



**Florida A&M University Board of Trustees
Direct Support Organization (DSO) Committee Meeting**

Wednesday, August 7, 2013

Time: 11:30 a.m.

Location: Grand Ballroom, Student Union

DSO Committee Members

Trustee Belinda R. Shannon, Chair
Trustee Kelvin Lawson, Vice Chair
Trustee Glen Gilzean

Trustee Rufus Montgomery
Trustee Kimberly Moore
Trustee Marjorie Turnbull

AGENDA

I. Call to Order Trustee Belinda R. Shannon
Chair

II. Roll Call

ACTION ITEMS

III. Review & Approval of April 10, 2013, Committee Minutes Trustee Belinda Shannon

IV. Approval of DSO Budgets Trustee Belinda Shannon

- FAMU Foundation, Inc.
- FAMU National Alumni Association
- Rattler Boosters, Inc.

INFORMATIONAL ITEMS

V. Update on Divisional Activities Dr. Thomas J. Haynes
Vice President, University Advancement
Shirley Range, Associate Vice President
Vice President Haynes

- University Advancement & BOT Goals Michael Brown, Director, Investments
- FAMU Foundation, Inc. Carmen Cummings, Executive Director, Office of Alumni Affairs
 - Benchmark Comparison Michael Clayton, Director, Rattler Boosters
 - Foundation Operations
 - Investments
- Alumni Affairs
- Rattler Boosters, Inc.
- Benchmark Comparison

VI. Update on Anti-Hazing & University Marketing Campaign Sharon Saunders
Executive Assistant to the President for Communications

VII. New Business

VIII. Adjournment

Florida A&M University Board of Trustees
Direct Support Organization Committee Meeting

Wednesday, April 10, 2013
Grand Ballroom

The meeting was called to order at 2:49 p.m. by Committee Chair Belinda R. Shannon. Ms. Angie Wiggins called the roll and the following committee members were present: Committee Vice Chair Kelvin Lawson, Trustee Glen Gilzean, Trustee C. William Jennings, Trustee Rufus Montgomery, and Trustee Marjorie Turnbull. A quorum was established.

Review and Approval of the February 6, 2013, Committee Minutes

The Committee reviewed the minutes from the February 6, 2013, Direct Support Organization (DSO) Committee Meeting. Vice Chair Kelvin Lawson moved approval of the minutes and the motion was seconded by Trustee Marjorie Turnbull. The motion carried.

Update on Divisional Activities

The Associate Vice President of University Advancement, Mrs. Shirley Range, and staff provided the committee with an update on several items within the division of University Advancement. These include:

- The Office of Alumni Affairs Executive Director, Mrs. Carmen Cummings Martin, presented a summary of alumni activities from February to May 2013. The presentation included the following upcoming events:
 - April 11th, 5-6:30PM, the FAMU NAA will host FAMU Day at the Capitol, with an evening reception on the 22nd Floor. The FAMU Student Government collaborated with the NAA in sponsoring the cost of shuttling students and alumni from campus to the Capitol. The annual event provides an opportunity to convey concerns about the University's budget priorities.
 - May 2nd-4th, Weekend of Rededication celebrating the Golden Anniversary Class of '63. Board of Trustees (BOT) Chairman, Dr. Solomon L. Badger, and the 7th FAMU President, Dr. Walter Smith, are among the Golden classmates who will be saluted that weekend.
 - May 16th-18th, the FAMU NAA Conference will be held in Fort Lauderdale, Florida. Two main events include a town hall meeting with numerous university officials on the panel to talk about the state of FAMU; and the University President's fundraising luncheon to garner dollars in support of FAMU.
- The FAMU Rattler Boosters Director, Mr. Mickey Clayton, shared with the Committee an update on Boosters' membership, and contributions to Athletics. The average number of current Booster membership is down slightly but financial contributions are running ahead. A factor that could possibly have contributed to this was the minimum level of parking within Bragg Stadium that went from a venom level (\$250 membership) to the next Booster contribution level, Diamond Back (\$500 membership). That is also the reason contributions are running ahead because of the restructuring of the lot based on the closeness of the parking spot locations and completes the five year plan that was in place to move the Diamond Back minimum level membership and parking.

At the current time, the Boosters have contributed \$197,700 to Athletics, up from the \$150,000 from the previous year. New initiatives include release of the May Edition Snake Bite Magazine, and the Annual Report. They are also in the process of releasing license plate parking name tags and membership shirts.

Trustee Shannon advised that in the Budget and Finance Committee Meeting there was an extensive conversation regarding Athletics and finances related to Athletics. She inquired to what extent would boosters benchmark against other comparable university programs to determine if all basis are covered, updating all of the engagement levels with boosters, and a way to increase the number of individuals who participate in increasing revenues from the boosters - has this been conducted; if not, are the Rattler Boosters prepared to do?

