

Direct Support Organizations (DSO) and Athletics Committee Minutes
Trustee Kristin Harper, Chair
Wednesday, September 17, 2025

Trustee Kristin Harper called the meeting to order. Trustees Belvin Perry, Jr., Craig Reed, and Raphael Vazquez were in attendance and established a quorum.

Approval of June 11, 2025, DSO and Athletics Committee Meeting Minutes

Trustee Perry motioned for approval; seconded by Trustee Reed. The minutes were approved, unanimously.

Update on Divisional Activities – Brandi Tatum-Fedrick, Ed.D.

A. FY 2024-25 University Advancement Close-Out

The FY 24-25 fundraising figures as of June 30, 2025, were as follows:

- Total Giving:
 - \$17,026,535.48
- New Cash
 - \$16,079,625.60 (94% of Total & 64% of \$25M Goal)
- Pledges & Planned Gifts
 - \$946,909.88 (6% of Total & 4% of \$25M Goal)

B. FY 2025-26 University Advancement (As of September 10, 2025)

The FY 25-26 fundraising figures as of September 10, 2025, were as follows:

- Total Giving:
 - \$3,183,550.55
- New Cash
 - \$3,147,629.11 (99% of Total)
- Pledges & Planned Gifts
 - \$35,921.44 (1% of Total)

VP Tatum-Fedrick shared with the Committee that she and President Johnson had the opportunity to attend the U.S. Open Tennis Tournament, along with the Marching 100 and the FAMU Cheerleaders on August 26-28 in New York City. This trip helped to strengthen important relationships that the division can utilize to support the university's growth. She also relayed that the development team has been strategically focused on securing multi-year commitments and expanding their donor base of new major gift prospects, citing that this strategy ensures both sustainability and long-term growth for the university.

The UA Team has submitted several six and seven-figure gift proposals that reflect the division's continued commitment to advancing Florida A&M through philanthropy, stewardship, and strategic engagement.

VP Tatum-Fedrick stated that the *"This Is How We Roll"* Campaign is up and running, highlighting the new re-design of the FAMU License Tag for the State of Florida. Each license tag provides student scholarships and are available in the states of Florida, Georgia, and Texas. Alums in the states of Alabama, North Carolina and Tennessee are currently working to obtain FAMU license tags for their states.

The Marching 100 *"Beyond The Uniform"* Campaign, laughed under the umbrella of the FAMU Forever Annual Giving Campaign, will focus on providing scholarship dollars to members of the Marching 100. The campaign will highlight not just their musical excellence, but their personal journeys of academic excellence, amplifying student voices and communicating their impact as both a band member and university student. The campaign is set to launch on October 17, 2025.

C. DSO Updates

FAMU Foundation, Inc.

- 2025 Foundation Board Meetings:
 - Foundation Board just completed its 2025 FBOD Retreat – August 29-31, 2025 – Miami, FL (in conjunction with Orange Blossom Classic)
 - The FAMU Foundation Fall 2025 Board of Directors Meeting will be held on November 19-22, 2025, in Orlando, FL, in conjunction with the Florida Blue Florida Classic.
- Investment Value - \$208,900,764 as of June 30, 2025, compared to \$198,853,898 as of March 31, 2025.
- Endowment Value - \$135,683,264 as of June 30, 2025, compared to \$127,976,884 as of March 31, 2025.

FAMU National Alumni Association (NAA)

- A new NAA administration began on July 1, led by Artisha R. Polk, 20th elected president. She is the third woman to hold the role since the organization's founding in 1901.
 - President Polk has a progressive agenda aimed at elevating the FAMU NAA brand, raising transformational capital, and empowering a global network of alumni to champion the University's mission.
- President Polk conducted her first Transcendent Ceremony during Summer Commencement where she reminded the new graduates of their deep connection to the heritage of FAMU.

- FAMU NAA members were engaged during Orange Blossom Classic.
 - President Polk joined 13th FAMU President, Marva Johnson, and Rattler Torey Alston, President of Broward College to encourage aspiring students attending the Destination FAMU Student Recruitment event held at Broward College.
 - One of the highlights was Commission Oliver Gilbert's Kickoff Luncheon and Welcome Reception, where President Marva Johnson delivered remarks. The event was co-hosted by FAMU alumna Rashan Ali and featured actress and Howard University alumna Wendy Racquel Robinson.
 - The FAMU NAA Miami-Dade Chapter hosted several events, including a Happy Hour and game day tailgate to welcome alumni to South Florida.
 - Rattlers and friends gathered at the FAMU NAA host hotel at the NAA-hosted victory party.

FAMU Rattler Boosters

- Rattler Boosters Events:
 - The Rattler Boosters Gold Tournament was held on Saturday, August 9, 2025, at the Jake Gaither Golf Course.
 - The Rattler Boosters Luncheon & Fundraiser was held on Saturday August 23, 2025. The event was held at the Al Lawson Multipurpose Center & Teaching Gymnasium.
 - The Membership Levels of Rattler Boosters are; Student - \$50, Regular - \$100, Venom - \$300, and Life Members are \$750.

The committee members asked VP Tatum-Fedrick to detail her plans to rebound the fundraising amount, which decreased by 30% from FY 23-24. VP Tatum-Fedrick responded that the UA Team and President Johnson are focusing their efforts on being intentional with fundraising. She relayed how the dip in FY 24-25 fundraising was mostly due to the loss of two (2) gifts from the previous year. She reemphasized the UA team's efforts to strategically focus on securing multi-year commitments.

VP Tatum-Fedrick conveyed to the committee that after several record-setting years, it is natural for fundraising to normalize and that the team is now seeing that giving has leveled off at a stable point above our pre-peak averages. This suggests that while extraordinary factors that boosted our highest years are not recurring annually, our long-term donor engagement remains healthy.

The committee discussed other factors affecting a decrease in fundraising, citing how many corporate donors are shifting focus from Diversity, Equity, and Inclusion (DEI) programs while

refocusing their philanthropic support to programs of strategic emphasis that highlight the Return on Investment (ROI). The committee members encouraged VP Tatum-Fedrick to better leverage existing relationships and to reach out to affiliation firms that we are not currently connected to.

Athletic Directors Report

Deputy AD Travis Glasgow provided the Athletic Directors Report to the committee:

- **Team Updates (350+ Student Athletes):**

- Golf - The FAMU Golf Team recently competed at the Folds of Honor Tournament in Grand Haven, MI, against some of the nation's top collegiate golf programs. Sophomore Sascha Robinson was in second place after day one and finished 21st out of seventy-five competitors, which included golfers from Alabama, Notre Dame, Michigan State, Ohio State, and Florida State.
- Volleyball - The FAMU Volleyball Team recently hosted a tournament featuring Georgia State and McNeese State, finishing with one win and one loss. They next travel to Jacksonville, FL, to compete September 19-21 against West Virginia, Jacksonville State, and host Jacksonville. The team returns home September 26 to open SWAC conference play against Jackson State.
- Women's Cross Country - The team is seeing success on the course. Recently, Tara Bert won the Hookah Night Invite. The team heads to Albany, GA, to compete in the Willie Laster Cross Country Invitational on September 19.
- Football - The Rattlers opened their home schedule on September 13 with a victory over Albany State. They will host their first SWAC opponent, Alabama State, on September 27.

- **Upcoming Fall Championships**

- Men's and Women's Cross Country - October 27, Tallahassee, FL – Apalachee Regional Park
- Women's Volleyball – November 21-23, Tallahassee, FL – Al Lawson Multipurpose Center

With there being no further business, the meeting was adjourned by Chair Harper.