

December 4, 2024

“Boldly Striking Forward: DSOs Strategic Plan Alignment”

FAMU Board of Trustees Meeting

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Executive V.P. & Chief Operating Officer

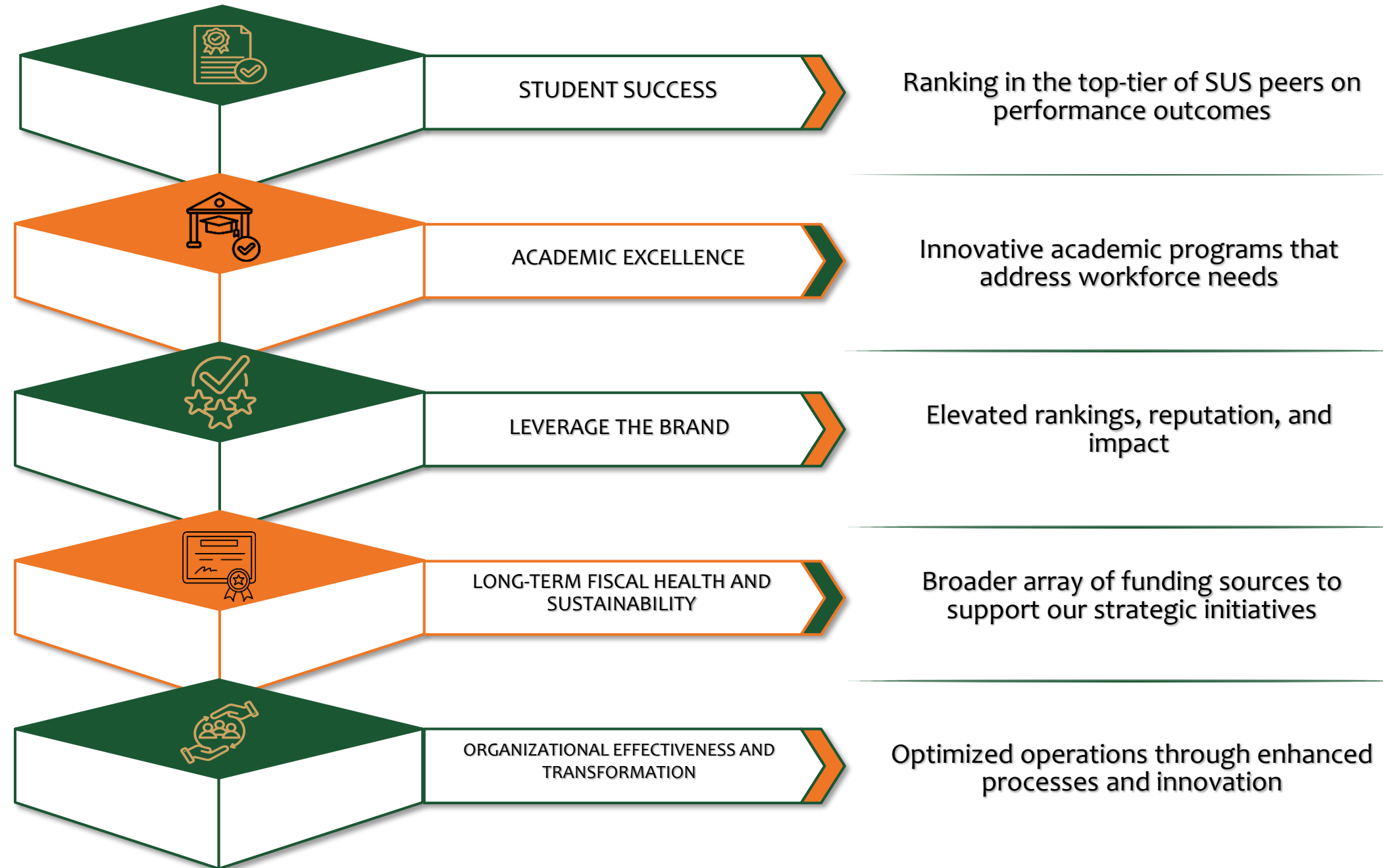
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FAMU