Mr. Clayton responded that in terms of athletics, it's different from state to state. For example, at FSU's Booster organization, whom a lot of Rattler Boosters' policies are derived from, within their parking lot the minimum level for parking within FSU's stadium is \$6,000; FAMU's is less than 10% of that at \$500. Among HBCU's, Rattler Boosters is one of the leaders frequently called within the MEAC by others to inquire how it does what it does. In terms of HBCU's, Rattler Boosters is doing well. In terms of comparing it to some of the other institutions within the state of Florida, still lagging behind with some of them.

Trustee Shannon had Mr. Clayton to name three things FAMU need to do to inject life, energy and growth into the Boosters program. His response was expanding parking on game day is key to the growth of the Boosters club. Also, designation of Rattler Boosters to control sales of the marketing inventory would allow larger opportunity to give additional funding to Athletics.

Trustee Shannon also inquired of Mr. Clayton if there is a virtual Boosters club that would allow FAMU alumni and supporters not on campus an opportunity to participate. He advised that they have a lot of supporters nationwide who do not attend games but who are booster members; participate through the Boosters website.

Trustee Rufus Montgomery posed a two-part question to Mr. Clayton: 1) as a support organization, how much money does FAMU directly provide the Boosters; he responded, "my salary". 2) to support FAMU, would he be opposed to allowing FAMU to retain that money so that it may go to other critical areas, and have the Booster organization take his money out of it in terms of self-sustaining support. Mr. Clayton's response was "no, I can raise my salary".

In regard to the increase in parking prices, Chairman Solomon Badger wanted to know if any kind of direct communication was mailed out; Mr. Clayton advised that notification was sent a year ago.

- The Foundation Director of Investments, Mr. Michael Brown, provided a comparison of investment returns for the period ended September 30, 2012, in terms of composite benchmark and investment goal. He also presented a comparison of investment returns for calendar year-to-date to prior years. Asset allocation guidelines, target allocations, and the investment return goals remain unchanged.

Mr. Brown was asked to explain what the composite benchmark show the Committee. The composite benchmark is a representative ratio of each of the different asset classes to the overall return. Trustee Shannon inquired how often does FAMU change its investment mix, and asked if there is a set amount of time investment results are reviewed. Mr. Brown advised that the Investment Committee meets quarterly to review actual investment results.

Trustee Cleve Warren asked if the Foundation is managing its own portfolio; per Mr. Brown, the Foundation has an investment advisor and is also transitioning to a new investment advisor after

going through an extensive RFP process. Trustee Warren inquired if the Board has seen the composition of the Foundation's investments. Mr. Brown advised that a full report was provided that showed the asset allocation of the investment managers. Mr. Brown was asked to forward to Trustee Warren the asset allocation, and he will also send the guidelines and target allocations.

Trustee Montgomery inquired as a direct support organization, how much money does FAMU give to their organization. Mr. Brown responded that the Foundation is self-sustaining and provides support to the university; his particular position is paid 75 percent by the Foundation and 25 percent by the university/state through the E&G budget. Trustee Montgomery further inquired how many positions are paid for by FAMU. Per Mr. Brown, his position only, and reminded the Committee that the advancement staff once on the Foundation's budget until June 30th were just moved off. It was not only staff of the Foundation but development officers positions that were being funded by the Foundation as well.

Trustee Marjorie Turnbull inquired if the unfunded obligation to the Foundation referenced a few meetings ago had been resolved now that the investments are going up. Mr. Brown responded that because of where things are today, it would actually be eliminated; however, the Foundation Board has not added at this time to segregate those funds. Should be considered soon; the Foundation's Finance and Investment Committees are working on this. Trustee Turnbull advised she raised this issue because this Board needs a full understanding of the impact of its decisions on the Foundation budget. Before the FAMU budget is finalized, need to know how the Board's decisions of calling upon the Foundation for additional funds and what the Board needs to be cognizant of before making decisions.

- The FAMU Foundation is currently in the process of filling four vacancies, and are preparing for the Foundation Spring 2013 Board of Directors Meeting here in Tallahassee, April 17-19. The Foundation Stakeholders Luncheon and Meeting to be held during the board meeting was cancelled. The Foundation Building Open House is on April 18th. Staff is in discussion with potential tenants regarding occupying space in the building. A copy of the 2011 Annual Report of the FAMU Foundation was presented and provided to the BOT.

Mrs. Shirley Range recognized student representative and Senate President-Elect, Ms. Tonnette Graham, and Trustee Michael Jefferson. They both spearheaded the planning and organization of the student organization board. An update on the FAMU Student Foundation was presented by Trustee Jefferson. It is a student-driven, student founded, and student focused entity whose purpose is to provide funds to ensure students can be retained. It is managed by a nine member student board, administered by the FAMU office of University Advancement, and the account is managed through the FAMU Foundation.

Trustee Warren inquired about where the source of revenue for the student foundation will come from; the response was from fundraising and in-kind donations. He offered to the student foundation to explore a concept called Giving Circle.

Foundation staff is working with the office of University Advancement's Donor Relations staff in putting together an annual stewardship report for Endowments, which are scheduled for distribution in July.

