

Donor and Social Engagement Committee (Ad-Hoc) Meeting Minutes

Thursday, March 10, 2022 | 4 p.m. – 5 p.m. EDT | Teleconference

Committee Members Present

Dir. Monica Williams Harris, *Chair*
Dir. W. Rebecca Brown

Dir. Angela C. Adderley
Dir. Jemal O. Gibson

Committee Members Not Present

Dir. Chan Bryant Abney
Dir. Lisa LaBoo

Dir. Lenetra S. King

Guests Present

Dir. Shawnta Friday-Stroud

Staff Present

Mr. Nick Dulcio
Mrs. Brandi Tatum-Fedrick
Ms. Kimberly Hankerson
Mrs. Quiana Cunningham-Lowe
Mrs. Gena Palmberg

Ms. Shelia Fields, *IT Office, FAMU*
Mrs. Latosha Adams-Francis
Ms. Danielle Hurd
Ms. Christina Compere-Minor
Mr. Eric Swanigan

Call to Order & Roll Call

The meeting was called to order at 4:03 p.m. by Chair Monica Williams Harris. Mr. Nick Dulcio offered the roll call and determined that a quorum was present.

Conflict of Interest Disclosure

Chair Williams Harris requested that committee members disclose any conflict of interest with items on the agenda; none were disclosed.

Approval of Minutes

January 20, 2022, Donor and Social Engagement Committee Meeting

Dir. Jemal Gibson moved to approve the minutes. Dir. Angela Adderley seconded the motion. The minutes were approved, unanimously.

Update on Action Items

- Review of SWOT Analysis
 - Determine Short-Term and Long-Term Goals
 - Funding required for committee goals

Chair Williams Harris informed the committee that she'd reviewed the SWOT analysis created during the last committee meeting and sorted the opportunities portion into three (3) categories for the committee to review/consider: 1.) Visibility, 2.) Knowledge/Education, 3.) Engagement. After discussion, the committee agreed to add an additional sorting category, 4.) Fundraising.

The committee reviewed the opportunities listing and grouped them by their respective categories.

Donor and Social Engagement Opportunities Categorization

Visibility	Knowledge/Education
Social media - how are we leveraging? LinkedIn (enhance visibility).	Tell our story – by creating our own Facebook/Instagram page(s).
Board members/contacts and social media.	Educating students on where the differing scholarships come from.
Graphics/videos/content on social media.	Educating alumni/donors on what we do – “DID YOU KNOW?” Initiative.
Using the current Advancement office social media.	^Student education about the foundation and giving back.
Pay for a 3rd Party org to do PR – we can add to budget (15k).	^More virtual events for students/alumni
Increase visibility on current Advancement Page.	
^Student education about the foundation and giving back.	
^Student leader – highlight them on social media.	
^Board Members using social media to fundraise.	
^Using Board Members in their cities for hosting events.	
^Awareness of opportunity calendar so Board members are aware.	
^Increase visibility for Board Members at recruiting events.	

Engagement	Fundraising
Asking Donors “how can we help you?” Continue engaging donors after they give.	Fundraising piece on Advancement on social media featuring Board Members (providing contact(s) for Board Members).
^Student leader – highlight them on social media.	Giving officers in each school.
^Board Members using social media to fundraise.	^Board Members using social media to fundraise.
^Using Board Members in their cities for hosting events.	^Using Board Members in their cities for hosting events.
^Awareness of opportunity calendar so Board members are aware.	^Leverage current donors (being aware of who they are so we can engage them).
^Leverage current donors (being aware of who they are so we can engage them).	
^More virtual events for students/alumni	
^Increase visibility for Board Members at recruiting events.	

^Denotes multiple category goal.

After conclusion of the opportunities' categorization, the committee discussed whether to create their own Foundation Board social media account to increase visibility and agreed on a 6-month completion timeline so that objectives can be realized before the start of the fall 2022 athletics season. Dir. Friday-Stroud advised the committee to be mindful of what information would be shared or discussed via a separate Foundation Board social media account due to some of the constraints on board communication stemming from the Open Government/Sunshine Law. Ms. Compere-Minor communicated that a separate social media account would require a great deal of content to remain vital and the committee may want to consider utilizing current advancement services to increase the Board's visibility, e.g., creation of videos to encourage support for fundraising efforts or a video spotlight highlighting some of the board's current efforts.

Motion: To recommend to the full Board that the committee explore having a separate social media presence as a FAMU Foundation Board.

Moved By: Dir. Jemal Gibson

Seconded By: Dir. Angela Adderley

The motion passed, unanimously.

Chair Williams Harris mentioned that in the short-term, board members can begin working with staff to complete promotional videos to start posting on the division's website and the committee agreed. The committee discussed upcoming events for the Foundation and University; citing that the board should review the University's calendar for visibility opportunities.

- Upcoming Events
 - Day of Giving Webinar – March 24, 2022 | 12pm-1pm EST
 - Day of Giving (1887 Strikes) – April 21-22

Further, the committee decided to have staff collect and disseminate the board's personal social media handles as well as develop creative methods to have the members connect with current and prospective donors. Dir. Friday-Stroud relayed to the committee that we are awaiting Foundation Counsel's opinion on the amount of donor information that can be distributed to the board and will be shared once a decision is reached.

New Business

There was no New Business that needed to come before the committee.

Other Items

There were no Other Items that needed to come before the committee.

Adjournment | Minutes Prepared By

There being no further business, the meeting was adjourned at 4:52 p.m. by Chair Monica Williams Harris; Mr. Nick Dulcio prepared the minutes.