

FLORIDA **A&M** UNIVERSITY
Board of Trustees

Direct Support Organizations (DSO) Committee Meeting

Wednesday, March 4, 2020

11:45 a.m. - 12:15 p.m.

FAMU Grand Ballroom

Committee Members: Thomas Dortch, Chair
Dave Lawrence, Vice Chair
Kristen Harper, Kelvin Lawson, Rochard Moricette

AGENDA

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| I. | Call to Order | Trustee Dortch |
| II. | Roll Call | Ms. Angie Wiggins |

ACTION ITEM

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| III. | Consideration of the Approval of Minutes | Trustee Dortch |
| | A. December 4, 2019, DSO Committee Meeting | |

INFORMATIONAL ITEMS

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| IV. | Review of the Naming Opportunities Policy | Dr. Friday-Stroud |
| V. | Update on Divisional Activities | Dr. Friday-Stroud |
| | A. FY 2019-20 University Advancement Updates | |
| | B. DSO Updates | |
| | 1. FAMU Foundation, Inc. | |
| | 2. National Alumni Association | |
| | 3. FAMU Rattler Boosters | |
| VI. | New Business | Trustee Dortch |
| VII. | Adjournment | Trustee Dortch |

FLORIDA  UNIVERSITY
Board of Trustees
ACTION ITEM

Direct Support Organizations (DSO) Committee
Wednesday, March 4, 2020
Agenda Item: III

Subject: Consideration of the Approval of Minutes

Proposed Board Action: In accordance with the Florida Statutes, a governmental body shall prepare and keep minutes or make a tape recording of each open meeting of the body.

Attachment: Yes

- December 4, 2019, DSO Committee Meeting Minutes

Direct Support Organizations Committee Meeting Minutes

Trustee Thomas Dortch, Chair

Wednesday, December 4, 2019

The meeting was called to order by Committee Chair Thomas Dortch. Ms. Angie Wiggins called the roll, and the following Committee members participated: Trustees Kristin Harper, Kelvin Lawson, and Rochard Moricette. Several action and informational items were presented to the DSO Committee.

Approval of September 18, 2019, DSO Committee Meeting Minutes

Trustee Lawson motioned for approval; seconded by Trustee Moricette. The motion passed by a unanimous vote.

Approval of Donation-Based Naming

The new Amphitheater will be named upon receipt of a family donation. A family is making a \$500,000 donation to complete the new Amphitheater (approximately one-fourth of \$2.1M cost to construct the facility). Trustee Moricette motioned for approval; seconded by Trustee Lawson. The motion passed by a unanimous vote.

Vice President Shawnta Friday-Stroud was advised to bring back at an upcoming meeting as an informational item, review of the naming policy (which items would be in perpetuity, etc.). The Committee was urged by Trustee Belvin Perry to consider, like other universities, having a length of time for naming rights. Dr. Friday-Stroud was requested by Trustee Dortch to send the naming policy to the FAMU Board of Trustees for review.

Acceptance of Revised FY 2019-2020 Budget for the FAMU Foundation, Inc.

The Foundation Board approved an increase in its Budget, which includes withdrawing the remainder of available earnings, to provide additional funding in the areas of University support, donor outreach, and development support. Trustee Lawson motioned for approval; seconded by Trustee Harper. The motion passed by a unanimous vote.

Approval of DSO Board Members for the FAMU Foundation, Inc.

This action item was submitted in accordance with FAMU BOT Policy Number 2018-01, IV., 4), d) Provide that the Board shall approve all appointments, including elected board members to any DSO board. At the November 23, 2019, FAMU Foundation Board Meeting, the Board elected three Directors, and the new Faculty Senate Representative was approved by the President of the Faculty Senate.

1. Directors Kenneth Neighbors and G. Scott Uzzell (terms expire as of Dec. 31, 2019; re-elected)
2. Director T.J. Rose (newly elected to the Board)
3. Director Kenya Washington-Johnson (appointed by the President of the Faculty Senate)

Trustee Lawson motioned for approval; seconded by Trustee Moricette. The motion passed by a unanimous vote.

