

# DEVELOPMENT COMMITTEE MEETING MINUTES

Florida A&M University Foundation Board of Directors

Thursday, April 8, 2021 | 4 p.m. – 5 pm.

Teleconference



## Committee Members Present

Dir. Lisa LaBoo, *Chair*

Dir. John Crossman, *Vice Chair*

Dir. Angela Adderley

Dir. Elaine Armster

Dir. Gregory Clark

Dir. Hosetta Coleman

Dir. Shawnta Friday-Stroud

Dir. Maurice Gilbert

Dir. Pia Woodley

## Committee Members Not Present

Dir. Marcelia Freeman

Dir. Laurence Humphries

Dir. Carmen Cummings Martin

Dir. Akunna Olumba

Dir. T.J. Rose

Dir. G. Scott Uzzell

Dir. Tirrell Whittley

## Guests Present

Dir. Monica Williams Harris

Dir. Lenetra King

Dir. Freddie Raines

Mr. David Shufflebarger, *Consultant, Alexander Haas*

Dir. Twuanna Munroe Ward

## Staff Present

Ms. Shelia Fields, *IT Office, FAMU*

Ms. Kimberly Hankerson

Mrs. Gena Palmberg

Mrs. Audrey Simmons Smith

Mr. Eric Swanigan

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. Angie Wiggins offered the roll call. A quorum was not confirmed until later during the meeting.

Chair LaBoo congratulated staff on a successful 1887 Strikes Day of Giving fundraiser. The goal was to raise more than was raised last year, \$213K. Over \$450K was raised this year. An additional goal was to obtain 400 new donors; 1,120 new donors were received.

## 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

### **February 11, 2021, Development Committee Meeting**

Director Pia Woodley made a motion for approval; seconded by Director Angela Adderley. The motion passed, unanimously.

## 2021 Fundraising Goals

At the March 8 Executive Committee Meeting, Chair LaBoo shared details of the fundraising goals that would be presented during this meeting. The details are listed below.

- Committee members were formerly advised that the \$505K fundraising goal was surpassed by raising \$633K. This was an approximate 125% goal attainment.
- Director/President Larry Robinson suggested that the Board raise at least 10% of his yearly goal. The 2021 fundraising goal would be approximately \$700K.
  - Chair LaBoo inquired if there were any objections from the Committee; none received.
- She would like to increase the number of endowments by 10 from the Foundation Board.
- Board members are asked to send a minimum of three prospects to staff to follow up with.
- She advised that there is a shift from focusing on the Celebrity Hit Squad and Whale Hunt to a broader based focus for full Board participation.

Chair LaBoo stated, as a part of the Development Committee Meeting agenda moving forward, there will be an update on current numbers and the number of new endowments, regardless of the dollar value of the endowments. Directors will be able to share their successes and fundraising strategies.

### **Alexander Hass Update**

Mr. David Shufflebarger advised that they have reviewed more than 100 documents and background materials; completed 36 interviews with six remaining; and are on target to provide a draft report by April 30.

### **Using Technology to Become more Efficient and Effective**

Chair LaBoo asked Committee members to think about what could be done to incorporate technology to increase customer service and productivity. She stated that this is a great time to revisit setting up the self-serve donation model for donors to view and track their donations. Chair LaBoo advised that Director Shawnta Friday-Stroud mentioned during the Executive Committee Meeting that this item had been evaluated. Director Friday-Stroud shared details of the conversations that she had with several other school leaders; will continue research.

Director Angela Adderley made the request to keep in mind senior alumni donors who may not be tech savvy; but technology is the way to go.

After discussion, Chair LaBoo stated that she and Director Friday-Stroud should have a discussion regarding timeliness and corporate matches. Director Friday-Stroud advised of the need to provide education on how matches are taking place in that some are processed through third-party companies which could cause delays.

### **Final Remarks | Next Steps**

- Chair LaBoo reflected on the ideas that Committee members presented at a previous Committee meeting.
- If the Board have donors that they need assistance with for follow up, they are to contact staff for assistance.
- Chair LaBoo referenced Director Pia Woodley's idea that she brought before the Committee at the last meeting to establish an endowment for junior faculty. Director Woodley reiterated her request for an endowment for the investment into junior faculty.
- Vice Chair LaBoo advised of her discussions with staff to create virtual breakout rooms for Committee members to be able to engage on a personal level.

**New Business | Other Items**

Vice Chair John Crossman shared news of a \$25K commitment for an endowed scholarship for the FAMU College of Law (COL). The commitment is from one of the top 10 law firms in Orlando. He stated that they are reaching out for additional matches from law firms in the Orlando area.

Director Monica Williams Harris responded by stating that her firm has an office in Orlando that may have some type of relationship with the FAMU COL. She will work with staff to connect her firm to the FAMU COL for a consistent contribution to the Law school.

**Adjournment | Minutes Prepared By**

There being no further business, the meeting was adjourned at 4:43 p.m. by Chair Lisa LaBoo; Ms. Wiggins prepared the minutes.