President’s Report
Board of Trustees

Eric J. Barron
September 9, 2011
Management Team

• Welcome to Garnett Stokes
  • Previously Dean of Arts and Sciences at the University of Georgia
  • Already fully engaged at FSU
An Exceptional Incoming Class

• Largest number of applicants in history
• 6100 in the freshman class
  • Average weighted GPA is above 3.9
  • Average SAT score is 1850
  • Average composite ACT score is 27
• Honors class - average GPA of 4.3
• Other class characteristics
  • 58.6% female and 41.4% male
  • 89% have taken advanced classes
  • All 50 states + D.C. and 125 countries
Working Toward Competitive Salaries

- Last year – many Florida universities provided permanent raises for faculty – FSU did not
- I asked the faculty to wait – no permanent raises – expectations that the budget cuts would continue – make sure we could recover from prior budget cuts
- I promised that the next year – I would work overtime to provide a 3% raise for faculty and staff that performed
Working Toward Competitive Salaries

- 4 years without raises, now 16% below our peer institutions
- Significant compression – hiring is competitive but then lack of raises
- Cases of loss of faculty to lesser institutions
- Promise – even in austere budgets – salary increments that reward achievement
  - 0% if performing below expectations
  - 3% if performing at or above expectations
  - $750 X # of faculty members – pool for merit (follow departmental criteria) Requires Provost/Dean approval
  - $150 X # of faculty members - dean’s pool to ensure multiple levels of merit
Working Toward Competitive Salaries

- 4 years without raises – out of the habit of raises based on merit – some didn’t even apply

- Proposed model
  - Does not meet Expectations
  - Meets FSU’s High Expectations
  - Exceeds FSU’s High Expectations
  - Significantly Exceeds FSU’s High Expectation
  - Separate evaluation for teaching, research, and service based on assignment

- At the bargaining table
  - University wide process
  - Departmental process
Safety Issues

- Failed to get BOG approval of new fee
- BOG view – not if already an E&G expense
  - Officer salaries
- Three issues that would have been covered by the fee:
  - Night Nole cab service – shared President and Student Government
  - Officers on stimulus – VP Carnaghi will cover salaries
  - Smart phone “blue light” app – technology fee
Organizational Discussions

- Two committees formed (no agenda – strictly to explore)
  - Arts and Sciences
    - Pros and cons of having two colleges instead of one
    - Science campus and a Humanities campus
  - Allied Health
    - Pros and cons of having more integrated health-related focus, including medicine, nursing, social work, public health....
DSO

- FSU has 11 DSOs set up with one purpose – to benefit Florida State University
  - Foundation, Boosters, Research Foundation, Alumni Association, Ringling.

- Concern:
  - View of BOT – vote on Booster proposals for College Town
  - Continued concern about College Town although it is investment committee act approved by Booster Board
  - BOT role is not required by by-laws unless bonding
  - Large investment votes; purchase or sale of land, etc. by other DSOs (Foundation) don’t elicit the same interest by the BOT
  - How do we decide which issue to bring to a vote and which we don’t?
  - Why the concern? Lack of trust? What can we do about it?
DSO

- Discussion of options to increase the level of confidence of the BOT
- All DSOs have different rules – example membership
  - Foundation – new board members elected after Trusteeship Committee recommendation and consultation with the President; 3 members appointed by FSU President; + President + chair BOT – consultation does occur
  - Research Foundation (FSU VPs serve, all other members appointed by the President)
  - Ringling – all members chosen by President from a list of nominations from the Board of Directors
  - Boosters – FSU President, chair BOT, at-large members elected (by-laws state “after consultation with President”)
  - Alumni – President serves on the nominating committee
DSO

- Would the BOT have more confidence in actions of DSOs if it had more input in the selection of Board members?
- Should All DSOs have the same rules for appointment of board members?
  - BOT chair or designee
  - FSU President or designee
  - Other relevant officers of the University as appropriate
  - 1/3 of governing boards appointed by the BOT based on nominations
  - 1/3 of governing boards appointed by the President based on nominations
  - 1/3 of governing boards elected by boards

DISCUSSION? PROPOSAL?
Other Discussion?