Dr. Friday-Stroud provided updates on Divisional Activities

1. Fundraising Updates

- Launch mailing, email and digital campaign – partnering with EAB to reach new donors
- Promoted Giving Tuesday on December 3, 2019; \$181 people gave \$33,191.77 (all cash)
- Launch the University’s first ever Day of Giving, April 30 at 12 noon to May 1 at 12 noon in conjunction with the National Alumni Association Day of Giving during their national convention in June
- Launch campus naming initiative starting with rooms in the new CASS Building and in the Residence Hall
- Hosted a Donor Recognition event twice a year (Homecoming and Spring) – Inaugural Event hosted on October 3, 2019
- Planned Giving (\$1M focus)
- Retiree focus – presentation scheduled January 9th to the FAMU Retirees
- Homecoming 2019 – The Experience – (Chaired by Carmen Cummings and Co-Chaired by Bryan Smith, Brandi Tatum-Fedrick, and Shawnta Friday-Stroud) included more than 33 events on campus for students, alumni, and friends, including the celebration of FAMU’s 132 years
- Foundation Director, G. Scott Uzzell, CEO of Converse, served as the Homecoming Convocation Speaker
- Affinity giving groups has contributed over \$702,000 this fiscal year, and six classes and four Sororities/Fraternities are raising money for Homecoming 2020
- Memory Lanes Brick Campaign has raised over \$20,000 to date
- Assistant Vice President Carmen Cummings coordinated the away game community service activities with First Lady Sharon Robinson, Coach Willie Simmons, and the football team
- The 2nd Athletics Big Push Weekend raised over \$30,000
- FAMU Rising Fundraising Tour
 - Orlando – November 20, 2019 (Director John Crossman) – raised approximately \$50,000
 - Charlotte – March/April 2020 (Director Lorin Crenshaw, Glenn Ford, Justin Smith)
 - Atlanta – May 20, 2020
 - Plans are underway for Tampa, Houston, and Chicago

Trustee Dortch advised that Alumnus Will Packer is ready to get involved and do some big things for Homecoming. Trustee Dortch will coordinate a call next month and will provide dates for a meeting with Mr. Packer in Atlanta, GA.

Trustee Moricette inquired about the cost and media outlets for the Brick Campaign (mass emails and social media). He requested that Dr. Friday-Stroud forward details to him to send to young alums.

2. DSO Updates

A. FAMU Foundation, Inc.

- The FAMU Foundation Fall Board Retreat and Meeting was held on November 20-23, 2019, in Orlando, Florida
- The Investment Portfolio balance at July 31, 2019, is \$125.1M
- The Endowment value at July 31, 2019, is \$94.8M
- The Annual Foundation Audit was completed with no recommendations
- The FAMU Foundation Spring Board Meeting will be held May 20-21, 2020, in Atlanta, GA

B. FAMU National Alumni Association (NAA)

- NAA hosted the Athletics Fundraiser Breakfast, on November 23, 2019, in Orlando, FL, and reported raising over \$63,000 during the event
- NAA National Convention will be held in Tallahassee, FL on June 4-7, 2020
- NAA Polk County Chapter is launching a Field House Renovation Fundraiser that they want to complete by June

C. Florida A&M University Rattler Boosters, Inc.

- Automated Accounting Records and Monthly Reporting.
- Annual Audit Completed with no Recommendations
- Life Membership Totals - 123 with 23 Subscribing
- Endowment over \$90,000; pushing to get to the \$100,000 mark
- The FAMU Rattler Boosters representative participated in the November 9, 2019, Athletics Big Push two-hour web-a-thon.

There being no further business, the meeting was adjourned by the DSO Committee Chair, Thomas Dortch, Jr.

FLORIDA **A&M** UNIVERSITY
Board of Trustees
INFORMATION ITEM

Direct Support Organizations (DSO) Committee
Wednesday, March 4, 2020
Agenda Item: IV.

Subject: Review of the Naming Opportunities Policy

Background Information and Summary:

At the December 4, 2019, DSO Committee Meeting during the discussion of the approval of the Donation-Based Naming, Dr. Friday-Stroud was advised to bring back at an upcoming meeting as an informational item, review of the Naming Opportunities Policy. She was advised that the review should include details regarding which items would be in perpetuity, etc.

Dr. Friday-Stroud will review the naming in perpetuity and term limits. While some clarifying language was drafted, it is suggested that additional review and potential modifications are suggested after the Legislative Session in the event that new naming requirements are passed.

Florida Agricultural and Mechanical University



Board of Trustee Policy

Board of Trustees Policy Number: 2008-05	Date of Adoption/Revision June 12, 2008; Rev. September 11, 2014
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Subject	Naming Opportunities
Authority	Board of Governors Regulation 9.005, Naming of Buildings and Facilities Section 7 (d), Article IX, Florida Constitution
Applicability	To establish guidelines for naming of a FAMU building, road, bridge, park, recreation complex, college, center, or other facility or Program

I. Policy Statement and Purpose

The Florida Agricultural and Mechanical University (FAMU or University) Board of Trustees establishes the following Policy and Procedures by which any building, structure, road, bridge, park, recreational complex or any tangible property, or any component thereof (hereafter "Facility") or, college, school, department, institute, center, or program (hereafter "Program") or any other property or property right under the control of the Board of Trustees may be named for an individual or other entity

A. Meeting Requirement:

The naming of any Facility or Program requires the recommendation of the President of the University and the approval of the Board of Trustees as a noticed, non-consent agenda item at a meeting of the Board of Trustees.

