

DEVELOPMENT COMMITTEE MEETING MINUTES

Florida A&M University Foundation Board of Directors
Fall 2019 FAMU Foundation Board Meeting
Thursday, November 21, 2019 | 9 a.m. – 10 a.m.
Hyatt Grand Cypress * Orlando, FL



Committee Members Present

Dir. Lisa LaBoo, *Chair*

Dir. John Crossman, *Vice Chair*

Dir. Elaine Armster

Dir. Alfreda Blackshear

Dir. Hosetta Coleman

Dir. Marcelia Freeman^T

Dir. Shawnta Friday-Stroud

Dir. Clifton Goins, IV

Dir. Taylor Hall

Dir. Thomas Jones, Jr.

Dir. Akunna Olumba

Dir. Tirrell Whittley

Committee Members Not Present

Dir. Gregory Clark

Dir. Carmen Cummings Martin

Dir. G. Scott Uzzell

Guests Present

Dir. Chan Bryant Abney

Dir. William Bryant

Dir. Jemal Gibson

Dir. Clifton Goins, IV

Dir. John Green

Dir. Monica Williams Harris

Dir. Erica Hill

Dir. Lanetra King

Mr. Rochard Moricette, *FAMU Board of Trustees*

Dir. Kenneth Neighbors

Dir. Belvin Perry

Mrs. Denise Wallace, *General Counsel, FAMU*

Dir. Twuanna Munroe Ward^T

Staff Present

Ms. Kristen Florence

Ms. Kimberly Hankerson

Ms. Juanita Johnson

Mrs. Barbara Jones

Mrs. Quiana Lowe

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 9:07 a.m. by Chair Lisa LaBoo. Ms. 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.

^T = Telephonically

Approval of Minutes

- a. May 16, 2019, Development Committee Meeting
The minutes were moved by Director Hosetta Coleman and seconded by Director Elaine Armster. The minutes were approved, unanimously.
- b. August 27, 2019, Development Committee Assessment Conference Call
Director Tirrell Whittley motioned for approval of the minutes. Director Alfreda Blackshear seconded the motion. The minutes were approved, unanimously.

Status of Action Items

a. Consultant's Report Summary

Chair LaBoo asked the Development Committee to review the Executive Summary and the Historic Fundraising Overview of the Consultant's Report Summary. The Report highlighted the need to enhance University Advancement's strategy, structure, and further define, track and measure staff and departmental performance.

Executive Summary

- There are significant opportunities to enhance departmental strategy, structure, and further define, track, and measure staff and departmental performance.
- FAMU's largest gift to date is a \$5 million pledge from the John Thompson family, about a third of which has been redeemed (43% has been collected to date, the pledge has been written off, and the donor has expressed interested in reconnecting with the university in the future according to Dr. Friday-Stroud).
- Individual giving is under-developed, largely due to the lack of comprehensive individual giving program strategy that includes major gifts, parent gifts, an annual appeal, bequests and planned giving, and adequate plans for donor cultivation and stewardship

History Fundraising Overview

- Trends in fundraising fluctuate over the last several years. There are increases and decreases across nearly all constituency groups regarding number of donors, and total revenue generated.
- Friend and parent giving are on an upward trajectory.
- Faculty and staff giving is decreasing in both number and total revenue.
- The number of foundations investing in FAMU has decreased over the last three fiscal years, but total giving revenue has risen.
- Number and total alumni giving has been on a downward trajectory for the last three fiscal years.

b. Process of Automatically Tracking Pledges

Dr. Friday-Stroud stated that since Homecoming, planned gifts have been separated from pledges. The uncollected pledges are written-off after 18 months. Pledge reminders are mailed annually. They will start being mailed quarterly. The Committee discussed that the numbers presented did not provide cash value to the University to use for the benefit of the students.

Director Tirrell Whittley asked what percentage of pledges are fulfilled? Dr. Friday-Stroud stated that pledges with gift agreements have a 90% fulfillment rate. For pledges made at an event, there is an approximate hit rate of 50%, more of these are written off. Finally, only one large pledge has been written-off in the last 18 months.

Director Coleman asked what percentage of gifts that were publicly acknowledged were cash/planned giving/insurance policies? Dr. Friday-Stroud stated that 90% were cash gifts made at Homecoming. Chair LaBoo discussed the check presentations on the field and the major concerns of Board members and Alumni members regarding the use of life insurance. Dr. Friday-Stroud stated, yes, a minimum gift of \$25K in cash is required.

Director Alfreda Blackshear stated that something should be done to address how money is raised and how it's being used.

c. FAMU Rising Strategic Plan Update – Customer Service Update

Dr. Maurice Edington was not available to provide the Customer Service Update. Director Akunna Olumba stated that there is still a problem at the University with returning calls/emails within 24-48 hours that needs to be addressed. Dr. Shawnta Friday-Stroud stated that the University is exploring a system-wide calling center and advised that Dr. Edington can provide more information during the presentation to the full Board on Saturday. Dr. Friday-Stroud also informed the Board members that University Advancement staff can serve as the liaison to address any matter.

d. Giving Requirements for Board Members

Dr. Friday-Stroud stated that the Board's Stewardship Report has been given to the Chair and that the Board needs to address the give/get policy. She also stated that it is the Director's responsibility to notify the Foundation staff if there is an issue with the stewardship report.

