considered a whale, politician, or celebrity Hit Squad. The Board will receive another reminder.

Director Crossman reported that he has started contacting those persons who have the capacity to give \$25,000 or higher to the University. He is identifying 10 persons at a time and having the right person to begin that cultivation process is critical. Several of them have already given to the University; follow-up is a must. It needs to have a fluid process for getting the money in, processing, and tracking. The Board needs to have a clear line of communication with the staff. Ms. Hankerson advised that the Advancement staff will create a tracking system to be aware of those who have given and where they are in the pipeline.

Chair LaBoo inquired what will be the system used to follow-up with donors so the relationship can continue to be built. Ms. Hankerson provided feedback on the prospect pipeline strategy for building and sustaining the relationship. Each relationship will be stewarded differently and would be determined by giving levels. Dir. Crossman advised of the need to talk about the specific steps to the person for the relationship development and what kind of steward activities that could be done.

d. Social Media/Philanthropy Strategic Plan

Chair LaBoo stated that she met with the Advancement staff and created a plan to use University videos via social media to raise money. She has requested all of the University videos for an enhancement to the fundraising efforts. By adding a donation link, it would make giving easier and by including an appeal code, staff will be able to track how much is raised. She also mentioned utilization of all of the University's social media platforms, i.e., Facebook, Twitter, Instagram, the Alumni page, etc., for highlighting members of the Board. This would also include using the services of UAB. The goal is to launch the first video on January 20th and send one out each month.

Director Hosetta Coleman asked if there is a cost associated with the production of the videos and inquired who is the target audience. Chair LaBoo stated that at this time, there is no cost. The audience would include 43K alumni on Instagram, 10K Twitter followers, and FAMU 2K on the Alumni page. The goal is to raise \$25,000. She also inquired if resources are in place to measure the number of clicks. Director Larry Robinson stated that the FAMU Twitter page has 43.5K followers and the capacity for tracking the analytics.

e. Celebrity Hit Squad

Director Whittley advised that he wanted to align this goal with Dir. Crossman's of raising \$200K mark. He advised that they are looking at celebrities outside of FAMU alumni, to include those celebrities who have an affinity to HBCUs. The idea is to work with staff to develop a list of targeted prospects and determine what relationship currently exists with the University and begin that cultivation process.

Director Whittley wants to ensure compliance with how donations should be delivered and tracked. Determine the touch points, i.e., meeting with the President for breakfast, lunch etc. Work with the Advancement and President's Office to ensure correct message points as we begin to cultivate and steward these relationships. Once the protocol and procedures are laid out, then it would be appropriate to look at schedules to determine the individuals we can reach out to and how we position ourselves to make the appropriate ask.

Director Friday-Stroud requested that the report be forwarded to the Foundation and it will be distributed to the members of the Development Committee. Director Robinson stated that the

Foundation is not exempt from the Sunshine Law and must operate accordingly to ensure compliance.

Chair LaBoo also asked that members of the Development Committee continue to forward names to Ms. Hankerson as we continue to develop the list of prospects.

f. Foundation's Board Goals for 2020

- \$200K Whale Hunt
- \$25K Social Media
- \$200K Celebrity Hit Squad
- \$153K Endowments

Chair LaBoo indicated a desire to set a goal of creating new endowments; however, the concerns around the new policy regarding donor privacy is a concern. Chair LaBoo is concerned that if someone created an endowment, they would not be able to communicate directly with the donors.

Chair LaBoo stated that she would like to have 100 percent participation for the Board and estimates an achievable goal of \$600K for the Board in 2020. Director Whittley thought the \$600K goal is aggressive and suggested a goal of \$500K would be more feasible. It would allow the Board to evaluate where it is currently.

As it relates to providing donor information, Director Friday-Stroud stated that she is creating a new policy regarding the releasing of confidential donor information. The issue came to light this year in the class giving program, wherein one of the account owners breached the donor information policy and released the report to others within that group. To reduce the liability issues for the Foundation and the University, Director Friday-Stroud has revised how the donor reports are distributed. The names remain confidential and are not released to the account holders; only gift amounts are released.

Recently, a large number of donors have requested that their gifts remain anonymous. The Supreme Court upholds the fact that individuals who make donations to organizations, their donations and affiliations are not public information. Director Friday-Stroud advised that she is working with the General Counsel and looking to what other institutions are doing as it relates to this issue. Donor information is confidential unless the donor has given the Advancement staff permission to have their names released.

Due to the time, the Consultant's Report and New Business were tabled until next month's meeting. Future Meeting Dates were confirmed. Dr. Friday-Stroud reminded the Committee of the upcoming Bylaws Committee and Board of Directors Meetings on January 16.

Adjournment

The meeting adjourned at 5:23PM by Chair Lisa LaBoo.

Minutes Prepared By

Mrs. Audrey Simmons-Smith