B. Names Prohibited:

No Facility may be named on an honorary basis for any active State University System member, including, but not limited to, staff, faculty, students or trustees. However, a Program may be named for such an active member of the State University System without the approval of the Board of Governors as set forth in sub-paragraph A above.

II. Honorary Naming

Non-gift related, or “Honorary”, naming of any Facility or Program is reserved for individuals who have been duly recognized for achievements of extraordinary and lasting distinction and who have made a significant contribution to the State of Florida and/or to the University or to the fields of education, government, law, science or the welfare of the human race. The integrity of the individual should exemplify outstanding virtues.

A. Establishment of an Advisory Committee on Honorary Naming of Facilities and Programs

The President shall appoint an Advisory Committee on Honorary Naming Facilities and Programs which will review and make recommendations to the President for consideration. Membership shall include the Vice President for University Advancement, who shall Chair the Committee, the Vice President of Administrative and Fiscal Affairs or his/her designee, a representative of the Faculty Senate (but not its president) and a representative of the Student Government Association (but not its president). The President may appoint other members to the Committee as deem appropriate.

B. Committee Function

The Committee shall be an advisory body to the President and shall have no policy-making or administrative authority. The Committee shall advise the President with respect to proposals to name or change the name of University Facilities and Programs, consistent with the policy and procedures set forth herein. The Committee shall meet at such times and places required to efficiently perform its duties.

III. Gift Related Naming

Gift related naming of a Facility or Program requires a donation to the University or the Florida A&M University Foundation, Inc. (the “Foundation”) which makes a significant contribution to the cost of building the Facility or implementing the Program housed in the facility approved by the Board of Trustees.

Specific naming opportunities and corresponding minimum gift levels are determined by the President, Dean, Vice President of University Advancement, and Vice President of Administrative and Fiscal Affairs or their designee. Naming may be affixed when accompanied by gifts equivalent to at least fifty percent (50%) of the fundraising target.

Naming requests must be accompanied by supporting documentation in the form of a gift agreement which outlines the terms and expectations of the donor.

In all cases, State matching funds may be added to the donor’s endowment for purposes of meeting the minimum naming requirement. Such naming recognition will reflect not only the donor’s endowment, but also the donor’s commitment to the mission, vision and objectives of the University.

IV. Matching Gifts

Based on the Alec P. Courtelis University Facility Enhancement Challenge Grant Program, Section 1013.79, Florida Statutes, when the naming opportunity concerns construction of a new building or renovation of an existing building, a donor will be required to provide 100 percent of the private portion of the building or renovation cost. The private portion would be 50 percent of the total construction or renovation cost. If the University chooses to conduct a campaign, which raises the needed private funds from numerous donors, the minimum donation required from an individual for a naming opportunity is 60 percent of the private portion (or, under the existing Alec P. Courtelis University Facility Enhancement Challenge Grant Program, 30 percent of the total cost). These provisions apply only as funding is available.

V. Removal, Revocation or Renaming

A. Honorary:

At any time, the Board of Trustees may remove a name from and/or rename any Facility or Program named on an honorary basis upon the recommendation of the President of the University and the approval of the Board of Trustees as a noticed, non-consent agenda item at a public meeting of the Board of Trustees. The removal of any name previously requiring the approval of the Board of Governors of the State University System shall likewise require the approval of the Board of Governors.

B. Gift Related:

As stated in the gift agreement, at any time, the Board of Trustees may remove a name and or rename a Facility or Program named on a gift related basis when doing so would be in the best interest of the University. The Board of Trustees may consider whether the donor continues to exemplify a commitment to the mission, vision and objectives of the University and whether the donor maintains the integrity consistent with the honor of such naming opportunity. Any altering of previously named Facilities or Programs shall occur in consultation with the donor or his/her designee.

C. Revocation:

Revocation of naming approval or conferral – In certain circumstances, the University reserves the right, on reasonable grounds, to revoke and terminate its obligations regarding a naming with no financial responsibility for returning any received contributions to the donor. These actions, and the circumstances that prompt them, may apply to an approved naming that has not yet been acted upon or to a conferred naming and must be outlined in the gift agreement. Following are some (but not all) examples of circumstances warranting renaming, removal or revocation of the naming honor:

- 1) In situations where University facilities, or any part thereof, has been dedicated to or named for any person, family, or organization, the University reserves the right to withdraw the designation or name if, in the sole opinion of the University, the person, family, or organization has come into disrepute in the University or in the general community so as to reflect negatively or adversely upon the University.

- 2) If the donor fails to maintain payments on a pledge upon which the naming was bestowed, the naming may be revoked or any other agreed upon obligation..
- 3) If a planned gift upon which the naming was bestowed does not result in the value agreed upon, the naming may be revoked.
- 4) If the name of a corporate or individual donor has been changed.
- 5) The donor's actions no longer align with the mission of the University and its fundamental values, or such actions bring disrepute to the University.