- Will prepare new set of objectives for the year for approval by the BOT now that review of last year has occurred
- Other issues?
University Relations Report to the Board of Trustees

Liz Maryanski
Vice President
September 9, 2011
Raising FSU’s profile

bringing national and international attention to campus
Raising the profile
national and international

Issues management

• Koch Foundation (part two)
  (Faculty Committee recommendations)

• Regionalization proposal
National and International News
“expertise, research and digital stories”

Proactive Strategy:
• Research
• Student profiles
• Compelling stories
• Continue strategy to pitch “faculty expertise”
  - Digital stories used across the country and globally
National and International News
“expertise, research and digital stories”

Proactive Strategy:
• Research
• Student profiles
• Compelling stories
• Continue strategy to pitch “faculty expertise”
  - Digital stories used across the country and globally

Veteran initiatives/Entrepreneur Veterans Bootcamp

Direct result of pitching
National and International News
“expertise, research and digital stories”

Proactive Strategy:
• Research
• Student profiles
• Compelling stories
• Continue strategy to pitch “faculty expertise”
  - Digital stories used across the country and globally

Veteran initiatives/Entrepreneur
Veterans Bootcamp

• Direct result of pitching
• Armed Forces network
• Social media: veteran daily video blog
  www.vimeo.com/ebv
National and International News
getting out front of global issues...

The New York Times
National and International News getting out front of global issues...

The New York Times

USA TODAY

CBS NEWS

REUTERS

Bloomberg Businessweek

BUSINESS INSIDER
National and International News
getting out front of global issues...

The New York Times
USA Today
CBS News
Reuters
Bloomberg Businessweek
Business Insider
Gizmodo

The London Free Press
The Toronto Sun
Physorg.com
ScienceDaily
Your source for the latest research news
“Horrible bosses” goes international
“Horrible bosses” goes international
“Horrible bosses” goes international
Raising the profile
national and international

World record magnet (National Magnet Lab)
Raising the profile
national and international

World record magnet (National Magnet Lab)
Raising the profile
bringing national and international attention to campus

Results “tell the story”

August Media Report
Focus Summary

- Research/Faculty: 26%
- College, Unit, or Student focus: 7%
- Other Features, Issues Mgmt, and/or Editorials: 67%

August Media Report
Geographic Summary

- National: 38%
- Regional & Local: 11%
- International: 51%
Support to academic and student initiatives: An integrated strategy
Designated Student Organizations
Welcoming Students

- 2011 President’s BBQ
Public Broadcast

Community Outreach

• Super Why Summer Reading camps
  o Leon County Title I elementary schools

• Martha Speaks Reading Buddy project
  o 5 Title 1 elementary schools in Gadsden and Leon counties
2011 Institutional Spot

“Oh Our Time!” (30 sec.)

- Bronze “Telly” Award winner
- Produced internally
- Based on 2010 concept

Honoring the very best local, regional, and cable television commercials and programs

11,000 entries from all 50 states and 5 continents
University Relations Report to the Board of Trustees

Liz Maryanski
Vice President
September 9, 2011
Board of Trustees
Webcast Paused for Lunch Break
Is Your Relationship Healthy?
You deserve a respectful relationship based on equality.

Florida State University Students have several resources available to help them stay healthy in all areas of life. Check out all the resources we have on Healthy Relationships, Sleep Habits, and Stress.

Healthy Relationships
It's important to make sure the relationships in your life are healthy.

Healthy Sleep Habits
Sleep is essential for our body to function. Sleep deprivation can produce effects similar to alcohol consumption.

Healthy Stress Relief
Make sure you relieve stress through healthy activities, allowing for personal time.

Living a Balanced Life
Living a balanced life will help you maintain healthy stress levels, feel better, and succeed in life. Or something like that.

Social Media
Search for #HealthyNotes on Twitter

Life Balance Events
Events will be posted soon

Campus Partners
- University Counseling Center
- Thagard Student Health Center
- Campus Recreation
- Dean of Students Department
- Division of Student Affairs
- Division of Undergraduate Studies

STRENGTH • SKILL • CHARACTER
University Advancement Report
Tom Jennings, Ph.D.
Vice President for University Advancement,
and President, FSU Foundation

1. Alumni Association
2. Seminole Boosters
3. FSU Foundation
4. FSU Real Estate Foundation
5. Campaign Planning
2011-12 Goals

- Launch the Leadership Gifts Phase of FSU’s Comprehensive Campaign
- Facilitate a University-wide Culture of Engagement
- Create Positive Experiences for Donors and Friends of FSU
- Sustain progress in building cooperation and collaboration among DSO & University staff
- Enhance Staff Performance to Meet and Exceed Fund-Raising Targets
FSU Alumni Association
- Events and Programs -

