



FLORIDA STATE UNIVERSITY

BOARD OF TRUSTEES

Advancement Committee

MEETING MINUTES

Thursday, September 7, 2023

11:00 a.m. – 12:30 p.m.

Turnbull Conference Center Room 201

Committee Members Present:

Committee Chair John Thiel
Board Chair Peter Collins
Trustee Kathryn Ballard
Trustee Bridgett Birmingham
Trustee Jack Hitchcock

Other Attendees:

Trustee Bob Sasser	Stephen Ponder
Trustee Drew Weatherford	John Carrigan
President Richard McCullough	Sarishni Patel
VP Marla Vickers	Caroline Poole
VP Dennis Schnittker	Art Wiedinger
Foundation Board Chair Chris Iansiti	Kelly Razzano

I. Welcome and Introductions

Committee Chair John Thiel called the meeting to order at 11:00 a.m. The roll was taken, and a quorum was present.

II. Approval of Minutes

The June 15, 2023, University Advancement Committee meeting minutes were approved as presented.

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

Action Item I: Request for Approval: Flaumenhaft Family Gate at Doak Campbell Stadium
Board Chair Peter Collins motioned to approve, Trustee Kathryn Ballard seconded motion to approve. Naming passed unanimously and will move to consent agenda for University Board of Trustees.

IV. University Advancement Update

VP Marla Vickers gave an update on the following items:

- Fiscal Year Fundraising Totals: \$152,800,975
- Endowment: \$947M
- FSU Alumni Association:
 - Merging of two teams – University Advancement Communications and University Advancement Events
 - Dues Transition – July 1, 2023
 - Measuring alumni engagement per CASE standards
- Alumni Participation Rate: 17%, Alumni of Record: 246,000
- Year in Review: 100 individual prospect meetings in Jacksonville, Tampa, Naples, Miami, Fort Lauderdale, Pensacola Delray Beach, west Palm Beach, Sarasota, Atlanta, Houston, Dallas, Charlotte, New York City.
- Presidential Advancement Dinners: Dinners have taken place in Charlotte, Houston, Naples and Tampa. Other cities on the horizon are Destin, Orlando, Atlanta, and New York City.
- Working Group Progress: both Naming Policy and Gift Acceptance & Counting Policy Working Groups have completed their initial reviews. A small team has been convened to begin the rewriting process, once complete, the working group will review draft, present to President, Provost and University Board of Trustees.
- University Advancement FY24 Fundraising Goal Setting Process
 - Briefly discussed the process for determining goals for each college, school, and unit in consultation with the deans.
 - FY24 Goal for University Advancement: \$97M
- University Advancement Career Ladder: developed career ladders for all departments that fall under University Advancement. Matching peer universities and allowing for growth among our colleagues.
- University Advancement Organizational Chart
- University Advancement Staffing
 - New Hires for FY23 – 38
 - Departures for FY23 – 33
- CRM Conversion Timeline: started the process with consulting firm to move University to one CRM technology so everyone is utilizing the same platform. This conversion will take us through Spring of 2026 and enable full usage in time for community phase of the comprehensive campaign.
- GG&A Implementation Update: tracking against the 15 high performing attributes
- Campaign Planning:
 - Campaign Timeline
 - Develop University Priorities
 - Development of Campaign Case Statement
 - Conduct Campaign “Leadership Briefings”
 - Launch Campaign Feasibility Study
 - Determine Campaign Volunteer Structure

Meeting adjourned at 12:24 p.m.