



FLORIDA STATE UNIVERSITY

BOARD OF TRUSTEES

Advancement Committee

MEETING MINUTES

Tuesday, February 24, 2026

4:15 – 5:15 pm

FSU Westcott Building
Conference Room 201
222 South Copeland St.
Tallahassee, FL 32306

Attended (committee): Trustee Brian Murphy, Trustee Peter Jones, and Trustee Tim Weisheyer.

Absent (committee): None

Staff (committee): Dr. Marla Vickers

Others in Attendance: President Richard McCullough, First Lady Jai Vartikar, Trustee Roxanne Hughes, FSU Foundation Board Chair Christopher Iansiti, 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 4:17 p.m. The roll was taken, and a quorum was present.

II. Approval of Minutes

October 30, 2025, meeting minutes

The draft minutes from October 30, 2025, meeting of the Advancement Committee were approved as presented.

III. Informational Items and Updates

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

Fundraising Update

The committee received an update on the strong performance of the fundraising efforts for the current fiscal year. The FSU Foundation fundraising totals have reached \$122 million, surpassing the \$105 million goal and securing the second-highest fundraising year in the Foundation's history. When combined with fundraising across all Direct Support Organizations (DSOs) tied to philanthropic gifts, the university's total stands at \$162 million, also marking the second-best overall fundraising year in FSU history. Although the Foundation has exceeded its original goal, a revised year-end fundraising stretch goal of \$138–\$142 million has been set for completion by June 30.

Trustee Brian Murphy asked President and CEO of Seminole Boosters, Stephen Ponder, to provide additional commentary related to Seminole Boosters fundraising progress to date. Discussion ensued amongst committee members. Trustee Peter Jones asked for clarity related to gifts included in the Research Foundation fundraising totals that were presented. Dr. Vickers explained that only philanthropic dollars from private foundations are included in the Research Foundation's fundraising totals shown at the committee meeting.

Dr. Vickers acknowledged that the Annual Giving team continues to broaden engagement among parents, families, faculty and staff, and students, to strengthen FSU's culture of philanthropy. The inaugural faculty and staff donor appreciation luncheon was hosted November 18, 2026, and Trustee Roxanne Hughes spoke about the tremendous success of the event. The committee was reminded that the 15th annual FSU's Great Give will occur on March 4, featuring more than 100 projects. Committee members were encouraged to participate, and Dr. Vickers shared that Heather Mayo, Deputy Chief of Staff, will send a reminder email on the day of the event.

Endowment Update

FSU Foundation Chief Financial Officer, John Carrigan provided an endowment update. The university's endowment remains strong at \$1.2 billion as of December 31, 2025. Dr. Vickers noted that \$30 million from Dr. Herbert Wertheim's transformational gift has been added directly to the endowment—FSU's largest endowment gift to date—marking another major milestone in this year's fundraising achievements.

College Naming Update

The Committee reviewed the transformational gifts that have resulted in the naming of four FSU colleges. Under the leadership of President McCullough and Chairman Peter Collins, two of these four—Anne's College and the Herbert Wertheim College of Business—were named during the current administration.

There are 12 colleges that remain unnamed. Dr. Vickers encouraged the committee to help identify potential naming donors, with the goal of securing names for all colleges by the end of the current campaign. President McCullough noted that he is actively engaged with donors who have expressed interest in making large, transformational gifts to the university, including potential college-naming gifts. He also shared that Dr. Vickers and her team have provided

valuable benchmarking data from both public and private institutions, which is helping to determine appropriate monetary levels for naming the remaining colleges.

FSU Foundation Board of Trustees Chair Christopher Iansiti asked how the Foundation is finding principal gift level donors (donors of \$1 million or more). Dr. Vickers explained that the team has put together a portfolio for the President which consists of the Top 50 donors and President McCullough added that referrals are the best way to find principal gift level donors.

Trustee Tim Weisheyer asked what the university's strategy is related to corporate and foundation giving. President McCullough explained that this is an area of improvement because of the complexities involved with this type of philanthropic giving. He urged Trustees to open their networks to help make introductions to CEOs and CTOs to expand philanthropic giving from corporations and foundations.

Campaign Progress

Dr. Vickers reported that as of mid-February, the university has raised \$630 million in total campaign dollars. This aggregated figure includes contributions to the FSU Foundation, Alumni Association, Research Foundation, Ringling Museum, and charitable gifts from Seminole Boosters donors. This total represents 31% of the \$2 billion campaign working goal, as we continue into the second year of the Leadership Gift Phase of the campaign.

Dr. Vickers reviewed and discussed the campaign goals established for colleges and units for fiscal year 2025 – fiscal year 2032. President McCullough indicated that he would like to have meetings with deans to discuss their campaign fundraising goals. FSU Foundation Board of Trustees Chair Christopher Iansiti asked how deans track their fundraising progress. Dr. Vickers explained that the team has build a “Dean’s Dashboard” and encourages the development officers of each college to review this dashboard monthly with their dean. She indicated that her leadership team meets monthly with the deans and discuss fundraising progress.

The committee received an update on the work of the *Campaign Advisory Working Group*, which continues to meet regularly. Last week, the group heard from the Director of FSU's Native American and Indigenous Studies Center, Dr. Andrew Frank, and gained a deeper understanding of the university's relationship with the Seminole Tribe of Florida. The working group also reviewed the draft Campaign FAQs and provided input on the proposed volunteer structure for the campaign.

FSU's national campaign marketing partner, SimpsonScarborough, completed their discovery sessions. These sessions included 79 focus groups and more than 600 participants. The firm will continue its work this spring as it begins developing campaign messaging tailored to each college. A small internal focus group, led by Trustee Brian Murphy, has been convened and will meet with SimpsonScarborough to provide additional feedback and insights.

Trustee Peter Jones asked how SimpsonScarborough gets paid. Dr. Vickers explained that she worked with VP Kyle Clark to negotiate a contract and the FSU Foundation pays the firm on a monthly basis until the contract matures. FSU Foundation Board of Trustees Chair Christopher Iansiti asked if videography is part of the contract. Dr. Vickers explained that videography is not part of the current scope of work for the firm.

Trustee Engagement Plan

Dr. Vickers thanked trustees for participating in their Trustee Engagement Plan phone call. These discussions have already led to Trustee-hosted events and additional engagement opportunities that support and encourage philanthropy.

Upcoming Engagement Opportunities

Dr. Vickers shared that there are upcoming *FSU Comes to You* engagement events Texas and Washington, D.C. Dr. Vickers thanked Trustee Brian Murphy for his active involvement in the Nashville event that featured country music star, Tyler Reeves. She concluded that these engagement opportunities continue to serve as highly effective opportunities to connect with donors, alumni, parents, and friends in key markets.

Upcoming events include:

Dallas – April 7

Featuring: College of Social Sciences & Public Policy Dean Tim Chapin

Houston – April 9

Featuring: Native American and Indigenous Studies Center Director Dr. Andrew Frank

Washington, D.C. – June 16

Featuring: President McCullough

IV. Open Forum for Trustees

Trustee Brian Murphy, Chair

There was no further business to discuss.

V. Adjournment

Trustee Brian Murphy, Chair

The meeting was adjourned at 5:22 p.m.