



Florida Agricultural and Mechanical University

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TO: Elmira Magnum, Ph.D.
President, Florida A&M University

FROM: Florida A&M University National Alumni Association

SUBJECT: FAMU Director of Athletics
Mr. Kellen Winslow

DATE: November 13, 2014

On behalf of the Florida Agricultural & Mechanical University National Alumni Association (FAMU NAA) and many concerned Rattlers, we are requesting a meeting with you to discuss a series of events that have occurred in Florida A&M University Athletics during the past five months. There is an urgent need for immediate intervention to mitigate further dissension among stakeholders.

The FAMU NAA wishes to convey clear and concise messages. First, we want to convey our support for you, Dr. Magnum, our university president. As you provide the dynamic leadership to move FAMU to the next level during these critical times, academic excellence and a positive image will be achieved through consistency, accuracy, humility, teamwork, and mutual respect. All members of your administrative team must be poised to accept your challenge and respect your leadership and directions. You have our full support.

The negative environment within FAMU Athletics and publicity are not in line with the objectives of a productive university athletic director. The qualities of a university athletic director prepared to develop a high quality program and lead the FAMU family and community should include:

- Strong support for and compliance of university policies and agency regulations
- Advancing the well-being of student athletes and fostering academic success
- Strengthening all sports
- Recruiting, mentoring, supporting and supervising coaches to foster success
- Ensure efficient and productive operation of all administrative and operational business functions
- Provide goals related to strategic leadership

- **Be a visible university leader on campus and in the community**
- **Demonstrate personal and professional integrity**
- **Represent the university in an exemplary fashion to alumni, friends, prospective students, and the general public**
- **Develop and oversee a fundraising plan (friend raising before fund raising)**
- **Generate overall enthusiasm and excitement**
- **Encourage diversity and inclusion**
- **Participate in planning, communication, and collaboration with the president and the university's leadership**

It is the majority consensus of the FAMU NAA Executive Board that the athletic director does not possess or exhibit the fundamental knowledge or respect to effectively administer a quality athletic program at FAMU, an HBCU. Since the athletic director's interest and FAMU's needs are on different parallels, the FAMU NAA Executive Board passed a motion citing "No Confidence" in the current athletic leadership.

Dr. Mangum, please consider the urgency of this matter and suggest a time for a meeting at your earliest convenience.