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# Presidential Updates & Strategic Framework

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President

Board of Trustees Meeting

**FAMU**

FLORIDA  
AGRICULTURAL AND  
MECHANICAL  
UNIVERSITY



# Strategic Framework

President's Vision: Five Thematic Goal Categories



Strike, Strike, and **Strike Again!**

# Presidential Strategic Framework Summary

Major Category	Sub-Goals	# of Sub-Goals	Total Weighting
Enhance Student Success & Experience	<ul style="list-style-type: none"> <li>FTIC Undergraduate Enrollment</li> <li>Graduate (Master's)</li> <li>PhD/R1 Doctoral</li> <li>Professional Doctoral</li> <li>Student Retention (PBF-5)</li> <li>Access (PBF-7)</li> <li>Post-Transfer Retention</li> <li>Student Financial Aid Processing</li> </ul> <p>Student Recruitment (20%)</p> <p>Retention, Access &amp; Licensure (25%)</p> <ul style="list-style-type: none"> <li>Performance on Professional Licensure and Certification Exam First-Time Passage Rates</li> <li>Grow Total Research Expenditures</li> <li>Doctoral Endowment Growth</li> <li>Research Doctorates Awarded</li> <li>Endowed Chairs &amp; Professorships</li> </ul> <p>R1 Readiness &amp; Research (10%)</p>	13	55%
Fiscal Accountability	<ul style="list-style-type: none"> <li>Annual Philanthropy by (≥5% YoY)</li> <li>Grow non-tuition revenue (≥5%)</li> <li>Student Support Allocation (≥50%)</li> <li>Infrastructure/Tech Allocation (≥25%)</li> </ul> <p>Philanthropy Goals (20%)</p>	4	20%
Organizational Management	<ul style="list-style-type: none"> <li>Executive Senior Leadership (10%)</li> <li>Athletic Department (5%)</li> </ul>	2	15%
Brand, Reputation & Community Engagement	<ul style="list-style-type: none"> <li>Hold engagement events in key Florida markets to highlight FAMU's impact.</li> <li>Enhance national visibility to maintain #1 Public HBCU and Top 100 status.</li> <li>Expand branding for the Marching 100 and Athletics.</li> <li>Engage NAA, top chapters quarterly; 12+ alumni events beyond Tallahassee.</li> </ul>	4	5%
Operational Excellence	<ul style="list-style-type: none"> <li>Achieve +3% cost recovery through operational efficiencies.</li> <li>Technology modernization planning (AI, data integration, compliance tracking, cybersecurity)</li> </ul>	2	5%

# Student Success & Experience (55%)

*Presidential Goals*

Dashboard Panel: Student Success Metric

Metric	Baseline (F' 24)	Threshold	Stretch	Data Steward	Status
FTIC UG Enrollment	1,405	1,590	1,650	OIRA	●
Graduate (Master's)	550	600	660	OIRA	●
Doctoral Enrollment (PhD/R1)	230	275	320	OIRA	●
Professional Doctoral	510	600	680	OIRA	●
2nd-Year Retention $\geq$ 2.0 (PBF-5)	88%	$\geq$ 88%	$\geq$ 90%	OIRA	●
Pell Share (PBF-7)	56.6%	$\geq$ 56%	$\geq$ 60%	OIRA	●
FCS AA Transfers	909	+5%	+8%	OIRA	●
Post-Transfer Retention	88%	$\geq$ 90%	$\geq$ 95%	OIRA	●
Licensure Pass Rates	Program-Specific	Maintain	+2-5 pp	OIRA/AA	●
Financial Aid Dispersment Timeline	80%	90%	100%	Financial Aid	●
Research Expenditures	\$85M	$\geq$ 5% growth	-----	Div of Research	●
Doctoral Enrollment Growth	F'24=237 to F'25=253 (6.75%)	$\geq$ 15% growth	-----	OIRA	●
Research Doctorates Awarded	40	40	-----	Academic Affairs	●
Endowed Chairs Professorship	N/A	+25%	-----	Academic Affairs	●

Student Recruitment Goals

Retention & Access Goals

R1 Readiness & Research Goals

# Fiscal Accountability (20%)

Dashboard Panel: Financial Health

*Presidential Goals*

Metric	Baseline (F' 24)	Threshold	Data Steward	Status
Operating Margin	2%	≥3%	Budget Office	●
Days Cash on Hand	75	≥90	Budget Office	●
Cost Savings Audit	N/A	----	Budget Office	●
Restricted vs. Unrestricted Fund Accounting Clarity	N/A	----	Budget Office	●
Deferred Maintenance & Capital Infrastructure Needs	N/A	----	Facilities & Planning	●
Annual Philanthropy (≥5% YoY)	\$17M	\$18M	University Advancement	●
Non-Tuition Revenue	\$151M	\$158.6M	Budget Office	●
% Philanthropy to Students	N/A	≥50%	Budget Office	●
Infrastructure/Tech Allocation	N/A	≥25%	Budget Office	●