- In regard to the progress on the strategies outlined under BOT Goal Number 4: Enhance Institutional Fundraising, the Committee was presented overarching strategies to increase fundraising outcomes; efforts to increase fundraising capacity; notable developments; the current status of giving by University Trustees (69% participation: 9 out of 13 members), FAMU Foundation Directors (50% participation: 14 out of 28 members), and FAMU alumni (6%

participation: 3,300 out of appx. 55,000 living alumni of record); and a plan to enhance corporate sponsorships of athletic programs. As of March 22, 2013, the third quarter for this fiscal year, the Division has raised \$2.54M or 56% of the third quarter goal, and 48% of the assigned \$5.5M fundraising goal. A year-to-date comparison of FY 2011-12 and FY 2012-13 revealed the Division is 4% behind fundraising performance last year this time.

Mrs. Range advised that the division is desperately trying to make sure that it hit or exceed the \$3.2M raised last year. Trustee Warren asked if a demographic survey of alumni has been conducted to use to drive the approach and at what amount; Mrs. Range responded, yes. Have worked with the office of Alumni Affairs and have done a distribution look geographically and for trends among the decades. Contact is now needed to get the full satisfaction of the demographic regions.

Trustee Tory Alston inquired if there is a mechanism where contact information for every graduate is currently captured. Mrs. Range advised that University Advancement receives a report directly from the registrar's office of every new graduate. Seek to keep a hand on them by inducting them as members of the alumni association. Trustee Alston also stated that there is a drop off with the initial contact info. in the registrar's office and wanted to know what is being done to track graduates whose contact information changes after graduation. Mrs. Range advised it's difficult, but there are ways they conduct refreshes for data on alumni and constituents - through Alumni Finders, and phon-a-thons.

Update on Anti-Hazing & University Marketing Campaign

An update on anti-hazing and the university marketing campaign was presented by the President for the interim, Dr. Larry Robinson, and his team. The administration has been working to implement new procedures that were outlined in the Updated FAMU Anti-Hazing Plan. Dr. Robinson advised that guidelines are in place to better monitor the academic progress of students in the marching band and other ensembles in the Department of Music.

Dr. Robinson informed the Committee that hazing complaints continue to come in through the university's website. Bryan Smith, special assistant to the president for anti-hazing, provided an update on hazing complaints.

In the first semester (September – December 2012), 20 cases of hazing complaints were reported and 20% resulted in suspensions, and in the second semester (February – April 2013), 16 allegations of hazing complaints were received through the university's website. Some of the cases are currently under investigation by both Judicial Affairs and law enforcement; some have been deemed unfounded (as related to hazing) by law enforcement but FAMU officials are awaiting a determination by Judicial Affairs; others were deemed unfounded by law enforcement so the academic department rescinded the initial suspension; and a case was determined to not be prosecutable by the State Attorney's Office, but Judicial Affairs has initiated hearings based on potential student code of code violations.

Trustee Shannon inquired of Mr. Smith if there are any other portals students can use to report hazing. Mr. Smith responded that they could call his office, or call 911.

Mr. Smith further advised that they are working with the Board of Governors on hazing related issues in the corrective action plan. They have communicated the anti-hazing policy to students and to the department of music faculty, ROTC cadre, university deans, as well as to advisors of all clubs and organizations.

Mr. Smith advised that a revision is being made to the code of conduct language. Trustee Shannon stated that it would be good for Mr. Smith to be on the Code of Conduct Committee. Trustee Spurgeon

Williams advised that the code of conduct need to be reviewed to make sure we are doing the right thing. Need to understand what it is when it's not a hazing violation and what the penalty distribution should be. Trustee Shannon stated that there is a need to make sure that the consequences fit whatever is going on, and not to give a false sense of security to any student at this organization. If students commit any ethical or serious code of conduct issue, they will be terminated immediately regardless of their contributions, or how close they are to graduation. Trustee McWilliams advised to make sure that the consequences are consistent.

Trustee Montgomery echoed comments made by Trustee McWilliams and advised to make sure the punishment fits the crime. Trustee Turnbull's comments were to be very cautious, and for the Board to not do anything that implies it is not deadly serious about eliminating hazing on this campus and students need to know it is dead serious and will tolerate nothing. Trustee Jefferson spoke of the student code of conduct and disciplinary actions, then echoed both sides of comments from the trustees. He further advised he understands there are needs to protect the university but also needs to protect the students to provide for a safe environment and an environment for which the punishment fit the crime. Mr. Jefferson made the suggestion that Mr. Smith be appointed to the Code of Conduct Committee.

Trustee Alston let the Committee know that the penalties and code of conduct will be discussed at the Student Affairs Committee meeting and asked that comments be held until that committee meeting.

Dr. Robinson stated that they continue to work to educate students about their responsibility in an effort to stop hazing on campus. An anti-hazing workshop was held and students were encouraged to continue to help the university in its effort to eradicate out hazing.

This week, candidates will be interviewed for the director of Marching and Pep Bands position.