FLORIDA
AGRICULTURAL AND
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“Boldly Striking” Strategic Priorities

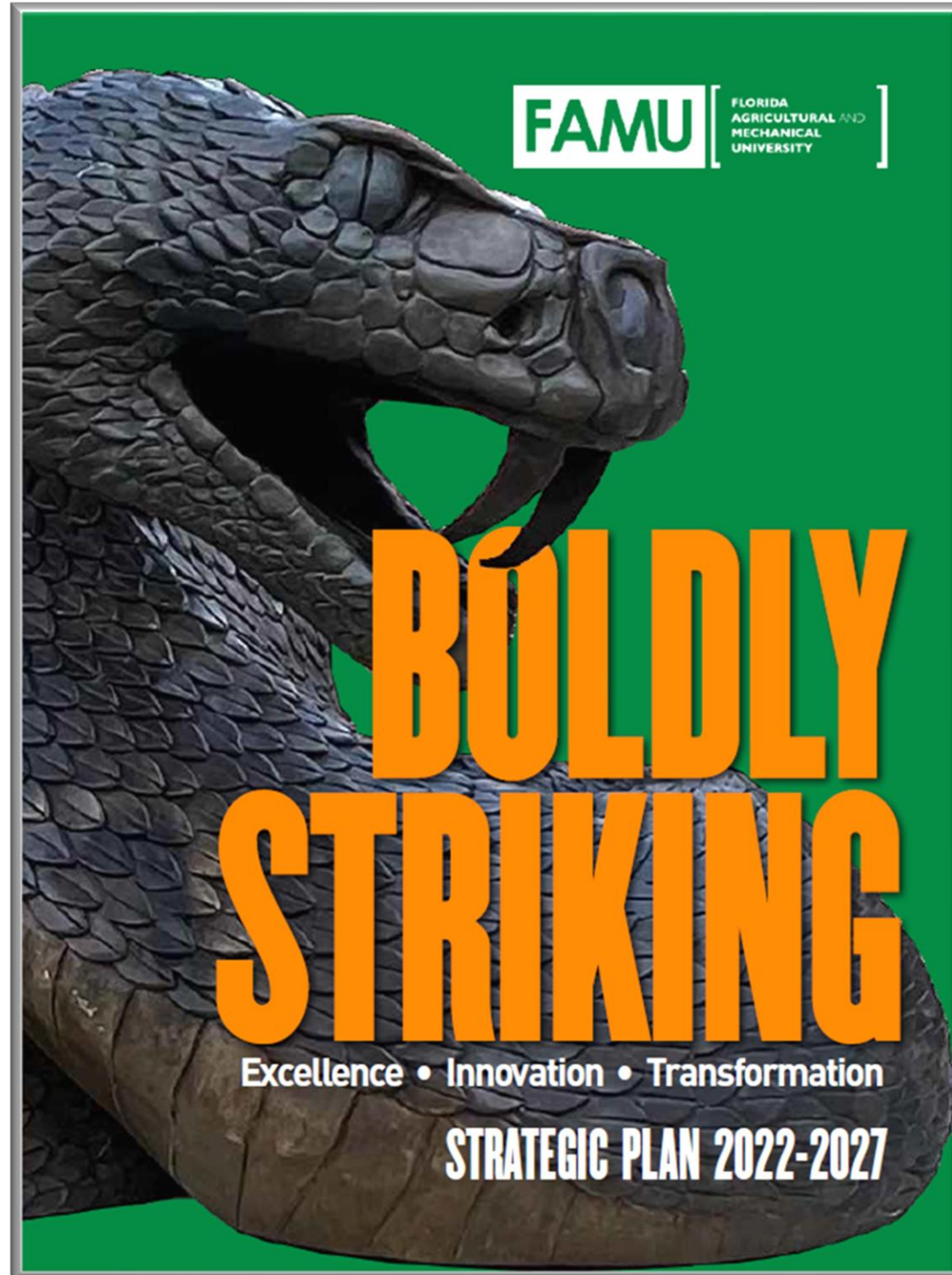


Strike, Strike, and **Strike Again!**

“Boldly Striking” Alignment



Strategic Planning Overview



Foundation's Strategic Initiatives & KPIs (2024-2027)