Fiscal Transparency & Budget Overview

Philanthropy Goals

# Fundraising & Sustainability

Dashboard Panel: Advancement Metrics

*Presidential Goals*

Metric	Baseline FY 24	Threshold	Data Steward	Status
Total Dollars Raised	\$17M	\$18M	University Advancement	●
Donor Participation Rate	7.19%	9-10%	University Advancement	●
Average Gift Size	\$2,350.00	\$2,500–\$2,700	University Advancement	●
Endowment Return on Rate	11.10%	≥8% 3-year average	University Advancement	●
Total Alumni Donors	4,730	5,200-5,400	University Advancement	●
Annual Philanthropy (>5% YoY)	\$17M	\$18M	University Advancement	●

# Brand, Reputation & Engagement (5%)

Dashboard Panel: Visibility & Engagement

Metric	Baseline FY 24	Threshold	Data Steward	Status
Key Market Engagement	N/A	≥1 per region	Marketing & Communications	●
Alumni Engagement	N/A	≥12	Alumni Affairs	●
Earned Media Growth	N/A	+10% YoY	Marketing & Communications	●
National Ranking	11.10%	#1 Public HBCU	USNWR	●

# Research, R1 readiness & Economic Impact

*Presidential Goals*

Dashboard Panel: Research Metrics

Metric	Baseline FY 24	Threshold	Data Steward	Status
Total Research Expenditures	\$68.7M	≥\$72M	Div of Research	●
Federal Research	\$57.5M	>\$60.4M	Div of Research	●
Doctoral Enrollment	210	275	OIRA	●
Research Doctorates	40	≥40	OIRA	●
Industry-Sponsored Research	\$830K	>\$872K	Div of Research	●
Endowed Chairs Professorship	N/A	+25%	Academic Affairs	●

# Organizational Leadership & Culture (15%)

Dashboard Panel: Leadership Stability

Metric	Baseline FY 24	Threshold	Data Steward	Status
Executive Team Filled	Partial	100%	Human Resources	●
Permanent Deans	Partial	100%	Human Resources	●
KPI-Aligned Evaluations	N/A	100%	Human Resources	●
Accountability Framework	N/A	Required	TBD	●

# DRS Oversight & Governance (5%)

Dashboard Panel: DRS Readiness

*Presidential Goals*

Metric	Baseline FY 24	Threshold	Data Steward	Status
Quaterly Performance Report	N/A	Required	DRS	<span style="color: red;">●</span>
Facilities Assessment	N/A	Required	Facilities	<span style="color: gold;">●</span>
Governance Alignment	N/A	Required	TBD	<span style="color: gold;">●</span>

# Accountability Structure: 16 Decision Point Reports

#	Report	Frequency	Board DP
1	Student Success Scorecard	Quarterly	DP 1
2	Bottleneck Course Remediation	Annually (Q2)	DP 1
3	Licensure Readiness	Annually (Q3)	DP 1
4	Financial Health Report	Quarterly	DP 2
5	Audit Remediation Plan	60 days + Quarterly	DP 2
6	Revenue Diversification Assessment	Annually (Q2)	DP 2
7	R1 Readiness Index	Quarterly	DP 3
8	Faculty Hiring	Quarterly	DP 3
9	Grant Productivity	Quarterly	DP 3
10	Industry Partnerships Pipeline	Quarterly	DP 3
11	Reputation and Rankings	Quarterly	DP 5
12	Alumni Engagement Outcomes	Quarterly	DP 5
13	Marching 100 & Athletics Brand Growth	Quarterly	DP 5
14	DRS Performance Report	Quarterly	DP 6
15	Facilities & Capital Needs Assessment	Annually (Q1)	DP 6
16	Governance Alignment Recommendations	Annually (Q1)	DP 6

# Final Board Evaluation Summary (Annual)

Rating	Annual Performance Attainment	Definition
Exceptional/Transformational Performance	≥ 100% of the metrics met and key stretch goals achieved	Materially exceeded enterprise-level objectives; delivered breakthrough results
Exceeds Expectations	90-99% Metrics Met	Achieved all major goals and/or exceeded key performance indicators for key priorities
Meets	80-89% Metrics Met	Substantially achieved agreed-upon goals
Needs Improvement	70-80% Metrics Met	Missed significant targets; partial achievement
Correct Action Plan Required	Below 70%	Failed to meet core responsibilities

# Interactive Dashboard & Scorecards



## KEY PERFORMANCE INDICATORS

Click images to open details. Actual KPI sequence may vary.