- Football Kick-Off Luncheon
- President’s Backyard BBQ for Freshman
- 30+ Seminole Club Kick-off events
- Emeritus Luncheon in Maggie Valley, NC
- Circle of Gold fall induction (Sept. 16)
- Seminoles at Sea (Nov. 3-6)
- Legacy Ball (Nov. 11)
- Askew Young Alumni Award
Seminole Booster Revenues
FY2011

- Contributions: 16,167,062
- Media Rights Fees: 1,915,472
- Concessions: 1,850,000
- Royalties: 4,856,622
- Skybox Leases: 2,953,478
- Stadium Rental: 978,876
- Investment Income: 6,230,086
- Other Revenues: 1,239,949
Seminole Boosters
Annual Fund Donations
2002 to 2011 Year to Date
With Year End Projection

Annual Fund Growth 2002 to 2011 YTD and Year End Projection
Athletics Indoor Practice Facility

Objectives
- Raise $15M in private funding for a climate-controlled practice facility
- Provide a safe and secure environment for student-athletes
- Improve teams’ time management, reducing practice time delays due to lightning

Campaign timing
- Leadership gift phase begun by Boosters staff in early 2010
- Public phase begins on Sept. 16, 2011
- Campaign projected to end successfully in April 2012
FSU Real Estate Foundation

• Inaugural Meeting – July 7, 2011
• Members:
  • Beth Azor (chair)  FSU Foundation
  • Ed Burr  BOT Chair’s appointee
  • Tom Jennings  President’s appointee
  • Brian Swain  Seminole Boosters
  • Steve Pattison  FSU Alumni Association
  • Bob Breslau  At-large member
  • Leslie McKeon  At-large member
# Long-Term Investment Portfolio Summary

<table>
<thead>
<tr>
<th>Date</th>
<th>Endowed Principal</th>
<th>Net Appreciation/Depreciation</th>
<th>Other Funds Invested in LTIP</th>
<th>Balance</th>
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<tbody>
<tr>
<td>6/30/07</td>
<td>282</td>
<td>95</td>
<td>58</td>
<td>435</td>
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<tr>
<td>6/30/08</td>
<td>305</td>
<td>66</td>
<td>27</td>
<td>398</td>
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<tr>
<td>6/30/09</td>
<td>334</td>
<td>(28)</td>
<td>33</td>
<td>339</td>
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<tr>
<td>6/30/11</td>
<td>362</td>
<td>25</td>
<td>31</td>
<td>418</td>
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<table>
<thead>
<tr>
<th>Fiscal Year</th>
<th>FY 07</th>
<th>FY 08</th>
<th>FY 09</th>
<th>FY 10</th>
<th>FY 11</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>17.0%</td>
<td>-3.8%</td>
<td>-18.0%</td>
<td>12.8%</td>
<td>21.3%</td>
</tr>
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</table>
Long-Term Investment Portfolio (thru 6/30/11)

Comparative Rates of Return

<table>
<thead>
<tr>
<th>Period</th>
<th>FSUF Return</th>
<th>FSUF Primary Benchmark</th>
<th>FSUF Secondary Benchmark</th>
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</thead>
<tbody>
<tr>
<td>Trailing 1-Year</td>
<td>21.3%</td>
<td>18.6%</td>
<td>5.6%</td>
</tr>
<tr>
<td>Trailing 3-Year</td>
<td>21.7%</td>
<td>4.0%</td>
<td>5.5%</td>
</tr>
<tr>
<td>Trailing 5-Year</td>
<td>4.7%</td>
<td>4.8%</td>
<td>6.0%</td>
</tr>
<tr>
<td>Trailing 10-Year</td>
<td>4.6%</td>
<td>5.6%</td>
<td></td>
</tr>
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</table>

Returns are net of investment manager fees
## Foundation Staffing

<table>
<thead>
<tr>
<th>Position</th>
<th>FY11 Spring</th>
<th>FY12 Fall</th>
<th>FY12 Spring</th>
<th>Total</th>
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<tbody>
<tr>
<td>Executive VP</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>VP, Constituent Programs</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>6</td>
</tr>
<tr>
<td>Director, Human Resources</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>Fundraisers</td>
<td>2</td>
<td>1</td>
<td>3</td>
<td>6</td>
</tr>
<tr>
<td>Advancement Services</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>Annual Giving</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>Corporate &amp; Foundation Relations</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Other Support Staff</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
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</table>

Total Positions: 7 + 6 + 5 = 18
Foundation Goals and Results

Fundraising Visits and Proposals
- Prospects visited: 5,309
- Proposals delivered: 942
- Dollars requested: $75,152,274