- **Objective:** Identify strategic planning objectives and key performance indicators (KPIs) that align with the university's “boldly Striking” Strategic Plan to inform the development of the FAMU Foundation’s Strategic Plan.
- **Primary Focus Areas:**
 - Development of key initiatives that drive student success through community engagement and partnership growth.
 - Establishment of measurable KPIs over a 3-year period to track and evaluate progress.

Targeted Strategic Priorities



Student Success

- Post Graduate Study
- Strengthen Recruiting Networks
- Career Readiness



Academic Excellence

- Graduate Feeder Programs
- Internships & Experiential Learning
- Increase Employment Outcomes



Leverage the Brand

- Targeted Outreach Initiatives
- Customer Service Campaign
- Increase International Recognition

DSOs “Boldly Striking” Alignment



FAMU Foundation

- **Strategy 1.1.4:** Increase the allocation of financial support to address unmet need.
- **Strategy 3.3.1:** Establish targeted outreach initiatives to foster increased engagement with policy makers, alumni, friends, organizations, and communities throughout the state, region and nation.



FAMU National Alumni Association

- **Strategy 1.1.1:** Expand and enhance strategic recruitment initiatives to improve the academic profile of incoming cohorts.
- **Strategy 1.1.4:** Increase the allocation of financial support to address unmet need.



FAMU Boosters

- **Strategy 1.1.4:** Increase the allocation of financial support to address unmet need.
- **Strategy 3.3.1:** Establish targeted outreach initiatives to foster increased engagement with policy makers, alumni, friends, organizations, and communities throughout the state, region and nation.

FAMU Foundation

2024-27 Strategic Initiatives & KPIs

The goal is to identify strategic initiatives and Key Performance Indicators (KPIs) that align with the "Boldly Striking" Strategic Plan to guide the development of the FAMU Foundation's Strategic Plan.				
Goal	Strategic Initiative	KPIs (Year 1)	KPIs (Year 2)	KPIs (Year 3)
Establish and host an annual signature event to support and promote Small Business Enterprises , foster engagement, networking, and growth opportunities.	Implement an annual signature event for Small Business Enterprises.	Successfully host one signature event in four strategic locations, ensuring alignment with SMB concentrations and FAMU Foundation members.	Increase the number of events to five or six locations, targeting additional markets with high SMB and FAMU Foundation member concentrations.	Host six events across diverse markets, generating \$600,000 in total revenue while maintaining exclusivity with 100 participants per event.
		Secure J.P. Morgan Chase as the signature sponsor to cover event expenses and provide a direct-level donation at each event for local PR purposes.	Grow the SMB database by an additional 500 entries, totaling 900 engaged SMBs and proprietors by the end of Year 2.	Expand the SMB database to over 1,500 entries, ensuring robust year-over-year engagement and donor care strategies tailored to SMBs.
		Generate \$400,000 in total revenue (\$100,000 per event) through 100 participants at each event paying \$1,000, while growing the database by 400 SMBs and proprietors.	Retain J.P. Morgan Chase as the primary sponsor while securing one additional corporate partner, contributing both financial support and donor engagement.	Attract at least two new major corporate sponsors, including private equity or other large entities, while ensuring J.P. Morgan Chase's continued participation and annual contributions to the FAMU Foundation.
Enhance Foundation Board fundraising efforts through "Give/Get" initiatives .	Implement a comprehensive training program and tracking system to ensure board members are informed and motivated to achieve their give/get targets.	Conduct training sessions for all board members on give/get tracking tools by the end of Q1.	Conduct refresher training sessions for all board members on give/get tracking tools by mid-year.	Ensure 100% of board members actively engage in at least two donor cultivation activities annually.
		Ensure 80% of board members commit to their give/get targets via written documentation at the start of the year.	Increase the percentage of board members meeting or exceeding give/get targets to 90%.	Increase the percentage of board members meeting or exceeding give/get targets to 100%.
		Achieve 50% board members meeting or exceeding their give/get targets by year-end.	Implement quarterly tracking and reporting of give/get activities for all board members.	Develop additional KPIs as necessary to support ongoing board engagement and effectiveness.
Increase the number of major donors through collective engagement, relationship cultivation, and alignment with university initiatives to secure their commitment to a future capital campaign .	Develop a structured approach to identify, engage, and cultivate relationships with major donors, aligning their interests with university initiatives and preparing them for active participation in a capital campaign by Year 3.	Compile a database of at least 50 potential major donors identified through board referrals and existing networks.	Match at least 30 major donors to specific university initiatives based on their interests and potential impact.	Secure verbal or written commitments from at least 50% of identified major donors to contribute to the capital campaign.
		Conduct at least 20 individual meetings or events connecting major donors with university staff to establish relationships.	Host a minimum of 5 on-campus or virtual engagement events to showcase initiatives and connect donors directly with students and staff.	Finalize at least 3 flagship projects or initiatives to serve as focal points for the capital campaign.
		Facilitate at least 10 collaborative planning sessions between university staff and board members to strategize donor engagement.	Expand the major donor database by 20%, adding new prospects identified through Year 1 cultivation efforts.	Achieve a minimum of \$5 million in pledges or contributions within the first six months of the campaign launch.

