

DEVELOPMENT COMMITTEE MEETING MINUTES

Florida A&M University Foundation Board of Directors
Spring 2020 FAMU Foundation Board Meeting
Thursday, May 21, 2020 | 11:25 a.m. – 12:25 p.m.
Zoom Meeting

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. Marcelia Freeman
Dir. Shawnta Friday-Stroud

Dir. Maurice Gilbert
Dir. Clifton Goins, IV
Dir. Carmen Cummings Martin
Dir. Akunna Olumba
Dir. T.J. Rose
Dir. G. Scott Uzzell
Dir. Tirrell Whittley

Committee Members Not Present

Dir. Laurence Humphries

Dir. Thomas Jones, Jr.

Guests Present

Dir. Chan Bryant Abney
Dir. William Bryant
Dir. Lorin Crenshaw
Dr. Maurice Edington, *Provost, FAMU*
Dir. Jemal Gibson
Dir. Monica Williams Harris
Dir. Erica Hill

Dir. Lenetra King
Dir. Kenneth Neighbors
Dir. Alan Robertson
Mr. Ronald Thompkins
Dr. Denise Wallace, *General Counsel, FAMU*
Dir. Twuanna Monroe Ward
Dir. Kenya Washington-Johnson

Staff Present

Ms. Kristen Florence
Ms. Kimberly Hankerson
Ms. Juanita Johnson
Mrs. Audrey Simmons Smith

Mr. Eric Swanigan
Mrs. Brandi Tatum-Fedrick
Mrs. Sabrina Thompson
Ms. Angie Wiggins

I. Call to Order & Roll Call

The meeting was called to order at 11:03 a.m. by Chair Lisa LaBoo. Ms. Angie Wiggins offered the roll call and determined a quorum was present.

II. Conflict of Interest Disclosure

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

III. Approval of Minutes

A. May 5, 2020, Development Committee Meeting Minutes

Director Marcelia Freeman motioned for approval; Director Gregory Clark seconded the motion. The motion passed, unanimously.

IV. Discussion Items

A. Development Committee Fundraising Goals

Chair LaBoo provided an update on the following goals to achieve from the Board Retreat:

- 1) Hire an additional Development Officer.
- 2) The Whale Hunt is spearheaded by Director John Crossman, and Director Tirrell Whittley spearheads the Celebrity Hit Squad. Both activities are currently underway.
- 3) Social Media Blitz raised \$7,067; however, the FAMU Cares was the most effective to assist students during this pandemic. Chair LaBoo also mentioned that she contributed an additional \$4,500 to FAMU Cares during this time.

Director Freeman inquired regarding an update on Evertrue. Director Shawnta Friday-Stroud stated that University Advancement is currently partnering with Evertrue to support social media initiatives.

Chair LaBoo revised the fundraising goal to \$505K. The new goals for each subcommittee are listed below.

	<u>Goal</u>	<u>Amount Received</u>
Whale Hunt	\$150,000	Work in progress
Celebrity Hit Squad	\$150,000	Work in progress
Social Media Blitz	\$ 5,000	\$7,067/\$4,500
Directors Giving	\$125,000	\$ 217,953
Endowment	<u>\$ 75,00</u>	<u>\$ 92,506</u>
	\$505,000	\$ 322,027

B. Best Practices

1) USF Visit

Chair LaBoo shared USF's Best Practices with the Board to see how FAMU can become more effective and efficient.

- Formal Training for Board Members annually.
- Provide the tools needed for Board Members to fundraise; provide full disclosure and transparency.
- Confidentiality Agreements for Board Members (work in progress)
- Disclosure of donors for those fundraising; however, the donation amount is not disclosed (FAMU does the opposite).
- Foundation Administrative fees are only used for the foundation operation.
- Lawsuits are not paid from the Foundation Admin Fees.
- Disclosure wording in place on their online donation page (work in progress).
- USF hired a consultant to help them establish a capital campaign to evaluate the success of their systems used for the process.
- FSU Endowment Report is provided to Endowment owners

2) FSU Endowment Reports

Chair LaBoo stated that it is essential that we report back to our donors. It is a way for donors to see who has benefitted from their support and a great way to market the University. Ms. Kimberly Hankerson reported that the Foundation would be mailing endowment reports within two weeks.

Director Crossman advised that when a donor receives an endowment report, it provides great stewardship and failure to do so will cause donors to lose confidence in the University. Chair LaBoo stated that providing an annual report to endowment holders elevates the service level and increases trust and transparency and the reputation of the Foundation.

3) Consultant Survey Results

Chair LaBoo reviewed in rank order, the results of the list of potential areas of focus to be addressed by the Consultant. Director Monica Harris suggested that the Consultant should have experience in raising funds in an Historically Black Colleges and Universities (HBCU) environment. Director Whittle commented that it is critical that given the funds and where we are, we need to see a return.

C. University Advancement Update

Ms. Hankerson gave an overview of the division's fundraising initiatives. She noted that the events scheduled for Spring 2020 were cancelled due to the COVID-19 pandemic.

Ms. Hankerson advised the first Inaugural Day of Giving raised \$213,256 and the goal is to finish strong to achieve the \$12.2M fundraising goal for the University. She also reported that the University partnered with EAB to assist with its mail, email, and digital campaigns. Ms. Hankerson further stated that the EAB Mid-Year Review Report shows that in comparison with other colleges and universities, the University is on track to meet the fundraising goal.

D. FAMU Gift Reporting Discussion

Ms. Hankerson shared the FAMU Foundation Gift Reporting Table as it relates to Internal Reporting, the Council for Advancement in Support of Education (CASE)/Voluntary Support of Education (VSE) reports, and the Foundation Finance Reports. The purpose was to compare the best practices of what other universities are doing throughout the state. The report shows that the FAMU Foundation staff reporting table, in most cases, align with other institutions within the state.

CASE and the Partnership for Philanthropic Planning (PPP) Report Overview follows the same reporting standards. CASE is the leading source for best practices and educational fundraising. The VSE collects the data on charitable giving to educational institutions for benchmarking against other universities.

Board Chair Jemal Gibson stated that as the Foundation begins to identify a Consultant, we should not duplicate the scope of work that is currently being done with EAB, and that it is prioritized in a way where we are getting the best out of it. In addition, he requested that a policy be developed for reporting out to our donors (bi-annually or annually).

Adjournment

The meeting was adjourned at 12:37 p.m. by Chair Lisa LaBoo.

Minutes Submitted By

Mrs. Audrey Simmons Smith