FY2011 Year-End Results
- Foundation goal: $67,625,000
- Achieved: $50,688,043*

*unaudited
Wealth Screening
- Preliminary Results -

- 63 entities with $5M+ capacity
- 680 entities with $1M to $4.99M capacity
- 62,374 entities with $100,000 to $999,999 capacity
- 70,380 entities with $50,000 to $99,999 capacity
- 31,029 entities with annual gift capacity $25,000

“Entity” refers to a person or organization that appears to be a potential donor—many entities require additional research to determine their financial capacity and inclination to give to FSU.
Wealth Screening
- Preliminary Results -

- 63 suspects with $5M+ capacity
- 107 suspects with $1M to $4.99M capacity
- 444 suspects with $100,000 to $999,999 capacity
- 217 suspects with $50,000 to $99,999 capacity
- 228 suspects with an annual gift capacity ≤$25,000

“Suspect” refers to a person or organization that appears to be a potential donor and the Foundation’s research staff confirmed their identity, financial capacity, and inclination to give to FSU.
Campaign Timeline

Leadership Gifts phase:

- Campaign Planning
- Organizational review and realignment
- Develop case for philanthropic support
  - Interdisciplinary “Big Ideas”
  - College/Unit Goals
- Prospective donor review & assessment
- Recruit volunteer and staff leadership
- Solicit leadership gifts
Campaign Timeline

Public Phase: January 2015 – June 2018

- Campaign Kick-Off event
- Enhanced communication to broader audiences
- Continue leadership gift solicitations
- Expand solicitations to broader audience
- Revise strategies and themes, as needed
- Plan post-campaign strategies and stewardship
## Campaign Projections: 2011-2018

<table>
<thead>
<tr>
<th>Fiscal Year</th>
<th>Foundation</th>
<th>Boosters</th>
<th>Research Fnd.</th>
<th>Ringling</th>
<th>Real Estate Fnd.</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>51</td>
<td>37</td>
<td>4</td>
<td>1</td>
<td>0</td>
<td>93*</td>
</tr>
<tr>
<td>2012</td>
<td>64</td>
<td>35</td>
<td>5</td>
<td>1</td>
<td>2</td>
<td>107</td>
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<tr>
<td>2013</td>
<td>73</td>
<td>35</td>
<td>5</td>
<td>2</td>
<td>2</td>
<td>117</td>
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<tr>
<td>2014</td>
<td>72</td>
<td>40</td>
<td>5</td>
<td>2</td>
<td>3</td>
<td>122</td>
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<tr>
<td>2015</td>
<td>77</td>
<td>40</td>
<td>5</td>
<td>2</td>
<td>3</td>
<td>127</td>
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<tr>
<td>2016</td>
<td>86</td>
<td>40</td>
<td>5</td>
<td>2</td>
<td>4</td>
<td>137</td>
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<tr>
<td>2017</td>
<td>90</td>
<td>40</td>
<td>5</td>
<td>2</td>
<td>4</td>
<td>141</td>
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<tr>
<td>2018</td>
<td>100</td>
<td>45</td>
<td>5</td>
<td>2</td>
<td>4</td>
<td>156</td>
</tr>
</tbody>
</table>

**Total:** $1,000

Collectively, DSOs would need to average $130 million each year from 2012-2018

* Represents totals as of June 30, 2011
Big Ideas Topics

- The Entrepreneurial University
- Institute for Successful Longevity
- Frontiers in Science and Engineering
- Risk Management Initiative
- Public Policy Initiative
- Interdisciplinary Clinical Training
- A Genius Faculty

- Creative Crucible (The Arts)
- Garnet and Gold Scholars Society
- Dynamic Spaces
- Athletic Excellence
- Educating Students for the 21st Century
- Scholarships That Open Doors
- Fellows Society
“Big Ideas” Sessions
Fall 2011

• Sep. 23: New York
  • The Entrepreneurial University
  • The Public Policy Initiative

• Sep. 27: Washington, D.C.
  • Graduate Fellows Society
  • Educating Students for the 21st Century

• Oct. 14: Sarasota
  • Ringling Museum
  • Institute of Health & Wellness; Successful Longevity

• Dec. 5: Charlotte
  • Transformative Spaces
  • Building a World Class Faculty
All-DSO Board Meeting

- October 20-21
  - Thursday evening reception and dinner
  - Friday morning plenary session and discussion groups

- FSU Alumni Association
- Seminole Boosters
- FSU Foundation
- Ringling Foundation
- FSU Research Foundation
- FSU Real Estate Foundation
- FSU University Board of Trustees