Mrs. Sharon Saunders, special assistant to the president for Communications, provided an update regarding the **Marketing and Communication Plan**. She advised that the university is well on its way to completing its procurement process to hire a firm for repositioning the university through an advertising and marketing campaign. She further stated that an intent to hire the Edelman firm has been posted. If no protests are received, they will begin working with the firm.

As part of the Marketing and Communications Plan, the Department of Music put together an anti-hazing/recruitment workshop for high school students and is working with several school districts to present the workshop before the school year ends. Mrs. Saunders informed the Committee that they are also working with various schools and colleges to develop recruitment material and are beginning the process to redesign the university's website.

The university has entered into a one-year contract with DKC who is working on an alumni engagement initiative that will generate positive exposure for the university. Other initiatives are continuing such as the "Living Well 101" effort in which the expertise of faculty is being promoted in newspapers locally, statewide and nationally. Mrs. Saunders advised that they continue to produce 60 second vignettes promoting university achievements, research and activities.

There being no further business, the meeting adjourned at 4:31 p.m.

Respectfully submitted,
Belinda R. Shannon, Committee Chair



Florida Agricultural and Mechanical University
Board of Trustees Action Item

Meeting Date: August 7, 2013

Agenda Item: IV

Item Origination and Authorization

Policy _____ Award of Bid _____ Budget Amendment _____ Change Order _____
Resolution _____ Contract _____ Grant _____ Other _____

Action of Board

Approved _____ Approved w/ Conditions _____ Disapproved _____ Continued _____ Withdrawn _____

Subject: Approval of FAMU Direct Support Organizations (DSO) Budgets

Rationale: The DSO Budgets are submitted for approval in accordance with FAMU Internal Management Memorandum (IMM) Number 2003-01, 8):

The DSO shall submit an annual operating budget, which has been approved by the DSO's governing board and by the President and submitted to the Board for approval. The budget shall be submitted no later than sixty (60) days after the first day of the fiscal year for which the budget pertains.

Recommendation: Approve the following DSO Budgets:
FAMU Foundation, Inc.
FAMU National Alumni Association
FAMU Rattler Boosters, Inc.

Attachments: DSO Budgets



**FAMU FOUNDATION, INC.
FY 2013-2014 OPERATING BUDGET**



	FY 2012-2013 Approved Budget	FY 2013-14 Operating Budget
1 REVENUE		
2 Investment Income (Non-Endowed Funds)	\$200,000	\$200,000
3 Administrative Charges on Disbursements	\$6,000	\$6,000
4 ²² Administrative Fees on Incoming Funds	\$150,000	\$100,000
5 Major Gifts/Eminent Scholars Chairs (2% Administrative Fee)	\$1,500,000	\$1,500,000
6 Transfer from Fund Balance / Reserve	\$0	\$0
7 License Tags Revenue	\$500,000	\$500,000
8 ⁸ Rental Income (Projected)	\$0	\$50,000
9 TOTAL REVENUE	\$2,356,000	\$2,356,000
OPERATING EXPENSES		
Foundation Operations		
10 <i>Salaries</i>		
11 ¹ Foundation Staff Salaries & Benefits [includes raise & bonus]	\$699,191	\$831,498
12 ¹ OPS Employees and Overtime	\$15,000	\$10,000
13 <i>Consulting Services</i>		
14 Contractual Services	\$30,000	\$30,000
15 <i>Professional Services</i>		
16 ² General Counsel (Legal Services)	\$60,000	\$50,000
17 ² Auditing Services (2012-2013, audit began June 2013)	\$44,337	\$45,667
18 ⁵ Property Management	\$0	\$40,000
19 <i>Travel & Entertainment</i>		
20 Foundation Board Meetings (Spring and Fall)	\$65,000	\$65,000
21 ¹⁶ Foundation Staff Travel (Meetings, Seminars, etc.)	\$5,000	\$17,860
22 <i>Memberships</i>		
23 Memberships, Subscriptions, and Dues	\$2,500	\$2,750
24 <i>Insurance</i>		
25 Insurance - Error & Omissions (Board of Directors)	\$9,000	\$9,000
26 ²¹ Property & Casualty Insurance (Foundation Headquarters)	\$10,000	\$12,000
27 ³ Liability Insurance	\$0	\$20,000
28		

