



# **Direct Support Organizations Committee Meeting**

PRESENTED BY

**Thomas Haynes, Ph.D.**

**Wednesday, March 4, 2015**

Florida Agricultural and Mechanical University



# **BOARD OF TRUSTEES REPORT**

## **MARCH 4, 2015**



# Action Item

- **Approval of December 3, 2014  
Committee Minutes**





# III. Approval of Minutes

## Approval of December 3, 2014, Committee Minutes

### **Rationale:**

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

### **Recommendation:**

Approve the minutes of the December 3, 2014, DSO Committee Meeting.





# Information Items

## Update on Divisional Activities

- University Advancement & B.O.T. Goals
- FAMU Foundation, Inc.
  - Foundation Operations
  - Investments
- Alumni Affairs
- Rattler Boosters





## IV. A. University Advancement & B.O.T. Goals

### I. University Advancement & B.O.T. Goals

- **Strategic Goal: Enhance Institutional Fundraising and its established goal of \$5.5MM.**
- **Goal Achievement Status: YTD (beginning of 3<sup>rd</sup> Quarter) \$4.1 million in cash and \$8.3 million in cash and pledges.**

- **Fundraising Initiatives & gifts:**

**Giving to Florida A&M University has increased by 72% over last year.**

- Multi-million Dollar Gift and Six Figure Bequests (\$5 million major gift; over \$250,000 in planned gifts)
- 2014 Faculty & Staff (\$194,410.00) [Cash & Pledges]
- Over 5,000 Donors – 131.99% increase in donors over last year this time;
- Total fundraising to-date exceeds \$8.3 Million in cash and pledges





# University Advancement Operations & Outcomes

## Four-Year Comparison of Constituent Giving (Cash only)



	Base	1st Qtr	2nd Qtr	3rd Qtr	4th Qtr
● FY 2011/12	\$-	\$1,082,635.00	\$1,965,763.00	\$2,652,702.00	\$3,197,820.00
● FY 2012/13	\$-	\$1,106,635.00	\$1,947,765.00	\$2,541,044.00	\$3,226,011.00
● FY 2013/14	\$-	\$885,811.00	\$1,833,063.00	\$2,403,738.00	\$3,315,699.00
● FY 2014/15	\$-	\$1,301,301.00	\$3,644,968.84	\$4,135,348.26	
● Goal	\$-	\$1,500,000.00	\$3,250,000.00	\$4,500,000.00	\$5,500,000.00

Total Donors 2/2/2014- **2,094** --\*-- Total Donors 2/2/2015- **5,002**  
**138% Increase in Donors**





# University Advancement Operations & Outcomes

## Comparison of Gifts by Purpose - Fiscal 2013-14 and 2014-15

	3rd Quarter Financial Objectives	Giving as of Feb. 27, 2014	Gifts as of Feb. 2, 2014	Giving as of Feb. 27, 2015	Gifts as of Feb. 2, 2015
Endowed Scholarships	\$1,200,000.00	\$520,436.10	3,815	\$776,677.48	4,043
Expendable Scholarships	\$900,000.00	\$550,922.90	462	\$1,268,284.30	1,379
Temp. Restricted Funds	\$1,300,000.00	\$795,599.08	1,059	\$1,709,965.09	1,785
SCI Discretionary	\$300,000.00	\$134,149.89	921	\$235,311.66	1,917
Unrestricted	\$300,000.00	\$127,602.61	1,030	\$145,109.73	2,353
<b>Purpose Total:</b>	<b>\$4,500,000.00</b>	<b>\$2,128,710.58</b>	<b>7,287</b>	<b>\$4,135,348.26</b>	<b>11,477</b>
<b>2<sup>nd</sup> Quarter Financial Objective Attainment</b>		<b>53.22%</b>		<b>103.38%</b>	





# University Advancement Operations & Outcomes

## Donor Giving Analysis

YTD as of 2/2/15

	# Donors	Total
<b>Repeat</b>	1,000	\$546,433.50
<b>Increased</b>	369	\$223,263.67
<b>New</b>	2,043	\$180,126.39
<b>Recovered</b>	632	\$1,431,716.53
<b>Decreased</b>	402	\$126,053.23

### Legend

- **Repeat:** Donors who gave both last FY and this FY
- **Increased:** Donors whose giving has increased since last FY
- **New:** First time givers
- **Recovered:** Previous donors who have not given within the past three fiscal years
- **Decreased:** Donors whose giving has decreased since last FY





# University Advancement Operations & Outcomes

## Enhancing Institutional Fundraising *\$10 for 10 Giving Campaign*





# University Advancement Operations & Outcomes

3rd  
QT

## Enhancing Institutional Fundraising

- **Conduct Thank-You-Thon & Spring Phonathon – Feb-March**
- **Identify and solicit financial supporters for the FAMU Wind Symphony's performance at Carnegie Hall**
- **Transition Vice President for Advancement to Vice President for Strategic Planning**
- **Advertise Advancement Associate Vice President and Executive Director of Advancement Services positions**
- **Hire Advancement Vice President**
- **Complete consolidation of University Advancement and FAMU Foundation offices for greater efficiency and effectiveness**
- **Employ College of Engineering development consultant**





