

Direct Support Organizations (DSO) Committee Minutes
Trustee Thomas Dortch, Chair
Wednesday, September 15, 2021

Chair Thomas Dortch, Jr., called the meeting to order. Trustees Kristin Harper, Dave Lawrence, Kelvin Lawson, and Kenward Stone were present. A quorum was established. Four action items and several informational items were presented to the DSO Committee.

The Committee recommended approval of the following items.

Approval of June 2, 2021, DSO Committee Meeting Minutes

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

Consideration of Approval of Donation-Based Naming

• **The HCA Florida Healthcare Simulation Laboratory**

This donation-based naming request was submitted for approval in accordance with FAMU Board of Trustees Policy No. 2008-05, Naming Opportunities. The HCA Florida Healthcare Simulation Laboratory will be named upon receipt of the gift. The simulation laboratory is located within the School of Allied Health Sciences. A motion was made to recommend this donation-based naming to the FAMU Board of Trustees (BOT) for approval. Trustee Lawson motioned for approval; seconded by Trustee Harper. The motion passed, unanimously.

Consideration of Approval of DSO Board Members

• **FAMU Foundation, Inc.**

○ **Student Government Association Representative**

A motion was made to recommend to the FAMU BOT the approval of Mr. Maurice Gilbert to serve a second, one-year term, as the Student Government Association representative on the FAMU Foundation Board of Directors. Trustee Harper motioned for approval; seconded by Trustee Lawson. The motion passed, unanimously.

○ **Board Treasurer**

At the FAMU Foundation Board Meeting on September 5, Mrs. W. Rebecca Brown was elected to serve as the Board Treasurer for the remainder of the two-year term (January 1, 2021-December 31, 2022) of the previous treasurer.

At this DSO Committee Meeting, a motion was made to recommend to the FAMU BOT the approval of Mrs. Brown to serve as the FAMU Foundation Board Treasurer for the remaining two-year term. Trustee Lawson motioned for approval; seconded by Trustee Harper. The motion passed, unanimously.

The Committee received updates on Divisional Activities.

A. FY 2020-21 University Advancement

- FY 2020-2021 Fundraising Progress as of June 30, 2021 (most ever raised):
 - Raised over \$13.M | \$11M was cash

B. FY 2021-22 University Advancement

- Several Board members provided comments and suggestions that are listed below.
 - Increase alumni giving
 - Determine how to capture corporate match giving on behalf of alumni (this would be soft credit).
 - Spread the message to the alumni that their personal gifts are what contribute to the ratings for an increase in alumni giving, nationally.
Note: staff is working to increase the number of donations from non-donating alumni base.
 - Now is the time to enhance the staffing infrastructure - consistency and being intentional are key; consider incorporating in more automated platforms.
 - Staff was encouraged to step-up the level of support as it relates to segments due to the different needs of potential and prospective donors. Examples of segments were given:
 - Philanthropists and foundations
 - Corporations
 - Alumni (repeat givers | new donors | alumni that are apart of established organizations or affinity groups | influencers)
 - Students
 - Trustees
 - Ensure that the Annual Report tells the story of where FAMU is going and what FAMU is seeking to accomplish. The marketplace needs clear knowledge of FAMU's strong disciplines.
 - As we tell the FAMU story, be intentionally focused with a slightly different story. Change the narrative to show the University's progression. Include the narrative that being a public institution does not mean that there are not funding needs.
 - A suggestion was made to utilize the FAMU BOT more for fundraising, etc.
 - A culture of giving model is needed for everyone at the University; leverage the audiences and voices for personal touches that make others want to give.
- Action Items
 - Staff was requested to send the Board the percentage of alumni giving rate at the other 11 SUS universities.
 - Staff was requested that at the next DSO Committee Meeting, to compare the analysis on what other departments are doing at similar institutions/review the public and private sectors for an analysis to share with the Board.
 - At the next DSO Committee Meeting, staff was advised to return with a request for more infrastructure.

C. DSO Updates

1. FAMU Foundation

- The FAMU Foundation Board held its retreat in conjunction with the Orange Blossom Classic.
- The FAMU Foundation is at approximately \$157M in total assets managed.
- The Endowment is at \$118M.

2. FAMU National Alumni Association (NAA)

- They are over 3500 strong and to-date have given more than \$700,000 towards the Save Our Students fund and are helping students to graduate.
- They held an event at the Orange Blossom Classic wherein they raised additional dollars for students.

3. FAMU Rattler Boosters

- The FAMU Rattler Boosters continue to support FAMU Athletics.

With there being no further business, the meeting adjourned.