

**Florida Agricultural and Mechanical University
Board of Trustees**



**Special Committee on Athletics Meeting
September 18, 2019
11:00 a.m.
The Grand Ballroom**

Committee Members: Kelvin Lawson, Chair
Ann Marie Cavazos, Thomas Dortch, David Lawrence

AGENDA

- I. Call to Order Trustee Lawson
- II. Roll Call Deputy A.D. Genyne Boston

ACTION ITEM

- III. Approval of Minutes June 6, 2019 and August 16, 2019 Trustee Lawson

DISCUSSION ITEMS

- IV. Update re: Board of Governors meeting
- V. Additional Recommendations on Expense Control and Revenue Enhancements
- VI. Adjournment



FAMU Board of Trustees
Special Committee on Athletics
Kelvin Lawson, Chair

CALL TO ORDER

Genyne Boston, Deputy Athletic Director

Chair Lawson called the meeting to order. Deputy Athletic Director Genyne Boston called the roll and quorum was established. The following trustees were present: Lawson, Dortch, Grable, Lawrence.

Chairman Lawson moved that the minutes from the previous Board meeting on March 6, 2019 be approved. Chairman Lawson called for approval of the minutes and the motion was seconded by Trustee Grable.

The presentation provided by the Athletics staff present included updates on the following items:

- Athletics budget and financials
- Organization/ Staff changes
- Compliance

Special Committee on Athletics Report

BUDGET

John Eason, Athletic Director

Dr. Eason provided a comprehensive overview of the current budget for the FY 2018 - 2019 budget. He provided a quick walk through of the budget highlighting the budgeted amount, actuals, projections, and finally the anticipated shortfall for the budget year.

Chair Lawson asked about how the budget shortfall would be addressed. Dr. Eason provided a general overview for his strategies to address the anticipated shortfall of an estimated \$313,000. The strategies mentioned included the upcoming "Big Push" Campaign scheduled for the third weekend in June, increased solicitation for the purchase of Investing in Champions, a call campaign intended to increase about campaigns among donors in surrounding cities and partnering with the Office of Foundation to develop a comprehensive giving campaign. He also indicated that the Tag Bragg campaign would be launched in mid June, with the intent of encouraging patrons to renew their commitments.

Trustee Moore did ask about the outstanding items that still had balances to be collected. Ms. Ronica Mathis provided updates on the outstanding areas, specifically the Florida Classic Consortium, transfers, etc.



Trustee Lawson did ask for more information on how the shortfall would be closed, specifically what the target amounts may be for each of the events scheduled as a part of the overall strategy.

Trustee Lawson asked Dr. Wanda Ford to give an update of the payment plan established for deficit. Dr. Ford confirmed that the FAMU Foundation had satisfied the payment for the first three years and the Athletic Department is scheduled to start making a payment in the amount of \$57,000 in FY 19-20. This amount is included in the FY 19-20 budget.

ORGANIZATIONAL

John Eason, Athletic Director

- **Student-athlete Success Updates:**
 - 134 student-athletes with 3.0 GPA or higher
 - 13 student-athletes with 4.0
 - 33 graduates (Spring 2019) / 17 graduates (Summer 2019)
- **Organizational Updates:**
 - Planning for new hires/ Interviews slated for the following positions:
 - Director of Advancement
 - Director for Media Relations/Sports Information
 - Ticket Office, Manager
 - Assistant Women's Basketball Coach
- **Investing in Champions/ Tag Bragg Updates:**
 - To date: \$195,450 (full payments)/ \$271, 324 (full & partial payments)
 - Tag Bragg launches June 14, 2019 (new banner design)
 - 2018-2019 Banners have been cleaned/autographed/ Mail out: June 10, 2019
 - BIG PUSH Campaign, June 14 – 16, 2019

Trustee Lawson also inquired about whether the Director of Advancement would be a new position, and Deputy AD Boston confirmed that it was not a new position and is in the current budget. Trustee Mills inquired as to whether Dr. Eason had graduation rates according to percentages, and Dr. Eason indicated that he could provide that information. Trustee Mills is requesting more information on the four-year graduation rate of student-athletes.

COMPLIANCE

Kendra Greene, Associate Athletic Director of Compliance/ SWA

Ms. Greene provided an update on summer activity of the compliance staff, confirmation of graduating seniors and student-athlete eligibility process. She went on to highlight the following areas of focus.

