

DEVELOPMENT COMMITTEE MEETING MINUTES

Florida A&M University Foundation
Thursday, July 14, 2020 | 4 p.m. – 5 p.m.
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. Maurice Gilbert
Dir. Erica Hill
Dir. Thomas Jones, Jr.
Dir. Carmen Cummings Martin
Dir. Akunna Olumba
Dir. G. Scott Uzzell

Committee Members Not Present

Dir. Marcelia Freeman
Dir. Clifton Goins, IV
Dir. Laurence Humphries

Dir. T.J. Rose
Dir. Tirrell Whittley

Guests Present

Dir. Jemal Gibson
Dir. William Bryant
Dir. Monica Williams Harris
Dir. Erica Hill

Ms. Mattie Hood, *Director, Procurement Services*
Mr. David Self, *Associate General Counsel, FAMU*
Dir. Twanna Munroe Ward

Staff Present

Mrs. Quiana Cunningham-Lowe
Ms. Kimberly Hankerson
Ms. Juanita Johnson
Mrs. Gena Palmberg
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 4:01 p.m. by Chair Lisa LaBoo. Mrs. Audrey Simmons Smith 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 21, 2020, Development Committee Meeting Minutes June 8, 2020 Ad Hoc Committee Meeting Minutes

Director William Bryant motioned for approval; Director Gregory Clark seconded the motion. The motion passed, unanimously.

IV. Discussion Items

A. Consultant Report RFP

- Chair LaBoo thanked the Development Committee and the Ad Hoc Committee for developing several recommendations to finalize the RFP process, and thanked the University staff for review and approval of the RFP.
- Chair LaBoo advised of the process of preparation for the Scope of Work (SOW) which was resulted from the survey ranking. The Development Committee, followed by the Board, voted to move forward with the RFP.
- Foundation Board Chair Jemal Gibson stated that the Committee should align and direct the right work to the right folks to not duplicate efforts. He requested that staff compare the SOW to the services received from other organizations, i.e., EAB.
- Director Hosetta Coleman suggested reviewing the assessment that was prepared around the alignment. She inquired if comments had been removed regarding having experience in HBCU fundraising.
- Director Monica Williams Harris expressed that we should work towards having a consultant with a diverse executive team and a consultant who has HBCU experience.
 - She also stated that the SOW appears that the Foundation is asking the consultant to provide guidance on what is perceived as operational in nature. The Foundation is asking the consultant for recommendations for the best organizational structure and operations.

B. Black Lives Matter

- Chair LaBoo reflected on the Black Lives Matter movement that the country is currently experiencing. She advised that there is a small window of opportunity to capture some of those dollars; inquired how the Foundation could take advantage of those opportunities.
- Chair LaBoo advised that the Foundation Board of Directors should release a statement regarding this movement and explore asking companies on the SBI's Big Board to make a gift to the University.
 - Director Shawnta Friday-Stroud advised of the FAMU Industry Cluster meeting held on July 9. Over 90 participants representing a multitude of companies from different sectors. Mrs. Cheryl Harris Booker, Chair of the Industry Cluster, facilitated the meeting and gave a call to action. Companies were recognized that had made donations – Fifth Third Bank, Vanguard, and Southern Glazier - who recently established an endowed scholarship against Social Injustice Racial Inequity and Police Brutality. While some companies may have money to invest, others are also in a pivotal point where they may be laying off people.
- Chair LaBoo requested a listing of the companies that are either part of Cluster, being brought back to Cluster, and companies that are not members of Cluster, but they work with the various units and departments on campus.
 - Staff was requested to provide a listing of the companies that we work with on a regular basis and provide one or two specific initiatives that they donate money towards. Many of the companies first want to see what the return on investment is in terms of the number of students who come to intern and work for the company.
- Director Friday-Stroud stated that because of the way their metrics have shifted among their partners over previous years, some of them are trying to come back to the table in different ways.

C. Whale Hunt

Director Crossman is focusing on identifying key people and companies who see FAMU as part of a solution to a greater problem.

Director Thomas Jones suggested we create a list of alums who currently serve on corporate boards.

D. Social Media

Chair LaBoo reported that she worked with the Advancement team to develop ideas for the social media and email campaign. The focus of FAMU Cares has proven to be a success and the campaign in June raised \$3,929.42. The total raised these past six months totaled \$10,997.40.

Chair LaBoo asked for Board members who have a significant social media presence to share the post on their own social media accounts. Director Williams Harris, Board Chair Gibson and Director Crossman all agreed to share the posts.

Director Williams Harris reported that she and her husband does a podcast every Saturday. They average approximately 6,000 views. One podcast will be to talk about HBCU's fundraising and she would be willing to include FAMU. She also asked that at the next committee meeting she would like some recommendations or ideas to be added to the Agenda.

E. Endowment

Chair LaBoo reported that the endowment was a part of the goal and she was committed to raising \$75,000. To date, the endowment is currently at \$103,212. The Directors' goal was \$505,000 and we have raised \$375,000.

F. Director's Give/Get

Board Chair Gibson stated that for 2019, the Directors raised \$396,000. Currently, we have \$260,000. The challenge is the lack of 100% participation from Board members. Strategies need to be in place to get to 100% prior to increasing the goal. At the next meeting, there should be some discussion or strategy to address this matter.

Director Friday-Stroud reported that confidentiality agreements were posted to the Foundation website at the end of May. The preference is that each director will sign the agreement through DocuSign that will be forwarded to the Board by Dr. Sundra Kincey.

G. University Advancement Update

Ms. Kimberly Hankerson reported we were able to raise \$7,140,752. We are close to reaching \$7.2 million. The Board of Trustees Chair, Kelvin Lawson, has asked that we provide data around annual goal setting. We have asked our partner, EAB, to do a presentation during the BOT's Meeting in August.

Adjournment and Minutes Prepared By

The meeting was adjourned by Chair Lisa LaBoo at 5:03 p.m. Mrs. Audrey Simmons Smith prepared the minutes.