FLORIDA STATE UNIVERSITY

BOARD OF TRUSTEES

Advancement Committee

FLORIDA STATE UNIVERSITY

BOARD OF TRUSTEES

Advancement Committee

MEETING AGENDA

Thursday, October 30, 2025
4:00 – 5:00 pm

Augustus B. Turnbull Conference Center
555 W Pensacola St, Tallahassee, FL 32306
Room 201

The agenda will be followed in subsequent order and items may be heard earlier than the scheduled time.

I. **Call to Order and Welcome**
Trustee Brian Murphy, Chair

II. **Approval of Minutes**
August 28, 2025, Meeting Minutes

III. **Informational Items and Updates**
Dr. Marla A. Vickers, Vice President for University Advancement and President of the FSU Foundation, Inc.

IV. **Open Forum for Trustees**
Trustee Brian Murphy, Chair

V. **Adjournment**
Trustee Brian Murphy, Chair

FLORIDA STATE UNIVERSITY
BOARD OF TRUSTEES
Advancement Committee

MEETING MINUTES
August 28, 2025

FLORIDA STATE UNIVERSITY

BOARD OF TRUSTEES

Advancement Committee

MEETING MINUTES (DRAFT)

Thursday, August 28, 2025
12:15 – 1:15 pm

Augustus B. Turnbull Conference Center
555 W Pensacola St, Tallahassee, FL 32306
Room 103

Attended In Person (committee): Trustee Brian Murphy, Trustee Peter Jones

Attended via Zoom (committee): Trustee Kathryn Ballard

Staff (committee): Dr. Marla Vickers

Other Trustees in Attendance: Trustee Carson Dale, Trustee Jim Henderson

Others in Attendance: President Richard McCullough, Ringling Executive Director Steven High, FSU College of Business Dean Michael Hartline, FSU Foundation Board Chair Christopher Iansiti, FSU Alumni Association President Julie Decker, and other University administrators and staff.

I. Call to Order and Welcome

Trustee Brian Murphy, Advancement Committee Chair

Committee Chair Brian Murphy called the meeting to order at 12:21 p.m. The roll was taken, and a quorum was present.

II. Approval of Minutes

June 12, 2025, meeting minutes

The draft minutes from June 12, 2025, meeting of the Advancement Committee were approved as presented.

III. Action Items for Consideration of Recommendation to the Board of Trustees

Dr. Marla A. Vickers, Vice President for University Advancement and President of the FSU Foundation, Inc.

A. **<u>Action Item I</u>: Request for Approval:** The John and Mable Ringling Museum of Art Foundation, Inc. Bylaw Revisions
Committee Chair Murphy asked Steven High, the Executive Director of The John and Mable Ringling Museum of Art, to review the proposed bylaw revisions. Executive Director High explained that a continuity section was added to the bylaws that outline the Foundation's continuation of acting as a Florida not for profit corporation should FSU no longer operate the museum.

Committee Chair Murphy called for a motion to approve The John and Mable Ringling Museum of Art Foundation, Inc. bylaw revisions.

Trustee Jones moved to approve The John and Mable Ringling Museum of Art Foundation, Inc. bylaw revisions. Trustee Ballard seconded the motion, and it was approved unanimously by all present at the meeting.

B. **<u>Action Item II</u>: Request for Approval:** The John and Mable Ringling Museum of Art Foundation, Inc. Articles of Incorporation Amendment

Committee Chair Murphy asked Executive Director High to review the proposed Articles of Incorporation Amendment. Executive Director High explained that a continuity section was added to the Articles of Incorporation that outline the Foundation's continuation of acting as a Florida not for profit corporation should FSU no longer operate the museum.

Committee Chair Murphy called for a motion to approve the John and Mable Ringling Museum of Art Foundation, Inc. Articles of Incorporation amendment.

Trustee Jones moved to approve The John and Mable Ringling Museum of Art Foundation, Inc. Articles of Incorporation amendment. Trustee Ballard seconded the motion, and it was approved unanimously by all present at the meeting.

C. **<u>Action Item III:</u> Request for Approval:** Nominations to the Board of Directors of The John and Mable Ringling Museum of Art Foundation, Inc.

The following nominees were proposed and approved by The John and Mable Ringling Museum of Art Foundation, Inc. Board of Directors and approved by the President for a second term: Jasleen "Ritu" Anand, Andrew "Andy" Economos, Ronald "Ron" Johnson and Frederic "Fred" Pfening, III.

Trustee Jones moved to approve the reappointments to The John and Mable Ringling Museum of Art Foundation, Inc. Board of Directors. Trustee Ballard seconded the motion, and it was approved unanimously by all present at the meeting.