**FAMU FOUNDATION, INC.
FY 2013-2014 OPERATING BUDGET**



	FY 2012-2013 Approved Budget	FY 2013-14 Operating Budget
29	<i>Property Maintenance</i>	
30	Office Janitorial Services [\$1,950/qr.]	\$7,000
31	Foundation Office Security (Monitoring) [\$1,008/qr.]	\$5,500
32	⁴ Foundation Office Utilities	\$18,000
33	¹⁷ Property Taxes	\$14,000
34	Pest Control [\$90/month]	\$0
35	Grounds Maintenance [\$150/month]	\$0
36	Off-site storage and Miscellaneous Expenses	\$5,000
37	<i>Communications & Technology</i>	
38	Foundation Software Maintenance/Licenses (Financial Edge)	\$10,000
39	¹⁰ Investment Software	\$0
40	Telephone (Maintenance and Monthly Charges)	\$6,000
41	<i>Office Equipment, Furniture, and Supplies</i>	
42	²³ Office Equipment & Office Furniture	\$30,000
43	⁶ Materials, Printing, Postage	\$14,182
44	<i>Office Space Transition</i>	
45	Foundation Office Space Rent & Restoration (Lafayette Street)	\$13,000
46	⁷ Foundation Headquarters Renovation (Tennessee Street)	\$130,316
47	<i>Other Expenses/Contingency</i>	
48	²⁴ Bank Fees / Credit Card Processing Fees	\$10,000
49	⁹ Operational Contingency	\$10,000
50	¹⁸ Armored Car / Courier Services	\$2,000
51	Total Foundation Operations	\$1,215,026
52	University Advancement Expenses (previously Development Support)	
53	<i>Salaries</i>	
54	Advancement Staff Salaries & Fringe Benefits	\$0
55	<i>Advancement Support Expenses</i>	
56	Advancement Support Allocation	\$25,000
57	Advancement Staff Travel (Meetings, Seminars, etc.)	\$5,000
58	Advancement Memberships, Subscriptions, and Dues, etc.	\$1,250
59	¹¹ Advancement Software Maintenance (Raiser's Edge)	\$20,000
60	Total University Advancement	\$51,250



**FAMU FOUNDATION, INC.
FY 2013-2014 OPERATING BUDGET**



	FY 2012-2013 Approved Budget	FY 2013-14 Operating Budget
61	University Support Expenses	
62	Office of the President	
63	¹² University Support	\$150,000
64	University President - Salary & Bonus Compensation	
65	President's Salary and Benefits [\$125,000 + 7.72% Benefits]	\$152,155
66	Automotive Allowance - President	\$12,000
67	Housing Allowance - President	\$36,000
68	¹⁹ President's Annuity (\$341,250 @ 15%)	\$0
69	¹⁹ President's Performance Bonus (2011-2012) / (2012-2013)	\$0
70	¹⁹ President's Performance Bonus (11-12) / (12-13)-Medicare 1.465%	\$0
71	¹⁹ President's Retention Bonus (2011-2012) / (2012-2013)	\$0
72	¹⁹ President's Retention Bonus (2011-2012) / (2012-2013)-Medicare 1.465%	\$0
73	President's Cell Phone Allowance (\$150 per month)	\$806
74	University Assessments	\$1,800
75	Board of Trustees Assessments	\$12,000
76	Board of Governor's Assessment	\$15,000
77	Total University Support	\$352,225
78	License Tags Allocations	
79	Fundraising (Capital Campaign) - 75%	\$375,000
80	Scholarships (Presidential Scholars) - 25%	\$125,000
81	Total License Tags Allocations	\$500,000
82	Capital Campaign	
83	²⁵ Capital Campaign Contingency	\$69,150
84	Total Capital Campaign Contingency	\$69,150
85	TOTAL OPERATING EXPENSES	\$2,356,000
86	BUDGETED REVENUES LESS EXPENSES	\$0

FAMU FOUNDATION, INC.
FY 2013-2014 OPERATING BUDGET



FY 2012-2013 Approved Budget	FY 2013-14 Operating Budget
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FOUNDATION AND DEVELOPMENT STAFF SALARIES AND BENEFITS (TITLES / POSITIONS)

	2012-2013	2013-2014
87 <i>Foundation Staff:</i>		
88 ²⁰ Chief Financial Officer	\$110,000	\$112,500
89 Business Manager	\$89,062	\$91,562
90 ¹³ Director of Investments (100% from Foundation funds)	\$66,167	\$92,718
91 Senior Accountant (Investments)	\$40,368	\$42,868
92 Senior Fiscal Assistant (Account Payables)	\$30,018	\$32,918
93 Senior Fiscal Assistant (Account Receivables)	\$33,784	\$36,684
94 ¹⁴ Senior Accountant (Accounting)	\$38,687	\$62,900
95 ¹⁵ Coordinator, Advancement / Board Liaison (Salary understated 12-13)	\$49,440	\$62,900
96 Administrative Assistant	\$40,000	\$42,900
97 Receptionist	\$30,800	\$33,700
98 Fringe Benefits	\$170,865	\$219,848
99 Total	\$699,191	\$831,498

Florida A&M University National Alumni Association
Annual Budget and Expenditure Report

For Period: July 1, 2013 through June 30, 2014

I. GENERAL DATA

Name of Direct Support Organization

The Florida A&M University National Alumni Association

Address

P. O. Box 7351
Tallahassee, FL 32314

College/School Affiliation (if any)

None

Name of Director (if any)

Tommy Mitchell, Sr.

