FLORIDA STATE UNIVERSITY
BOARD OF TRUSTEES
Advancement Committee

Thursday, February 23, 2023
11:45 am – 12:45 pm
Meeting Book
MEETING AGENDA

Thursday, February 23, 2023
11:45 am – 12:45 pm

Jim Moran Building
111 S Monroe St.
Tallahassee, FL 32301
Room 301

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 John Thiel, Chair

II. Approval of Minutes
   November 17, 2022, Meeting Minutes

III. GG+A Report Overview - Rod Kirsch, Senior Vice President – Grenzebach Glier and Associates

IV. Working Group Updates

V. Campaign Planning Updates

VI. Open Forum for Trustees

VII. Adjournment
MEETING MINUTES
NOVEMBER 17, 2022
University Advancement Committee Meeting Minutes

Thursday, November 17, 2022 • 11:45 a.m.
FU Student Union 2213

MEMBERS PRESENT

John Thiel
Kathryn Ballard
Nimna Gabadage

MEMBERS ABSENT

STAFF/GUESTS

President Richard McCullough
Marla Vickers
Julie Decker
Kevin Graham
Stephen Ponder
Dean Michael Hartline
Kyle Clark
Art Wiedinger
Caroline Poole
Kelly Razzano
Chris Iansiti
Paula Smith
Dennis Schnittker
Tom Block
Marissa Langston
Jeanne Curtin
Jay Steele
Jessica Jopling
Dean Joe O’Shea

I. WELCOME AND CALL TO ORDER

John Thiel, Chair

A. Chair John Thiel called the meeting to order at 11:44 a.m. The roll was taken, and a quorum was present.

II. APPROVAL OF MINUTES

Thiel

The August 31, 2022, University Advancement Committee meeting minutes were approved as presented.

III. NAMING AND GIFT ACCEPTANCE POLICIES

Thiel & VP Marla Vickers

A. Discussion regarding the naming policy and the gift acceptance and counting policies for Florida State University, which included dialogue around the history of minimum threshold amounts and the university’s preparation for its next comprehensive campaign. Two working groups (one for each policy) will be assembled in February to begin...
reviewing and making recommendations on both policies as well as reviewing similar policies from the top fifteen public universities for comparison. Suggested changes to both policies will be presented to the full University Board of Trustees for consideration at their May meeting.

IV. CAMPAIGN PLANNING AND OVERVIEW  

Vickers

A. VP Vickers presented on campaign planning and gave an overview of what a comprehensive campaign looks like. Discussion ensued regarding expansion of the GG+A contract to include a feasibility study and other essential campaign planning components. Planning successfully for a comprehensive campaign typically takes 18+ months.

V. QUESTION AND ANSWER  

Thiel

A. Discussion regarding gift counting
B. Comments around the importance of alignment throughout the campaign
C. Flagging how we reach non-alumni parents and non-alumni in general (“friends of FSU”)

VI. ADJOURNMENT  

Thiel

There being no further business for discussion, chair, John Thiel, adjourned the meeting at 12:39 p.m.

Minutes were prepared by Kelly Razzano and respectfully submitted.