D. **<u>Action Item IV</u>: Request for Approval:** Naming requests within College of Business' Legacy Hall

Committee Chair Murphy invited College of Business Dean Michael Hartline to provide a brief overview of the naming opportunities within Legacy Hall, the new home of the College of Business. Committee Chair Murphy reminded the committee that the names presented reflect only those seeking recognition for a physical named space at the $500,000 or higher level, in accordance with the FSU Naming Policy.

Dean Hartline then provided background on the proposed named spaces.

One amendment was made to the naming requests. Trustee Henderson requested the removal of AssuredPartners from the recognition name citing that he had sold his company. Instead, he requested that his two spaces be renamed "Henderson Family Classroom" and "Henderson Family Master's Classroom."

Committee Chair Murphy called for a motion to approve the naming requests for Legacy Hall, with an amendment to remove "AssuredPartners" from the names of both the Jim Henderson/AssuredPartners Classroom and the Jim Henderson/AssuredPartners Master's Classroom. The revised names will be "Henderson Family Classroom" and "Henderson Family Master's Classroom."

Donor	Recognition	Space
AssuredPartners and Jim Henderson	Henderson Family Classroom	Classroom
	Henderson Family Master's Classroom	Classroom
Dean L. Cash	Dean L. Cash Lecture Hall	Lecture Hall
J. Michael "Mike" Cheezem	Cheezem Family Collaboration Commons	Commons
Peter and Jennifer Collins	Peter and Jennifer Collins Colonnade	Colonnade
Peter and Mary Lee Jones	Peter and Mary Lee Jones Trading Room	Trading Room
Gail and Bob Knight	Gail and Bob Knight Auditorium	Auditorium
Stuart and Karessa Lasher	Lasher Plaza	Plaza
Brian and Renee Murphy	Brian and Renee Murphy Forum	Forum
James A. and Linda Owens	Jim and Linda Owens Floor	Floor
	Parrish Owens Auditorium	Auditorium
Scott Price	Scott G. Price and Family Forum Stairs	Stairs
Charles and Persis Rockwood	Dr. Persis E. Rockwood Academic Programs Suite	Programs Suite
	Dr. Persis E. Rockwood Academic and Behavioral Research Lab	Research Lab
Gary Rogers	Gary L. Rogers Dean's Suite	Dean's Suite
Bob and Pam Sasser	Bob and Pam Sasser Commons	Commons
Mary W. Solomon	E. Ray Solomon Family Floor	Floor
Syn-Tech Systems	Syn-Tech Systems Commons	Commons
John and Karen Thiel	Thiel Family Business Career Services Suite	Career Services Suite
Ash and Jan Williams	Ash and Jan Williams Terrace	Terrace

Trustee Jones moved to approve the amended naming requests within College of Business' Legacy Hall. Trustee Ballard seconded the motion, and it was approved unanimously by all present at the meeting.

IV. **Informational Items and Updates**
Dr. Marla A. Vickers, Vice President for University Advancement and President of the FSU Foundation, Inc.

Fiscal Year 2025 Review
Dr. Vickers provided the committee with a fiscal year 2025 "year in review." Highlights included:

- Conducted 105 total events throughout Advancement, including four Presidential Advancement Dinners – Atlanta, Jacksonville, Tallahassee & Washington, D.C., as well as our market-based "FSU Comes to You" larger alumni, parent, and friends gatherings.
- Rolled out the President's Top 50 portfolio and started the process of building FSU's "Principal Gifts Program." This new protocol helps to ensure the president's Advancement time is focused on principal gift prospects leading to more significant philanthropic investments.
- Increased "Parent & Family Philanthropic Giving" by 32% and recruited 10 new members to the *Parent & Family Advancement Council*
- Increased major and principal giving from the Foundation Board of Trustees as well as launching the new Trustee Engagement Plans to ensure greater focus on engagement and giving from each trustee.
- Expanded student giving to more firmly establish a culture of philanthropy throughout campus thanks to partnerships with the Student Alumni Association, Student Foundation and the Division of Student Affairs
- Completed the first year of the Leadership Gift phase of FSU's comprehensive campaign
- Hired a national marketing firm, SimpsonScarborough, to tell FSU's story throughout the campaign and develop our campaign messaging and collateral.
- Increased FSU's endowment minimums to better align with national peers.
- Updated FSU's Naming Policy and FSU's Gift and Acceptance and Counting Policy.
- Launched an enterprise-wide Salesforce conversion.
- Hired seven senior leaders and achieved a 14% overall attrition rate (when compared to FSU's peers who are in the 15-17% range).
- Ended the fiscal year with $1.11B in the university endowment.