Areas of focus



- NCAA Best Practices – Reviewed internal compliance procedures and implemented changes in the area of Athletic Certification to include broad based participation of campus offices
- Building relationships with Campus Partners to ensure Athletic Compliance does not operate in a silo, to include the Office of General Council, Compliance & Ethics, Financial Aid, Admissions, Student Conduct, and other areas of Student-Affairs.
- Building a compliance operations manual to include institutional processes, as well as document timelines and tasks outlined by the NCAA, to be updated annually to reflect NCAA legislation changes.

Trustee Lawson posed a question about compliance and eligibility measures taken to assure that financial transparency is evident within Athletics. Ms. Greene, Dr. Ford and Ms. Rica Calhoun were asked to provide a response regarding athletics oversight and compliance. Each individual provided brief responses to address training, staff accountability specific to budget and procedures used to confirm eligibility. Ms. Greene spoke to the training provided for athletics staff most recently—SUS sponsored Compliance training and the NCAA sponsored trainings. Ms. Rica Calhoun spoke to the institutional compliance trainings being provided to staff. Finally, Dr. Ford spoke about the trainings for travel, procurement and budget required for all athletics staff and measures of oversight taken (Athletics Oversight Taskforce Committee) to ensure that Athletics is not in the same position of being out of compliance like it was two years ago.

Trustee Lawson expressed thanks to the Athletics staff and others present after calling for final questions.

Trustee Lawson adjourned the meeting.

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**Special Committee on Athletics Minutes
August 16, 2019**

Committee Chair Kelvin Lawson called the meeting to order. Attorney Barge-Miles called the roll. A quorum was established. The following committee members were present: Ann Cavazos, Thomas Dortch, David Lawrence and Kelvin Lawson.

The first item on the agenda was a review of the mechanics behind the athletic revenue generation plan. Joyce Ingram, immediate past interim CFO explained that Athletics had a starting budget of \$10,003,000, with 7.8 million in actual revenues, so that represented about 80 percent of the starting budget. The University projected slightly over \$1 million in additional revenues that needed to be collected, leaving an estimated year-end budget shortfall of \$313,000. By the year-end closeout the deficit had increased due to not meeting revenue projections in a number of areas.

Chair Lawson stated that as opposed to being aggressive in the revenue estimations, they are now going to be more conservative in our revenue estimations. VP Maleszewski indicated that some of the shortfalls came from royalties, athletics parking and vending, Tag Bragg program and Investing in Champions.

Chair Lawson stated that the University needs to bring down expenses and focus on raising needed funds for Athletics. He further shared that only one school in the State University System has an athletic program that is self-sufficient. Most of the schools rely on their Boosters for additional support. He stated that Athletics has downsized peoples, downsized expenses and cut travel.

For the current budget, it was shared that the Foundation will be responsible for this year's repayment to Auxiliaries and the \$305,000 NCAA fine is included in the budget, although it is being appealed.

Ms. Ingram indicated that the University reviewed the \$10.4 million revenue projections for 2019/2020 and based on that assessment, the revenues were adjusted downward to \$9.4 million. The Athletics budget still had gap. She reported that AD Eason had met with the Athletics department to set specific expectations about how it will operate within the budget and the expectation of coaching staff to raise funds specific to their sports. The expected revenues are at \$8.9 million, with \$2.28 million in transfers will balance the budget revenues versus expenses.

Chair Lawson moved that the Committee give the University budget authority up to \$10.231 million pending further update at mid-year, as they relook into revenue and expenses. The motion was seconded by Trustee Dortch. In response to Trustee Carter's question, Chair Lawson explained that the motion included three numbers: actual expenditures of \$9.87

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million, NCAA pending penalty of \$302,000 and the required repayment to Auxiliaries of \$50,000, for a grand total of \$10.231 million. The motion was approved unanimously.

Chair Lawson shared that the Athletics Oversight Committee reviews the budget monthly and they also review the budget monthly with the Board of Governors staff. He said that if they see a need to change the budget, they will bring the budget back to the full Board of Trustee for action. Chair Lawson indicated that he will share the monthly report with the full BOT.

There being no further business, the meeting adjourned.