Strike, Strike, and Strike Again!



FAMU National Alumni Association

2024-27 Strategic Initiatives & KPIs

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Goal	Strategic Initiative	KPIs (Year 1)	KPIs (Year 2)	KPIs (Year 3)
Increase National Alumni Association membership with a specific focus on expanding life memberships.	Implement an annual targeted outreach campaign to promote life membership in the NAA.	Increase overall membership by 10% with at least 3% growth in life memberships by year-end.	Achieve a 15% increase in overall membership, with 5% growth in life memberships compared to Year 1.	Reach 20% overall membership growth over the baseline from Year 1, with a cumulative 15% growth in life memberships.
		Conduct 6 bi-monthly outreach campaigns promoting life memberships, highlighting benefits and impact.	Implement a referral incentive program, aiming for 100 referrals resulting in new life memberships.	Secure at least two corporate partnerships to offer additional perks to life members, enhancing value and appeal.
		Host four membership drives or events specifically focused on recruiting new life members, aiming for a minimum of 50 new sign-ups.	Establish and promote exclusive benefits for life members, with a 90% satisfaction rate among current life members measured through surveys.	Launch a digital membership portal by mid-year, with 80% of new life memberships processed online, making enrollment more accessible.
Enhance the National Alumni Association's ability to track, analyze, and optimize recruitment efforts through a centralized reporting tool/system.	Develop and Implement a Comprehensive Alumni Recruitment Reporting System.	Complete system requirements gathering and stakeholder consultations by Q2.	Roll out the reporting system to 75% of alumni chapters by Q2.	Achieve full implementation, with 100% of alumni chapters onboarded and actively using the system by Q2.
		Select and procure a reporting tool/system by Q3.	Train 90% of chapter leaders and designated users on system functionality by Q3.	Establish quarterly recruitment reports for all chapters, with a 95% submission rate by Q3.
		Conduct pilot testing with at least 25% of alumni chapters by Q4, incorporating their feedback into the system design.	Achieve 50% active system utilization across participating chapters by year-end.	Increase recruitment success rates by 20% compared to the baseline established in Year 1, demonstrating system effectiveness.
Increase financial support for students facing overwhelming debt, ensuring they can continue their education and graduate, while achieving and surpassing annual fundraising goals.	Expand the FAMU NAA's S.O.S. Scholarship Retention Campaign.	Raise \$100,000 by year-end through targeted fundraising events, direct appeals, and online campaigns.	Achieve \$750,000 in total fundraising by year-end, reflecting a 50% increase over Year 1.	Surpass the \$1,000,000 fundraising goal by year-end, securing at least three new corporate sponsorships to support the campaign.
		Increase donor participation by 10% compared to the previous year.	Increase the number of recurring donors by 20% through enhanced engagement strategies.	Grow alumni donor participation by 25% over the baseline established in Year 1.
		Provide financial assistance to at least 150 students, ensuring 90% remain enrolled.	Assist 200 students in resolving financial holds, with 95% retained for the following academic year.	Assist 250 students, ensuring 90% are on track to graduate within two academic years.

