

Direct Support Organizations (DSO) Committee Minutes
Trustee Kenward Stone, Presiding
Wednesday, February 15, 2023

Trustee Kenward Stone called the meeting to order. Trustees Kristin Harper and Kelvin Lawson were present. A quorum was established. One (1) action item and several informational items were presented to the DSO Committee.

Approval of December 7, 2022, DSO Committee Meeting Minutes

Trustee Lawson motioned for approval; seconded by Trustee Harper. The motion passed, unanimously.

Update on Requested Items from Trustees | Marching '100' Updates
Annual Cost Projections (2023-2024)

List of Contracts with band travel included

Dr. Shawnta Friday-Stroud presented to the Committee an update on the cost projections for the Marching '100'.

- Annual Cost Projections (2023-2024) - \$450,000 total
 1. ~\$100,000 – USF (additional needed over contracted amount)
 2. ~\$175,000 – Southern University
 3. ~\$175,000 – Florida Classic

- List of Contracts with band travel included:
 1. Orange Blossom Classic (OBC) – paid for by OBC
 2. Florida Classic - ~\$175,000

The Trustees discussed the cost projections for band travel, citing the need to negotiate inclusion of band travel expenses in football contracts and to seek support from consumer-based companies (e.g., Nike) that can partner with the Marching '100' to sponsor band travel by leveraging branding opportunities.

Dr. Friday-Stroud informed the Committee that there were 313 individuals (students and staff) included when the band travels. Ms. Nichole Murry, Director of University Budgets, reminded the Committee that a sub-committee was formed to include band travel expenses in future football game contracts. The members of the sub-committee are Dir. Murry, Dr. Friday-Stroud, COO Edington, Director of University Bands, Dr. Shelby Chipman; Mr. Darryl Baker, Assistant Director; Dr. Valencia Matthews, Dean; and Mr. Lindsey Sargeant, Department Chair.

Trustee Harper asked if there was increased revenue from games that the band did attend? President Robinson responded that revenues from games are decreased when the band does not perform at games. He stated that the year the band was suspended, revenues were profoundly impacted.

After discussion, the Committee agreed that there needs to be a stronger level of coordination between Athletics and the band in order to align financial plans for football games and to allocate funding sources early for band travel.

Update on Requested Items from Trustees | SUS Direct Support Organizations

Update on Executive Directors serving as board members

Dr. Shawnta Friday-Stroud stated that the Committee requested that she research to determine if other State University System (SUS) Institutions VP/Executive Directors served on their institutions Foundation Board, since the Board of Trustees had approved amending BOT Policy 2018-01 - FAMU Direct Support Organizations to include language that prohibits DSO Executive Directors serving as members of their respective boards at their December 2022 meeting.

Dr. Friday-Stroud stated that FSU is the only member of the SUS with the Executive Director serving as a board member.

Shawnta Friday-Stroud, Ph.D., provided updates on Divisional Activities

A. FY 2022-23 University Advancement

1. Update on Advancement Readiness Assessment

- i. Scheduling and conducting interviews with identified stakeholders
- ii. Collecting relevant documents
- iii. Working on Case Summary
 1. Dr. Friday-Stroud will forward the case summary to President Robinson and COO Edington for review.

- FY 2022-2023 Fundraising Progress as of February 1, 2023:
 - Raised over \$20.62M (137% of \$15M Goal)
 - New Cash - \$13.87M (67.3% of Total & 92.5% of \$15M Goal)
 - Pledges & Planned Gifts
 - Current - \$6.74M (32.7% of Total & 44.9% of \$15M Goal)
- The 10-Year Fundraising Overview emphasized that double-digit fundraising was the consistent goal that the division wants to reach.

B. DSO Updates

1. FAMU Foundation, Inc.

- FAMU Foundation Spring 2023 Board of Directors Meeting will be held on June 1-3, 2023, in Schaumburg, IL., in conjunction with the FAMU NAA Convention.
- Investment Value - \$145,211,670 as of December 31, 2022, compared to \$137,399,888 as of September 30, 2022
- Endowment Value - \$108,975,752 as of December 31, 2022, compared to \$102,120,327 as of September 30, 2022

2. FAMU National Alumni Association (NAA)

- Rattler Alumni in Southern California and Trustee Otis Cliatt received President Robinson and our team of administrators, recruiters, Ms. FAMU, SGA, and AD Tiffani Sykes last month. The team participated in the nation's largest HCBU Recruitment event in the country at the Los Angeles Convention Center with nearly 15,000 students in attendance. Alumni Drs. Bernard and Shirley Kinsey hosted a welcome reception at the legendary SO Fi Stadium where more than 1M people have toured the new home of the Kinsey Exhibition.
- Our very own Kimberly Godwin, President of ABC News, and other esteemed NYC-area alumni hosted a welcome dinner in historic Harlem for AD Sykes the evening before the big HBCU indoor track and field showcase hosted by Nike.
- President Robinson and AD Sykes and other key administrators are on program at the FAMU NAA Florida Region Conference later this month in Jacksonville.

3. FAMU Rattler Boosters

- The Life Memberships are approaching 200. Three of our newest members are Trustees Reed, DuBose and Cliatt.
- Rattler Boosters received a \$8,000 gift from SMA (R) Gene and Dr. Wilhemina McKinney for the Football Nutrition program in honor of their son Zuberi.
- Rattler Boosters are in the process of raising \$15,000 for the cooling station again this year since none of our athletes suffered from heat-related exhaustion last year.
- Preliminary plans have begun for the Fall Kickoff Fan fest for the Volleyball and Football teams.
- In February, the Boosters Board of Directors will be adding new Board members to fill current vacancies.

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