Telephone Number

850) 893-0599

Other Institutions or Agencies Involved

None

Identify the following members on the Board of Trustees and Executive Committee:

Designee of the President

Dr. Larry Robinson

Designee of the Board of Trustees Chairman

Vacant

The Board of Directors

Not Applicable

The Executive Council

FAMU-NAA Executive Board

Name

Office Title

Mr. Tommy Mitchell, Sr

President

Mr. Gregory L. Clark

First Vice President

Ms. Nicole T. Jones, Esq.

Second Vice President

Dr. Leila A. Walker

Third Vice President

Ms. Mary S. Smith

Recording Secretary

Ms. Tomia N. Austin

Corresponding Secretary

Mr. Andrew Lawyer II

Financial Secretary

Dr. James Moran

Treasurer

*Dr. Carolyn H. Collins

Parliamentarian

*Mr. Reggie J. Mitchell, Sr., Esq.

Legal Counsel

*Ms. Marian L. Gibbons

Publicity Director

*Rev. Dr. Richard Mashburn, Jr.

Chaplain

*Mr. Robert Porter

Sergeant-At-Arms

Mr. Maurice Pickett

Florida Regional Vice President

Ms. Eleanor L. Carter

Midwest Regional Vice President

Mr. Clinton McGill

Southern Regional Vice President

Mr. Leroy Bell

Northeast Regional Vice President

Mr. Tirrell Hamilton

Farwest Regional Vice President

Ms. Patricia Shaw

Member-at-Large, Florida

Ms. Yvette Pugh

Member-at-Large, Northeast

Vacant

Member-at-Large, Midwest

Mr. Van L. Russ

Member-at-Large, Farwest

Ms. Twuanna Monroe

Member-at-Large, Southern

*Dr. Carolyn Collins

Governmental Affairs

*Yolanda Foxx

Business Manager

*Dr. Leila A. Walker

Chair, Fundraising

*Ms. Tiffany Green

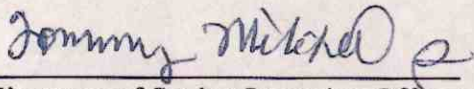
Chair, Young Alumni

*Mr. Keith Shannon
 *Mrs. Dorothy P. Williams
 Mr. Anthony Siders, III
 Mrs. Carmen Cummings-Martin

Chair, National Achievement Sch
 Chair, Program Committee
 SGA President
 Executive Director, Office of Alumni Affairs

II. FISCAL DATA

A. Revenue By Source		
Source of Funds	Prior Year	Revenue Budget
University	\$ 0.00	\$ 0.00
Federal	\$ 0.00	\$ 0.00
Private	\$270,985.00	\$253,787.00
Sales & Licensing	\$ 77,900.00	\$ 77,900.00
Other Revenues	\$ 0.00	\$ 0.00
TOTALS	\$348,885.00	\$331,687.00
B. Operation of the Direct Support Organization		
Expenditure Item/Category:	Prior Year	Expenditures Budget
Operating Expenses	\$ 65,339.00	\$ 66,839.00
Contributions to University	\$131,397.00	\$131,397.00
Total DSO Operational Expenditures	\$196,736.00	\$198,236.00
C. Activities or Program		
	Prior Year	Expenditures Budget
Meetings	\$ 77,900.00	\$ 77,900.00
Special Events	\$ 74,249.00	\$ 55,551.00
Total DSO University Activity Expenditures	\$ 152,149.00	\$ 133,451.00
GRAND TOTAL ALL EXPENDITURES	\$ 348,885.00	\$ 331,687.00
Increase to Fund Balance	\$ 0.00	\$ 0.00


 Signature of Senior Operating Officer
 Tommy Mitchell, Sr.
 President, National Alumni Association

*Appointments by NAA President



Rattler Boosters Inc.
Budget 2013-2014
APPROVED

Projected Revenue	Per Event	
Membership	\$300,000	
Marketing	\$10,000	
Tailgating	\$10,000	
Parking (RV)	\$5,000	
Special Events	\$5,000	
TOTAL PROJECTED REVENUE	\$330,000	
EXPENSES		
Athletic Donations		\$90,000
Payments on JumboTron & Scoreboard (for Athletics)		\$84,000
Accounting/Audit Fees		\$20,000
Bank Service Charges/Credit Card Machines & Usage		\$5,000
Fundraising Expenses		\$5,000
Gifts/Membership Upgrades		\$7,500
Hosting Expenses		\$1,500
Membership Tags		\$7,500
Office Expenses/Supplies		\$7,500
Postage		\$1,000
Printing		\$2,500
Repairs/Maintenance		\$2,500
Salaries/Taxes		\$70,000
Security		\$4,000
Telephone		\$7,000
Travel Boosters/Athletics		\$15,000
TOTAL PROJECTED EXPENSES		\$330,000



Florida Agricultural and Mechanical University
Board of Trustees Information Item

Meeting Date: August 7, 2013

Agenda Item: V

Committee

Direct Support Organizations (DSO)

Subject: University Advancement Update on BOT Goals

Summary:

The efforts of University Advancement to enhance institutional fundraising continue to progress on an upward trajectory with an increase over last year's performance. As of June 30 we closed the Fiscal Year at \$3.2M, a 59% goal attainment and 0.9% ahead of the 2011-12 Fiscal Year total of \$3.1M. This slight increase in fundraising was achieved with 11% fewer donors (FY 2011 - 3,660 vs FY 2012 - 3,242). The attached DSO Committee Dashboard shots and Summary demonstrate the fundraising performance in terms of Fiscal Year 2012 goal vs actual, the comparison of FY 2011 vs FY 2012 and goal attainment by constituency and purpose.

