
FLORIDA STATE UNIVERSITY BOARD OF TRUSTEES

ADVANCEMENT COMMITTEE

Meeting Agenda

Tuesday, October 26th, 2021 – 11:00am

Video Conference via Zoom

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| I. WELCOME AND CALL TO ORDER | Craig Mateer |
| II. APPROVAL OF MINUTES FROM PREVIOUS OF MEETING | Craig Mateer |
| III. ADVANCEMENT PRESENTATION | Andy Jhanji |
| A. Qualifying and Identification of Major Prospects | Pam Spencer |
| IV. POLICIES | Andy Jhanji |
| A. Naming Policy | |
| V. QUESTION AND ANSWER | |

Advancement Committee Meeting

Thursday, Sept. 23

Agenda:

- Overview of Advancement
- Individual DSOs Overview
 - Alumni
 - Boosters
 - Real Estate
 - FSU Foundation
- Question and Answer Session
- Advancement Committee Discussion

University Advancement Presentation by Andy Jhanji. Andy gave an overview of Advancement, how the DSO's operate, where they fall under advancement, and what they want to accomplish. Each DSO has their own set of priorities, boards with chairs and they will be presenting tomorrow at the General Board Meeting. Dialogue of importance of advancement, completed a \$1 billion campaign, what's next and the path forward. Looking to change the culture of how we look at advancement and fundraising through students and through to the community.

Introductions of Kevin Graham, Julie Decker, and Michael Alford

Alumni Association Presentation by Julie Decker. Julie gave an overview of how the total number of records in the different categories. Alumni plays a strategic role in the advancement model and works as partners with other areas on campus to educate students Membership based organization with 24, 000 members. Discussion of Engagement Score and how it is used to further engage alumni.

- Alumni has great data integrity, use the VSE which is the industry standard. Surveys are done, it is good data and we use that data to continue to build.

Last 3 years focused on 3 areas relevant, data informed, and how we connect to their lives.

- Relevant – how are we essential to the life of graduates? Admissions webinars, Adulting 101, and 8 affinity networks.
- Data informed – measure how people feel about FSU. Recording attendees and measuring their engagement at different events.
- Connects – internal and external stake holders.

Seminole Boosters Presentation by Michael Alford. Michael discussed the mission of the Seminole Boosters and how they came to that mission. I do this with employees and board members. Ask for 7 words and where we want to be in 5 years from now. Conduct every 3 years, you evolve as an organization and see what your new focus is and you've reached your goal.

- Review of Organizational chart
- DSO Budget 32% of athletic budget and 26% of tickets

Other projects:

- Game day tunnel – from donor
- Football preview center – showing where we are going in the future
- Suite hallway renovations and weight room – able to do with growth in annual fund. Wanted to update weight room.
- Masters champion terrace for golf through donations
- Upgrade scoreboard and video boards

Highlights:

- 12,500 members want to be at 15,000.
- Really using social media and asking for handles and how to get to students directly.
- Not tying message of boosters to tickets. It supports educational benefits of our athletes, we graduate at 85%, 50% are first time college goers. Goal of member in every state. Focusing on own backyard.
- We have \$151 million in real estate holdings.

Real Estate Foundation Presentation by Kevin Graham. Kevin discussed how they are the smallest of the DSOs. Engagement is a little different. A lot of what we do is in the local community. Started looking at planning and strategic acquisitions. Updated mission in 2016.

- REF Board has a depth of expertise. Private and university professionals. Major initiative – planning for hotel for FSU.
- REF Staff is a small organization. Our central value of what we do and engagement is at the local level. We are working on DOAK and going back in front of Blue Print.
- Gifts are the core of what we do. Gift of real estate lead to Jim Moran which was the largest donation of \$100 million.

Projects:

Gateway District – worked with local government to design and fund an infrastructure project from airport to downtown. We have 475 acres on campus and 900 acres outside of our campus. We wanted to tie everything together, looking to protect our borders and strategic properties to pick up.

FSU Foundation Presentation by Andy Jhanji. Andy presented on the FSU Foundation discussing its mission, database of donors, how the Foundation qualifies donors, feasibility study for next campaign, fundraising totals and strategic plan.

- Database has close to 1 million records.
- Discussion of how we qualify donors using their records and information we gather through our data and fundraisers.
- Fundraising Totals: \$69.8 Million for FY 21
- Student Success Initiative: \$190,770,758

Strategic Plan Objectives:

- Increase Funding Resources and Build for the Future
- Enhance Engagement Opportunities for Volunteers, Prospects and Donors
- Expand the Culture of Philanthropy
- Continue to Advance Technology in All Efforts