FAMU Boosters

2024-27 Strategic Initiatives & KPIs

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Provide financial and moral support to athletes through scholarships, awards, and recognition.	Enhance Support for Student-Athletes through Scholarships and Recognition Programs.	Raise \$100,000 in scholarship funds through targeted fundraising campaigns and donor contributions.	Increase the scholarship endowment fund by 25%, securing pledges from major donors and alumni.	Grow scholarship funds by an additional 20%, focusing on sustainability and long-term support for student-athletes.
		Award scholarships to 20 student-athletes, with a focus on academic achievement and athletic performance.	Award scholarships to 25 student-athletes from diverse backgrounds, including first-generation college students and underrepresented minorities.	Achieve a 90% retention rate among scholarship recipients, providing ongoing support and mentorship opportunities.
		Host two recognition events to honor student-athletes for their achievements and contributions to the athletic program.	Expand recognition programs to include quarterly awards and public announcements to enhance visibility and morale among student-athletes.	Conduct a comprehensive impact assessment of the scholarship and recognition programs, measuring academic performance and graduation rates among recipients.
Grow the booster club membership to expand support and resources for athletic programs.	Expand Booster Club Membership to Enhance Support for Athletic Programs.	Increase booster club membership by 20% compared to the previous year, reaching a total of 500 members.	Introduce enhanced membership benefits, such as exclusive access to team events, behind-the-scenes tours, and recognition at games.	Maintain a steady membership base of 600 members, ensuring a retention rate of 85% through ongoing engagement and communication efforts.
		Achieve a membership retention rate of 80% by implementing targeted retention strategies and member benefits.	Secure partnerships with at least three local businesses to sponsor membership drives or provide incentives for new and renewed memberships.	Generate \$100,000 in fundraising revenue through booster club initiatives, including membership fees, donations, and fundraising events.
		Host four membership drive events, attracting an average of 50 attendees per event and converting 50% into new members.	Increase volunteer participation by 25%, with booster club members contributing at least 500 volunteer hours to support athletic events and activities.	Expand outreach efforts to involve alumni, parents, and local community members, increasing booster club visibility and support for athletic programs.
Increase community involvement and support for athletic events and activities.	Enhance Community Engagement and Support for Athletic Events.	Increase community attendance at athletic events by 15% compared to the previous year, with a focus on football and basketball games.	Expand community involvement to include a wider range of athletic events, including track and field meets, soccer matches, and volleyball games.	Maintain partnerships with at least five local businesses or organizations to sustain support for athletic events and activities.
		Establish partnerships with three local businesses or organizations to sponsor athletic events or provide in-kind donations.	Launch a youth outreach program, attracting 100 local students to attend athletic events through discounted tickets and special promotions.	Improve fan satisfaction ratings to 85% through surveys and feedback, focusing on event organization, amenities, and overall experience.
		Recruit and train 50 community volunteers to support event logistics and fan engagement activities.	Increase social media engagement by 25%, with posts highlighting community involvement and event highlights.	Conduct focus groups or community forums to gather feedback on athletic events and identify areas for improvement based on community preferences.

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