The University Advancement report will examine the University's fundraising data and constituent giving trends, and outline the direction, objectives, activities and criteria for success that are being undertaken to address the comprehensive approach to enhance and continue progress to improve institutional fundraising and provide support to the University Community. Included will be a preview of the new Student Scholarship Portal, a preview of the President's Club and an introduction of specific tools and initiatives to tap and engage Board Members in sharing their sphere of influence in helping FAMU identify, connect and build productive and enduring relationships with affluent and influential donor prospects.

Attachments: Two

Recommendation: None.



Florida Agricultural and Mechanical University
Board of Trustees Information Item

Meeting Date: August 7, 2013

Agenda Item: V

Committee

DIRECT SUPPORT ORGANIZATION (DSO)

Subject: Update on the FAMU Foundation, Inc.

Summary:

- Two staff positions have been filled. Kenyatta Hinson was hired to fill the Office Assistant Position. Kenyatta Hinson's start date was June 3, 2013. Terressa Franklin was hired to fill the Administrative Assistant Position. Terressa Franklin's start date was May 28, 2013.
- The FAMU Foundation is in the process of selecting an AVP/Managing Director, with a target start date of mid July to early August.
- The FAMU Foundation is re-advertising the Senior Accountant Position to attract a broader pool of qualified applicants.
- There is a Finance Committee teleconference call scheduled for July 2nd at 4:00pm. The FY 2013-2014 Operating Budget will be reviewed during the call.
- A full board teleconference call is scheduled for July 16, 2013 to review and approve the FY 2013-2014 Operating Budget.
- Staff is working on the completion of the FY 2012-2013 Audited Financial Statements and Form 990 (IRS tax return). The audit is to be submitted to the University on August 30, 2013.
- There are three nominations of potential new members for the FAMU Foundation Board of Directors. Please see the attached email for a summary of qualifications for the nominees listed below:

1. Elaine Armster- *Special Projects Chief*
Georgia Department of Transportation
Atlanta GA
2. Lawrence Humphries- *Planning Coordinator*
Latin America Exploration & Production Company
San Ramon, CA
3. Keisha Senter- *Associate Director, Office of the President*
The Rockefeller Foundation
New York, NY



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

Meeting Date: August 7, 2013

Agenda Item: V

Committee
DIRECT SUPPORT ORGANIZATION (DSO)

Subject: Update on the FAMU Foundation, Inc., Investments

Summary:

Investment Returns for the Periods Ended March 31, 2013:

	FYTD – 7/1/12 – 3/31/13	12 Months – 4/1/12 - 3/31/13
Investment Returns	10.87%	8.03%
Composite Benchmark	10.87%	8.98%
Investment Goal	6.31%	8.50%

Fiscal Year to Date (FYTD) investment portfolio returns for the nine months ended March 31, 2013 matched the portfolio’s composite benchmark returns of 10.87%, and outperformed the portfolio’s investment goal by 456 basis points. Returns for the trailing 12 months slightly underperformed both the portfolio’s composite benchmark returns, and the investment goal by 95 basis points, and 47 basis points, respectively.

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

For the Trailing Twelve Months Ending -	3/31/13	3/31/12	3/31/11
Investment Returns	10.87%	2.35%	11.74%
Composite Benchmark	10.87%	0.23%	12.89%
Investment Goal	8.50%	8.50%	8.50%

The trailing twelve months returns as of 3/31/13 far exceeded returns for the same period ended 3/31/12, while returns for the same period ended 3/31/11 were 87 basis points greater than the 3/31/13 returns. The returns for the trailing twelve months ended 3/31/12 were much lower than the other two years in the table due to high negative returns during the last two calendar quarters of 2011 that were the result of extreme market volatility following the credit downgrade of U.S. Government Debt in August 2011.

The slight tweaks to the asset allocation guidelines, and target allocations that were approved by the Foundation’s Board of Directors in November 2012, had not been implemented as of 3/31/13, and the investment return goal remains unchanged.

Recommendation: None.



Florida Agricultural and Mechanical University
Board of Trustees Information Item

Meeting Date: August 7, 2013

Agenda Item: V

Committee

DIRECT SUPPORT ORGANIZATION (DSO)

Subject: Update on the Office of Alumni Affairs

Summary:

FAMU DAY AT THE CAPITOL: APRIL 11, 2013

More than 320 alumni gathered for the evening reception on the 22nd floor. Last year's reception welcomed 175 people. Dr. Badger, President Robinson and Trustee Persaud conveyed greetings. Trustee Gilzean attended as well. More than 14 recruiters turned out to represent various colleges and schools at FAMU. Nearly all of our FAMU Alumni Lawmakers in the house and senate attended including our new chair of the black caucus Representative Alan Williams and longtime Senator and Alumna The Honorable Arthenia Joyner. Other legislative friends also in attendance included Senator Bill Montfort.