The committee engaged in conversation surrounding our 52 Seminole Clubs and their donations to both academics and athletics and also discussed the current composition of the *Parent and Family Advancement Council* with the goal of reaching 30 council members in the next few years (currently at 21 members).

Fiscal Year 2026 Progress
Dr. Vickers shared the fiscal year 2026 fundraising goal of $112,500,000, which encompasses both Academic and University Support initiatives. The goal is distributed across the following entities, with the greatest emphasis on the FSU Foundation goal:

- FSU Foundation: $105,000,000
- Alumni Association: $350,000
- Research Foundation: $4,500,000
- Ringling Foundation: $2,650,000

Dr. Vickers then provided the committee with a fiscal year fundraising update as of August 27, 2025, which is $11 million higher than last year’s Foundation fundraising totals:

- FSU Foundation: $18,608,687
- Alumni Association: $27,229
- Research Foundation: $47,000
- Ringling Museum: $479,811
- Seminole Boosters: $6,632,172

Total: $25,794,899

Dr. Vickers reported that as of June 30, 2025, FSU’s endowment remains strong at $1.11 billion. In response to a question from President McCullough regarding The Ringling Foundation’s portion of the total endowment, Dr. Vickers said that the Ringling Foundation makes up $3 million of the endowment. The Ringling’~~s~~ Museum’s aggregated endowed funds account for $60 million of the overall endowment.

Dr. Vickers reviewed the Division of University Advancement’s overarching goals, along with those established by individual colleges, schools, and units. The committee engaged in a thoughtful discussion about the process used to set fundraising goals across these areas. President McCullough and Committee Chair Murphy inquired about their desire to see the historical fundraising of the colleges and units, which Dr. Vickers will provide to both as a follow up item.

Dr. Vickers explained that goals are determined based on several factors, including historical giving trends, current pipeline activity, the engagement level of the assigned development officer, and the giving capacity of donors who are ready to be solicited.

President McCullough expressed interest in gaining a clearer understanding of the distinction between stretch goals and realistic goals. Trustee Jones inquired about the fundraising goal for International Programs and whether a dedicated staff member supports that area.

Dr. Vickers responded that Mafe Brooks, Senior Director of Development for the College of Communication and Information (CCI), currently splits her time between CCI and International Programs. President McCullough noted his desire to see a full-time employee dedicated to International Programs in the future. Trustee Jones agreed, sharing his experience teaching at the study centers and emphasizing the strong potential for engagement among parents whose children participate in these programs.

Campaign Progress

Dr. Vickers explained that every college, school, and unit, as well as the Seminole Boosters and The Ringling have solidified their campaign goals and fundraising priorities and are working to identify their top prospects for each priority. Additionally, draft fundraising goals have been determined for the six campaign priorities (FSU Health, Student Success, Athletics Excellence, Research Excellence and Faculty Support, Accelerating Arts Excellence, and Culture of Entrepreneurship).

The *Campaign Advisory Working Group* launched its work in April and consists of a group of dedicated alumni, parents, and friends representing academics, athletics, and The Ringling. They are weighing in on several different campaign decisions, providing critical feedback and recommendations.

As previously shared in board meetings, the Division of University Advancement continues to map toward an eight-year campaign timeline, based on an embargoed campaign working goal, and is currently in the second year of the Leadership Gift phase.

Staffing Priorities for Fiscal Year 2026

Dr. Vickers reported that her senior team remains focused on achieving 100% staffing within the frontline fundraising team. Currently, the College of Medicine and The Ringling have vacancies, while all other colleges and units have fundraising coverage.

Trustee Jones inquired about how FSU's staffing compares to peer institutions. Both President McCullough and Dr. Vickers acknowledged that FSU's fundraising team is smaller, even when fully staffed.

Dr. Vickers and her senior team are also building out the Principal Gifts Team, the Gift and Estate Planning Team, and will establish a Corporate Relations Team.

Upcoming Philanthropy Events

Dr. Vickers asked the committee to please save the date for upcoming philanthropy events.

- National Philanthropy Day on Nov. 15, 2025
- National Giving Day on Dec. 2, 2025
- FSU's Great Give on March 4, 2026

Committee Chair Murphy encouraged committee members to participate and support these initiatives.

V. Open Forum for Trustees

Trustee Brian Murphy, Chair

There was no further business to discuss.

VI. Adjournment

Trustee Brian Murphy, Chair

The meeting was adjourned at 1:17 p.m.