MEMBERS PRESENT

John Thiel
Kathryn Ballard
Nimna Gabadage

MEMBERS ABSENT

STAFF/GUESTS

Michael Hartline
Julie Decker
Michael Alford
Kevin Graham
Art Wiedinger
BOG Intern

Stephanie Ponder
Caroline Poole
Kelly Razzano
Dustin Dailey
Amanda Wood

Tom Block
Carolyn Egan
Tim Chapin
Amy Patronis
Marissa Langston

I. WELCOME AND CALL TO ORDER

A. Chair John Thiel called the meeting to order at 2:00 p.m. The roll was taken, and a quorum was present.

II. APPROVAL OF MINUTES

The December 13, 2021, University Advancement Committee meeting minutes were approved as presented.

III. UPDATE ON VICE PRESIDENT OF ADVANCEMENT SEARCH

A. Dean Chapin is co-chairing the committee with Dean O’Connor, Marissa Langston is the staff liaison, and Witt Kieffer is the consulting firm. Twenty-five applicants have been narrowed down to four candidates who will arrive on campus for in-person interviews July 20, 21, 23, and 28.

i. Candidate Dereck Dictson from New Mexico State
ii. Candidate Marla Vickers from Emory
iii. Candidate Ken Hall from Penn State
iv. Candidate Sean Scanlon from Syracuse

IV. COMMITTEE CHARTER

A. Committee Charter presented to the committee.

Motion to approve and move Committee Charter to Governance Committee—1st Motion: Kathryn Ballard, 2nd Motion: John Theil. Motion approved.

V. DR. PERSIS E. ROCKWOOD SCHOOL OF MARKETING NAMING

A. Dean Hartline gave an overview of the naming for the school of marketing.

Motion to approve and move School of Marketing Naming to Governance Committee—1st Motion: Kathryn Ballard, 2nd Motion: Nimna Gabadage. Motion approved.

VI. NEW DSO BOARD MEMBERS

A. New DSO Board Member profiles were presented to the committee. No concerns were mentioned, all approved to move forward to Governance Committee.

VII. UPDATE FROM DSO LEADERSHIP

A. Real Estate Foundation – Kevin Graham gave update regarding the Real Estate Foundation.

i. Strengths: five-layer influence – University, City, County, Business, Civic, and Committees.

ii. Opportunities: Identifying and accepting gifts of real estate, getting the word out to prospective donors and identifying the gifts, helpful to understand the campus physical development and priorities of FSU.
B. Alumni Association – Julie Decker gave update regarding the Alumni Association.
   i. Strengths: Fantastic staff, great office and board culture, use of metrics, brand. Programming with a purpose allowing for strategic engagement.
   ii. Opportunities: Four vice presidents in five years, staff is stretched very thin, its very delicate to change and update sunsetting programs, want to end the word “friendraiser”, working to update strategic plan, salary analysis ($40,000 difference with counterparts),
   iii. Other notes: Would like to have an experiential learning opportunity/internship program to create a career ladder.
C. Seminole Boosters – Michael Alford gave update regarding Seminole Boosters.
   i. Stephen Ponder was named President and CEO of Seminole Boosters.
   ii. Strengths: Organization and brand, history and active board, only three leaders in forty-six years – consistency, implemented structures and processes for individual and departmental accountability, alignment with the University.
   iii. Opportunities: Old habits, want to grow the annual fund and reach new donors, lack of master athletics plan, remove silos.
D. FSU Foundation – Dean Michael Hartline gave update regarding FSU Foundation.
   i. Forty-three vacant positions, yet raised more than $83 million.
   ii. Strengths: Very productive and dedicated staff, loyal and love FSU, reciprocated by the Board as well. World class investment professionals managing the portfolio to bring alignment to other endowments. Foundation is a family.
   iii. Opportunities: Need to rebuild culture, salary analysis (15% to 40% below counterparts), looking to create employee recognition program, give credit for collaboration, siloed not only from others on campus but within the Foundation, need to fill vacancies and staff up on top of vacancies for upcoming campaign.

VIII. GG+A UPDATE
Caroline Poole

A. Caroline Poole gave update regarding consulting firm GG+A. Reworked steering committee and scope of project, collecting data from all over campus, surveys will be going out to five different groups. GG+A will present three times: Deans, DSO Staff, and DSO Board Retreat. They will also be meeting with key leadership while visiting campus.
IX. DSO ALIGNMENT

A. Alignment starts with the President then to the Provost, DSO Boards, DSO Vice Presidents, and Deans. Different ways to achieve alignment, we want to share stories of collaboration and train people around alignment. Knock down barriers to achieve alignment and work together, to achieve this the focus must be the donors and their experiences.

X. ADJOURNMENT

There being no further business for discussion, chair, John Theil, adjourned the meeting at 3.25 p.m.

Minutes were prepared by Kelly Razzano and respectfully submitted.