Per the request of Trustee Gilzean, Government Affairs Director Tola Thompson is bolstering his collaborative efforts with our office to develop and share information sooner with our alumni to allow them to visit their legislators in their district offices this fall. We are also working earlier to develop our plans for the 2014 Legislative Day to broaden our scope of visits to lawmakers and convey alumni concerns regarding the fiscal fate of FAMU.

WEEKEND OF REDEDICATION: WORD CELEBRATES THE CLASS OF 1963

The Office of Alumni Affairs coordinated its Annual Weekend of Rededication for May 2-4, 2013 here on *The Hill*. After numerous requests we expanded our events mission this year for the reunion celebrating the Golden Anniversary Class of 1963 adding more events to the schedule. That class included our esteemed BOT Chair, Dr. Solomon Badger and the 7th FAMU President Dr. Walter L. Smith. Classmates enjoyed tours to witness numerous strides in construction on the campus. The National Alumni Association's Distinguished Alumni Awards Banquet took place in the FAMU Grand Ballroom honoring 12 distinguished FAMUANS for their community service, generosity, and commitment to academic excellence. One of the truly heartwarming highlights was the processional of the 50th Anniversary graduates at spring commencement ceremonies at the Lawson Center. The line of march was led in formal regalia by our 7th President Dr. Walter Smith, and saluted by Interim President Robinson and Chairman Badger. It is the first time in 7 years the Golden Anniversary classmates have chosen to participate in the commencement processional.



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

Meeting Date: August 7, 2013

Agenda Item: V

Committee
DIRECT SUPPORT ORGANIZATION (DSO)

Subject: Update on the Rattler Boosters, Inc.

Summary:

Rattler Boosters Membership Revenue Comparison:

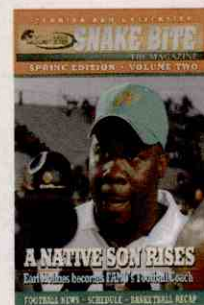
	July 1	Final
2013	\$202,171	
2012	\$148,899	\$344,570
2011	\$212,027	\$345,720
2010	\$175,519	\$304,562
2009	\$203,193	\$319,200
<u>2008</u>	<u>\$201,980</u>	<u>\$247,510</u>
5 year average	\$188,324	\$312,312

Rattler Boosters Contributions to Date:
\$144,291

Upcoming Event:
Fall Football Kick-Off August 25th at the Moon

Released Two Publications:
Rattler Boosters Snake Bite Magazine
Spring Edition

2011-2012 Rattler Boosters Annual Report



2011 - 2012
Annual Report





Florida Agricultural and Mechanical University
Board of Trustees Information Item

CLASS OF 62 PRESENTS A GIFT TO THE UNIVERSITY

No sooner than Weekend of Rededication ended; did we see the return of class leaders from the Class of 1962. President Robinson and VP Thomas Haynes graciously hosted them for an intimate luncheon in which they **presented a check for 62-thousand dollars to fulfill their class pledge and gift to the University.**

RATTLER PRIDE TOUR

Mid May OAA assisted Athletics in the launch of the Rattler Pride Tour, celebrating the new regime of the Rattler Football program. This was a great opportunity for alumni to go up close and personal with the new head coach, and his staff, and administrators, the goal was to also pitch greater financial support among alumni for the FAMU Football program and its initiatives. The Tour was well received by alumni in Jacksonville, Orlando, Tampa, Ft. Lauderdale, Atlanta, and Gadsden County.

FAMU NATIONAL ALUMNI CONFERENCE

The National Alumni Association Conference was held in Ft. Lauderdale in mid-May as well. Chairman Badger and former President's Smith and Gainous joined our Interim President Dr. Robinson in support of NAA President Tommy Mitchell and alumni for the meeting at the Bonaventure Hotel. We helped organize workshops, and Q & A sessions with University leaders to allow alumni a greater chance to be informed about key issues facing FAMU. The University President was very well received. The **NAA presented Florida A&M with contributions of nearly 100 thousand dollars from Alumni Chapters and their members from around the country.**

ALUMNI INITIATIVES 2013

The OAA and the National Alumni are enhancing efforts to provide greater assistance to the Division of Student Affairs this fall. This mirrors recommendations by Trustee Montgomery, and the NAA's President's to help bolster student recruitment efforts in 2013-14.

We are collaborating with Student efforts on at least 6 recruitment programs involving alumni and honing our efforts to support a fall recruitment tour per the recommendation of President Robinson.

Board of Trustees DSO Committee Dashboard

Fiscal Year 2012/13 Fourth Quarter