VI. **Duration and Modification of Namings**

A. The duration of a donor's or honoree's name on any Facility or Program ordinarily continues for as long as the facility or unit is used in the same manner or for the same purpose for which the naming occurred. Any naming made pursuant to this Policy shall remain in effect until such time as the University determines the facility has exceeded its useful life or the facility's continued use has become impossible or impractical or until removed as set forth in Section V above. Upon demolition, replacement, substantial renovation, redesignation of purpose, or similar modification of a named Facility or Program, the University may deem that the naming period has concluded.

- 1) The appropriate University representative will make all reasonable efforts to inform in advance the original donors or honorees or their surviving family members when the naming period is deemed to have concluded.
- 2) The University may, but is not required to, provide for the appropriate perpetuation of the previous name. Perpetuation of the original name in an equivalent manner is not required. Appropriate perpetuation of previous names may include, for instance, a plaque in or adjacent to new and renovated facilities.

B. **Term Naming** – In appropriate instances, a naming may be granted for a pre-determined fixed term, usually 3-10 years. At the end of the term, the name of the Facility or Program shall expire but may be renewed with the same or a new name. The gift agreement should clearly specify the period of time for which the facility or unit will be named.

C. **Joint or Hyphenated Naming** – Additional names may be added to a Facility or Program unless prohibited by the original donor's gift agreement, in recognition of an additional gift even if the prior donor's or honoree's naming period has not concluded. Hyphenation of names is one method for jointly naming a facility or program.

**Board of Trustees
INFORMATION ITEM**

Direct Support Organizations (DSO) Committee

Wednesday, March 4, 2020

Agenda Item: V.

Subject: Update on Divisional Activities

Background Information and Summary:

Dr. Friday-Stroud will provide an update on Divisional activities.

A. FY 2019-20 University Advancement Updates

- Received \$1.4M cash donations in December, the largest amount ever raised in December
- Giving Tuesday raised \$63,000 on December 3, 2019
- Donor Recognition Reception will be held on March 28 during the Spring Game
- On April 30, the University will kick off its first ever/Inaugural Day of Giving, 1887 minutes of giving.

B. DSO Updates

1. FAMU Foundation, Inc.

- The Spring 2020 Board of Directors Meeting will be held on May 20-21 in Atlanta, GA.
- Tentative plans are underway to schedule a one-day FAMU Foundation Board Meeting on campus in June during the FAMU NAA National Convention.
- The Investment Portfolio balance at December 31, 2019, is at \$130,721,282. The Endowment value at December 31, 2019, is at \$100,399,702.

2. National Alumni Association

- The Office of Alumni Affairs (OAA) and the FAMU NAA in collaboration with the Office of Government Relations hosted its day of advocacy at the Capitol on Thursday, February 6.
 - Due to the approaching storm, legislative visits were condensed, the lunch and learn session was expedited, and the evening reception on the 22nd Floor of the Capitol was cancelled.
 - Recruiters from various colleges and schools exhibited the “great things happening at FAMU” on the 2nd and 3rd floor rotundas.
 - FAMU DAY received great press which expanded the FAMU brand.
 - Even with the dark clouds on the horizon, nearly 300 alumni ambassadors and students participated.

**Board of Trustees
INFORMATION ITEM**

- OAA organized a community celebration in the Grand Ballroom for FAMU Football's 2020 National Signing Day and its big reveal of one of the most impressive recruiting classes in years. One of the highlights of the event was the FAMU NAA's announcement of the transfer of \$93,000 for FAMU Athletics, football, and Save Our Students Scholarship fund.
 - THE Polk County Alumni chapter with its President, Mrs. Doris Hicks, have launched a new fundraising campaign of \$100,000 for the FAMU football field house renovations.
 - The Mid-Eastern Athletic Conference (MEAC) will welcome teams from around the country in Norfolk, VA, in mid-March, with a salute of distinguished alumni from member schools. FAMU Foundation Director Thomas Jones, Jr., will be among the distinguished alums saluted in center court ceremonies at the Norfolk scope arena on Thursday, March 12.
 - The FAMU NAA Convention will be here on campus, June 4-7, a first in many years.
3. FAMU Rattler Boosters
- The Rattler Boosters have contributed \$9,730 to the Athletics Department to hire an athletic trainer.
 - The Rattler Boosters currently have 352 dues paying members.
 - This includes 128 fully paid Life Members and 24 Subscribing Life Members.
 - The endowment has donations of over \$95,000 towards their \$100,000 goal.
 - Donations of over \$30,000 has been received and earmarked for Stadium and Facilities Enhancements this quarter.
 - The Rattler Boosters Kick Off Fundraising Committee has begun planning for the 2020 Signature Football event. It is tentatively scheduled for Saturday, August 22, 2020.