# University Advancement Operations & Outcomes

3rd  
QT

## Enhancing Institutional Fundraising

- Plan Annual Fund Athletic Campaign to support scholarships and facilities
- Capitalize on new football coach, refocus 10for\$10 Campaign to solicit gifts for Athletics
- Work with SCIs to secure Challenge Gifts to boost participation
- Acknowledge specialty plate owners and recruit new owners with marketing plan
- Continue focus on acquiring, repeating and upgrading donors
- Expand stewardship initiatives to include New Donor Welcome Package/Kit and Scholarship Donor Recognition event





# University Advancement Operations & Outcomes

4th  
QT

## Enhancing Institutional Fundraising

- **Acclimate new Advancement Vice President**
- **Hire Advancement Associate Vice President, and Executive Director of Advancement Services**
- **Kick-off Annual Fund Athletic Campaign to support scholarships and facilities**
- **Refine and implement fiscal year-end annual fund drive to include direct mail, face-to-face, and telephone contact**
- **Maintain focus on increasing recurring and matching gifts**
- **Continue to encourage and support web-based micro campaigns**
- **Secure year-end annual fund update report and begin to evaluate program**





# IV. B. FAMU Foundation, Inc.

## B.1 Foundation Operations

- **Implement two new systems in response to the operations audit.**
  - **WebInvoicing**
  - **Fundriver**
- **Search underway for a new Associate Vice President and Managing Director.**
- **The upcoming Spring FAMU Foundation Board of Directors Meeting, May 13-15, 2015, Houston, Texas.**





# IV. B. FAMU Foundation, Inc.

## B.2 Investments

### Investment Returns for the Period Ended December 31, 2014:

	FYTD: 7/1/14 – 12/31/14	FYTD: 7/1/13 - 12/31/13
Investment Returns	0.36%	10.59%
Composite Benchmark	1.40%	9.66%
Investment Goal	4.25%	4.25%

### Comparison of Investment Returns for Trailing 12 Months to Prior Years:

For the Trailing Twelve Months Ending:	12/31/14	12/31/13	12/31/12
Investment Returns	5.39%	14.32%	11.37%
Composite Benchmark	6.58%	15.29%	11.82%
Investment Goal	8.50%	8.50%	8.50





# IV. B. FAMU Foundation, Inc.

## B.2 Investments (cont.)

Trailing Performance 6/30/14	1-Year (N=828)	3-Year (N=736)	5-Year (N=710)	10-Year (N=545)
Florida A&M University Foundation	16.1%	N/A	N/A	N/A
Average	15.5%	9.0%	11.7%	7.1%
Median	15.8%	8.9%	11.8%	7.0%

Over \$ 1 billion	16.5%	9.5%	12.1%	8.2%
\$501 million - \$1 Billion	15.8%	9.1%	11.8%	7.3%
\$101 million - \$500 million	15.5%	8.9%	11.8%	7.1%
\$51 million - \$100 million	15.2%	8.7%	11.4%	6.5%
\$25 million - \$50 million	15.2%	8.9%	11.4%	6.5%
Under \$25 million	15.5%	9.4%	12.0%	6.6%





# IV. B. FAMU Foundation, Inc.

## B.2 Investments (cont.)

Asset Allocation 6/30/14	Domestic Equity	Fixed Income	International Equities	Alternative Strategies*	Cash & Short- Term
Florida A&M University Foundation	32.5%	20.1%	15.3%	32.0%	0.1%
Dollar-Weighted Average	17.0%	9.0%	19.0%	51.0%	4.0%
Equal-Weighted Average	31.0%	16.0%	19.0%	28.0%	6.0%
Over \$ 1 billion	13.0%	8.0%	18.0%	57.0%	4.0%
\$501 million - \$1 Billion	20.0%	10.0%	20.0%	44.0%	6.0%
\$101 million - \$500 million	27.0%	14.0%	21.0%	33.0%	5.0%
\$51 million - \$100 million	31.0%	18.0%	21.0%	24.0%	6.0%
\$25 million - \$50 million	38.0%	19.0%	18.0%	18.0%	7.0%
Under \$25 million	43.0%	26.0%	14.0%	10.0%	7.0%





## IV. C. Alumni Affairs

The Office of Alumni Affairs is deeply involved in the logistics for three major events this spring:

- **FAMU Day at the Capitol: Thursday Evening, March 26, 2015 @ 6PM on the 22<sup>nd</sup> Floor of the Florida Capitol**
- **Weekend of Rededication Celebrating the Golden Anniversary Class of 1965: April 15-18, 2015**
- **The FAMU National Alumni Association's Annual Convention: May 14-17, 2015, Houston, Texas**





## IV. D. Rattler Boosters

Listed below are the significant updates relative to the Rattler Boosters Office from the last DSO Committee Meeting:

- **Rattler Boosters Membership Drive**
- **1<sup>st</sup> Annual Rattler Boosters Board of Directors Retreat**
- **Rattler Boosters Board of Directors – New Members**
- **Field House Enhancement**





“At FAMU, Great Things Are Happening Every Day.”

established 1887