Board Chair Jemal Gibson stated that it is important for Board members to fulfill their financial obligation because organizations that the University solicits has inquired about Board giving. Dr. Friday-Stroud stated that the Board's fulfillment rate last year was 93.5%. The fulfillment rate for this year has not been determined because Board members have until December 31st to fulfill their \$5,000 give or get, with a minimum personal gift of \$500.

University Advancement Updates

Fundraising Report

Ms. Kimberly Hankerson reported that as of November 12, 2019, over \$2,320,697.63 has been raised, broken down as follows.

New Cash	\$2,031,355.05
Pledge Collections	\$334,201.98
Pledges	\$148,111.58
Planned Gifts	\$141,231.00
Pledge Fulfillment	20% <i>Total Pledge Payments of \$334,201.98/ Total Pledges of \$1,645,825.84</i>

Fundraising Activities

Ms. Hankerson provided an update on divisional/fundraising initiatives. The update included a few of the highlights below.

- Launching mail, email and a digital campaign in December
- Promoting Giving Tuesday on December 3, 2019
- Launching the University's first ever Day of Giving, April 30, 2020, at 12 noon to May 1, 2020, at 12 noon (Graduation weekend) in conjunction with the NAA Day of Giving during their National Convention in June
- FAMU Rising Fundraiser Tour
 - Orlando – held on November 20, 2019, sponsored by Director John Crossman was a phenomenal success, he is already planning for next year
 - Charlotte – scheduled in March/April - Director Lorin Crenshaw has been promoted and will relocate; however, Mr. Glenn Ford and Mr. Justin Smith will lead this initiative
 - Atlanta – May 20, 2020 - Director Tirrell Whittley volunteered to host; Board Chair Gibson, and Trustee Thomas Dortch, Jr., will lead this initiative
 - Houston – Directors Thomas Jones, Jr., and John Green hosted a fundraising event earlier in the year and Director Jones has agreed to host a FAMU Rising Reception next year
 - Chicago – Director Clifton Goins has agreed to lead the effort

Additionally, University Advancement has entered a three-year contract with EAB to conduct an annual appeals campaign on behalf of FAMU. EAB has identified 26,000 individuals who associate themselves with FAMU and are not in the University's database.

New Business

Chair LaBoo expressed appreciation to Director John Crossman on an outstanding FAMU Law event the night before. The event had a great turn out with Emmitt Smith being the guest speaker.

Development Chair LaBoo commended Chair Jemal Gibson on a great Retreat on yesterday and several action items came out of the Retreat that the Development Committee will support. Chair Gibson stated that there should be some type of acknowledgement program for Board members.

a. Top Priorities for the Development Committee

1. Development Officer
2. Whale Hunt
3. Celebrity Hit Squad
4. Social Media/Philanthropy Giving

b. Visit with another University (such as UCF or USF) to Gather Information Regarding Ideas on Fundraising in 2020

Chair LaBoo shared that Director John Crossman stated that we could meet with the FSU Foundation.

c. New Meeting Dates/Times

Schedule monthly meetings for the Development Committee to work on the top priorities; first meeting will be in December.

Other Business

- Director Thomas Jones suggested board members commit a certain amount of money to invest in a development officer. He pledged \$10,000 to the effort.

- Directory Tirrell Whittley offered to provide a publicity coordinator to the Foundation at \$15K.
- Director LaBoo suggested that the President should host an event with a minimum gift of \$100K; the event should not be in conjunction with a football game/graduation.

Director Blackshear stated that the Faculty/Staff Campaign is down, what are the various deans doing to raise money? Dr. Friday-Stroud stated that all deans have the responsibility to raise funds but many of them do not have the infrastructure in place to execute a campaign.

Director Coleman asked what are the goals for development officers and how are the portfolios structured? Dr. Friday-Stroud indicated that she requested two additional positions from the E&G budget, but they were not funded. Our goal is to increase the number of donors and we need to work collectively. We have several gifts in the pipeline that we anticipate will close by the end of the year.

Dr. Friday-Stroud stated that Dr. Larry Robinson is working closely with University Advancement to solicit and steward gifts into the University. He is responsible for the family naming the amphitheater.

Action Items

- Create a grid to show what was recommended and what has been done to address the Recommendations in the Consultant's Report.
- Board members to identify leads and forward them to the Development staff to scrub the list and share with other Directors.
- Include a breakdown of FAMU College of Law information going forward.
- Include fundraising numbers for colleges and schools in the presentation.
- Work with Director Whittley regarding the publicity coordinator position.
- Develop a grid for major gift donors.
- Determine if the Board would like to increase the "give/get."
- Develop fundraising dashboard.
- Develop a plan regarding the hiring of development officers (Director Jones suggested Board members contribute).

Adjournment

The meeting adjourned at 10:23 a.m. by Chair Lisa LaBoo.

Minutes Prepared By

Ms. Audrey Simmons Smith