

Donor and Social Engagement Committee (Ad-Hoc) Meeting Minutes

Thursday, January 20, 2022 | 4 p.m. – 5 p.m. EDT | Teleconference

Committee Members Present

Dir. Monica Williams Harris, *Chair*
Dir. Chan Bryant Abney
Dir. Angela C. Adderley
Dir. W. Rebecca Brown
Dir. Jemal O. Gibson

Dir. Lenetra S. King
Dir. Lisa LaBoo

Guests Present

Dir. Shawnta Friday-Stroud

Dir. Carmen Cummings Martin

Staff Present

Mrs. Quiana Lowe-Cunningham
Mr. Nick Dulcio
Ms. Shelia Fields, *IT Office, FAMU*
Mrs. Brandi Tatum-Fedrick
Ms. Kimberly Hankerson

Ms. Danielle Hurd
Ms. Christina Compere-Minor
Mrs. Audrey Simmons Smith
Mr. Eric Swanigan

Call to Order & Roll Call

The meeting was called to order at 4 p.m. by Chair Monica Williams Harris. Mr. Nick Dulcio offered the roll call and determined that a quorum was present.

Conflict of Interest Disclosure

Chair Williams Harris requested that committee members disclose any conflict of interest with items on the agenda; none were disclosed.

New Business

SWOT Assessments (Donor and Social Engagement)

Chair Williams Harris discussed the request that the committee develop a SWOT assessment of where University Advancement and the Foundation currently were with donor and social engagement. Specifically seeking to cite what were our strengths in these areas? Opportunities for improvement? Weaknesses and Threats. The committee's goal is to be best in class in donor and social engagement.

The Chair opened the floor for discussion of the SWOT Analysis and the committee, guests and staff members discussed each aspect of the analysis culminating into the below SWOT Chart:

Donor and Social Engagement SWOT Analysis

<p style="text-align: center;"><u>STRENGTHS</u></p> <ul style="list-style-type: none"> • FAMU sells itself • Strong Alumni base • Sense of loyalty • Strong Foundation members • Diversity (age/location) of Board Members 	<p style="text-align: center;"><u>WEAKNESSES</u></p> <ul style="list-style-type: none"> • Staffing – we are LEAN • Knowledge of Foundation and what we do • Student knowledge of who the foundation is/what we do • Visibility – Board and Board Members and what we do • How are we getting out to senior donors- those who don't do social media? • Board members advising Advancement office in advance if they want to do an event locally • Visibility for Board Members at events • Branding- do we have any?
<p style="text-align: center;"><u>OPPORTUNITIES</u></p> <ul style="list-style-type: none"> • Social media -how are we leveraging? LinkedIn (enhance visibility) • Board members/contacts and social media • Graphics/videos/content on social media • Student education about the foundation and giving back • Tell our story – by creating our own Facebook/Instagram page(s) • Can we use the current Advancement office social media? • Student leader – highlight them on social media • Fundraising piece on Advancement on social media featuring Board Members (providing contact(s) for Board Members) • Giving officers in each school • Asking Donors "how can we help you?" Continue engaging donors after they give • Board Members using social media to fundraise • Using Board Members in their cities for hosting events • Diversity of Foundation Board Members • Awareness of opportunity calendar so Board members are aware • Leverage current donors (being aware of who they are so we can engage them) • Pay for a 3rd Party org to do PR – we can add to budget (15k) • Increase visibility on current Advancement Page • More virtual events for students/alumni • Increase visibility for Board Members at recruiting events • Educating students on where the differing scholarships come from • Educating alumni/donors on what we do – "DID YOU KNOW?" Initiative 	<p style="text-align: center;"><u>THREATS/CHALLENGES</u></p> <ul style="list-style-type: none"> • Tell our own story – other people will assign what we do if we don't tell our story • Operating in the sunshine – does that limit our ability to coordinate for local events • Budget -money (50K mailing) for those who do not use social media • Work/ sweat equity to maintain social media accounts • Multiple social media accounts may dilute the strength we currently have • Alumni who have a bit of venom • Board Members are busy- emails aren't acted upon. Gauging how involved the Board member wants to be • Some alumni will not give to the Foundation – what do we do to change that narrative? • Alumni stating "they don't know what the Foundation does with the money" • Responsiveness to questions

After completion of the SWOT Analysis chart, the committee discussed the next steps. The SWOT Analysis would be emailed to all the committee members for review and comments. Chair Williams Harris requested that the committee specifically review the Opportunities portion to see where items may be leveraged to mitigate Weaknesses identified in the chart. In addition, the committee will generate short-term and long-term goals to enhance donor and social engagement.

Director Friday-Stroud relayed to the committee that the operating budget for FY 2022-2023 could include some funding (\$15K or \$30K) to support priorities during the committee meeting (e.g., hiring an external PR firm, etc.) based on the committee's recommendations and request for support. The committee agreed to set the next meeting date for late February or early March 2022 to follow-up on the SWOT Analysis and recommended short-term and long-term goals.

Action Items

1. Committee members will review Donor and Social Engagement SWOT Analysis and see where Opportunities and Weaknesses can mitigate each other, create short-term and long-term goals, and determine funding request for committee goals.
2. Staff will forward a Doodle Poll to determine the date and time for the next committee meeting in late February or early March.

Adjournment | Minutes Prepared By

There being no further business, the meeting was adjourned at 5:04 p.m. by Chair Monica Williams Harris; Mr. Nick Dulcio prepared the minutes.