



# FLORIDA STATE UNIVERSITY

BOARD OF TRUSTEES

*Advancement Committee*



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Thursday, February 23, 2023

11:45 am – 12:45 pm

Meeting Book



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## 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**



FLORIDA STATE UNIVERSITY  
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# MEETING MINUTES NOVEMBER 17, 2022

# University Advancement Committee Meeting

## Minutes

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

### **MEMBERS PRESENT**

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John Thiel  
Kathryn Ballard  
Nimna Gabadage

### **MEMBERS ABSENT**

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### **STAFF/GUESTS**

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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.