

DEVELOPMENT COMMITTEE MEETING MINUTES

Florida A&M University Foundation Board of Directors

Thursday, February 13, 2020 | 4 p.m. – 5 p.m.

Teleconference



Committee Members Present

Dir. Lisa LaBoo, *Chair*
Dir. Elaine Armster
Dir. Alfreda Blackshear
Dir. Gregory Clark
Dir. Carmen Cummings Martin

Dir. Shawnta Friday-Stroud
Dir. Akunna Olumba
Dir. Larry Robinson
Dir. T.J. Rose

Committee Members Not Present

Dir. John Crossman, *Vice Chair*
Dir. Hosetta Coleman
Dir. Marcelia Freeman
Dir. Clifton Goins, IV
Dir. Taylar Hall

Dir. Laurence Humphries
Dir. Thomas Jones
Dir. G. Scott Uzzell
Dir. Tirrell Whittle

Guests Present

Dir. Jemal Gibson
Dir. Allen Robertson

Dir. Lenetra King
Attorney David Self, *University Attorney*

Staff Present

Ms. Kristen Florence
Ms. Kimberly Hankerson
Ms. Juanita Johnson

Mrs. Audrey Simmons Smith
Mrs. Brandi Tatum-Fedrick
Ms. Angie Wiggins

Call to Order & Roll Call

The meeting was called to order at 4:02 p.m. by Chair Lisa LaBoo. Ms. Audrey Simmons Smith offered the roll call and determined no 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

The minutes of the January 9, 2020, Development Committee were reviewed. No quorum was available to approve the minutes.

Discussion Items

Budget

Vice Chair LaBoo suggested the following changes to the fundraising goals by \$530,000.

Whale Hunt	– \$175,000
Social Media	– \$ 20,000
Celebrity Category	– \$175,000
Directors	– \$125,000

Ms. Kimberly Hankerson reported that \$280,201.65 has been raised from Foundation Board Members since July 1, 2019. It was suggested that the Foundation Board Member goal setting should also be based on the same fiscal year.

Whale Hunt

Ms. Hankerson presented the update on behalf of Director John Crossman. He has committed to personally reaching out to the top ten companies to ask them to donate \$25,000. If he were to get their commitments, he would raise \$250,000 which would exceed the goal.

Celebrity Squad

Ms. Hankerson stated that Director Tirrell Whittley is enlisting a few more people to assist with the outreach and identifying a way to move this list forward.

Social Media Philanthropy

Chair LaBoo reported that the social media initiative kicked off on January 31st with the following stats:

YouTube views - ↑ 1.3K people watched
Facebook – 400 views 8 shares
Instagram – 600 reach 300 views 32 likes 1 website click 3 shares
Twitter – 126 views
Quote Graphic
Instagram – 869 views 2 shares
Total Raised: \$142.50

Ms. Hankerson stated that Facebook is the platform in which people will give. Board Chair Jemal Gibson inquired what platform is being used to push that content. Ms. Hankerson advised, the University Advancement page. This information will also be shared with the Board of Directors.

USF Foundation

Chair LaBoo gave an overview of her visit to University of South Florida and recommends the following:

- 1) The Foundation hire Robert Sweeney to review processes, Bylaws, fundraising and structure, to help the Foundation move forward.

- 2) The Foundation adopts a procedure for the Board to sign confidentiality agreements to enable them to have the tools needed to fundraise and access donor information.
- 3) The Board adopts the CASE Reporting Standards and Management Guidelines for best practices when reporting fundraising numbers to increase accuracy and transparency.

Orlando CASE Conference

Ms. Hankerson suggested a workshop during the May Board of Directors meeting to review CASE Reporting Standards and Management Guidelines because the list was more extensive than what we have time for in the meeting.

University Advancement and Strategic Plan Update

Dr. Friday-Stroud reported as of February 7, \$5.1 million has been raised; 41.8% of the \$12.2 million goal. She provided a breakdown by category. Director T.J. Rose is willing to work on alternative forms of giving back to the University other than cash.

Vice Chair LaBoo requested university advancement that reports be sent out prior to the meeting to give Directors an opportunity to review.

Board Chair Gibson inquired if there is a calculator that can show how much a donor needed to donate to get a benefit based on how much they make/the tax bracket that they're in. This calculator would be helpful to prospective alumni or people who want to give but they want to know how it's going to impact their tax bracket. He requested that this be re-visited another time, but that might be helpful to getting more funds into the university.

It was also recommended that disclaimers be included in the disclosure statement and advise prospects to seek the advice of their financial advisors. The Foundation staff to explore and report back to the Committee.

Director Alfreda Blackshear inquired of the status of the department heads getting involved in fundraising for their departments. Has that educational process started? Are they all understanding that they need to do that, or are we not there yet? Dr. Friday-Stroud indicated that training had been done with the Deans and only three schools/colleges have Development Officers. They are Pharmacy, Engineering and the College of Law. The Provost Office has asked the Deans to provide preliminary information around what they're currently doing. The goal is to train and make sure that everybody's up to speed, and their asks are aligned with the President's initiatives and the University Advancement's initiative.

The Meeting adjourned at 5:06 p.m. by Chair Lisa LaBoo.

Minutes Prepared by

Mrs. Audrey Simmons Smith