



FLORIDA STATE UNIVERSITY

BOARD OF TRUSTEES

Advancement Committee



FLORIDA STATE UNIVERSITY

BOARD OF TRUSTEES

Advancement Committee

MEETING AGENDA

Thursday, September 7, 2023

11:00 am – 12:30 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 John Thiel, Chair
- II. Approval of Minutes**
June 15, 2023, meeting minutes
- 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
- IV. University Advancement Updates**
Ms. Marla Vickers, Vice President for University Advancement and President of the FSU Foundation, Inc.
 - a. FY23 Fundraising Results**
 - b. Policy Working Group Progress**
 - FSU's Naming Policy
 - FSU's Gift Acceptance & Counting Policies
 - c. FY24 Goal Setting**
 - d. University Advancement Salaries and Professional Development**
 - Market Adjustments
 - Title recalibrations
 - Review of new University Advancement Career Ladder
 - e. CRM Planning Update**
 - f. Campaign Planning**
 - Campaign Timeline
 - Development of University Priorities
 - Development of FSU's Campaign case statement
 - Launch of "Leadership Briefings"
- V. Open Forum for Trustees**
- VI. Adjournment**



FLORIDA STATE UNIVERSITY
BOARD OF TRUSTEES
Advancement Committee

MEETING MINUTES

June 15, 2023



FLORIDA STATE UNIVERSITY

BOARD OF TRUSTEES

Advancement Committee

MEETING MINUTES (DRAFT)

Thursday, June 15, 2023

9:00 a.m. – 10:00 a.m.

Via Zoom

President Richard McCullough	Dennis Schnittker	Marla Vickers
UBOT Chair Peter Collins	Carolyn Egan	John Carrigan
FBOT Chair Chris Iansiti	Art Wiedinger	Julie Decker
Trustee Kathryn Ballard (Committee)	Marissa Langston	Angela Chong
Trustee Bridgett Birmingham (Committee)	Dr. Stacey Patterson	Trustee Vivian de las Cuevas-Diaz
Trustee Jack Hitchcock (Committee)	Caroline Poole	Trustee Deborah Sargent
Kyle Clark	Kelly Razzano	Trustee Justin Roth
Sarishni Patel	Dr. Amy Hecht	Trustee Jim Henderson
Trustee Drew Weatherford	Vice-Chair Bob Sasser	Rick Burnette
Tara Boehl	Betsy DeWitt	Heather Mayo
Matt Bahl	Janet Kistner	Alanna Kibiloski
Alice Maxwell	Lina Rojas	Kelly Starke
Susannah Wesley-Ahlschwede	Lynna Sands	

Absent:

Committee Chair John Thiel; Trustee Max Alvarez

I. Call to Order and Welcome

Chair Peter Collins called the meeting to order at 9:00 a.m. The roll was taken, and a quorum was present.

II. Approval of Minutes

Trustee Ballard moved to approve the February 23, 2023, committee meeting minutes. Trustee Birmingham seconded the motion, and the motion was approved unanimously by all committee members present on the call.

III. University Advancement Updates

VP Marla Vickers gave an update on the following items:

- FY 23 Fundraising Numbers - \$149,189,804
- Endowment - \$925M
- Alumni Participation Rate 16.28%, Alumni on record – 237,534
- Explanation of the Deans Dashboard – will go live in July.
- Plus Delta Partners – professional development for fundraisers, they have had 3 sessions as well as 1:1 coaching sessions. Great investment in each fundraiser’s professional development and will migrate to a common nomenclature and donor-centric approach to philanthropy.
- Presidential Advancement Dinners – three dinners located in Charlotte, Houston, and Naples. Other cities for future dinners include Tampa, Destin, Orlando, and Atlanta. Dinners are hosted by current donors and alumni to further engage major and principal gift donors. Provides opportunity to meet the President and First Lady and hear about FSU’s vision and trajectory.
- UBOT Advancement Committee Working groups for Naming Policy and Gift Acceptance & Counting Policies – the Naming Policy Working group has concluded the first round of revisions. Internal working group is working on the final policy and will have another call with the working group to present the first final draft. Gift Acceptance & Counting Policies working group is still meeting going through the final sections of the policy.
- Parent and Family Advancement Council – chaired by Jenn Collins. Sarishni Patel and her team are actively recruiting for 30 families with an annual gift of \$10K working toward a major gift. There will be three meetings a year, two in person and one virtual. Partnering with Seminole Clubs for their local “Sendoffs” to help recruit more members.
- Leadership Annual Giving Officers – will have officers in Palm Beach in Fall of 2023, Broward and Miami-Dade in Summer of 2023. Also looking at Tampa and other major markets where the concentration of FSU alumni is the greatest.
- Universal Goal Setting Methodology – conducting meetings with each fundraiser, using the same mathematical approach to goal setting across all colleges, schools and units for FY24 goal setting. Working with five universal metrics, having transparency and accountability with an aspirational 7% growth rate.
- Critical Hires – Associate Vice president for Advancement, Colleges, Schools and Units – hoping to have hired by the fall.

Other critical hires:

Associate VP of Advancement, Advancement Services

Associate VP of Advancement, Principal Gifts

Executive Director of University Advancement Communications

Executive Director of University Advancement Events

Director of Talent Management

- Campaign planning – University Priorities from the President and Provost, Campaign Budget operational and staffing, finalizing a campaign timeline, and launching a feasibility study in Fall 2023.
- GG+A Implementation Tracking – providing quarterly reports to University Board of Trustees, mapping to University Advancement’s progress against the 15 attributes from GG+A and work in progress to ensure changes are tested and sustainable through an 8-10 year campaign.

IV. Discussion ensued regarding

- FY 24 Fundraising outlook
- Challenges related to hiring (salary, geography)
- Location of critical hire positions in Tallahassee vs remote
- Educating the students on the importance of student giving
- Alumni dues model transition July 1

V. Action Items

Action Item I: Request for Approval: FSU Foundation, Inc. Bylaw Revisions

Action Item II: Request for Approval: Nominations to the Board of Trustees of the FSU Foundation, Inc.

Action Item III: Request for Approval: FSU Alumni Association Bylaw Revisions

Action Item IV: Request for Approval: Nominations to the Board of Directors of the FSU Alumni Association, Inc.

Action Item V: Request for Approval: Nominations to the Board of Directors of the Seminole Boosters, Inc.

Action Item VI: Request for Approval: Nominations to the Board of Directors of the John and Mable Ringling Museum of Art Foundation, Inc.

Trustee Hitchcock moved to approve Action Item II, Action Item IV, Action Item V and Action Item VI. Trustee Birmingham seconded the motion, and it was approved by all committee members present on the call.

Trustee Hitchcock moved to approve Action Item I. Trustee Birmingham seconded the motion, and it was approved by all committee members present on the call.

Trustee Birmingham moved to approve Action Item III. Trustee Ballard seconded the motion, and it was approved unanimously by all committee members present on the call.

VI. Adjournment

Chairman Collins asked for a motion to adjourn the meeting. Trustee Ballard moved to adjourn the meeting. Trustee Hitchcock seconded the motion, and it was approved unanimously by all who were present on the call.

The meeting adjourned at 10:00 am.



FLORIDA STATE UNIVERSITY
BOARD OF TRUSTEES
Governance Committee

ACTION ITEM I

From: [Richard McCullough](#)
To: [Heather Mayo](#)
Cc: [Marissa Langston](#)
Subject: Re: Naming Request - Gate K at Doak Campbell Stadium
Date: Wednesday, August 23, 2023 7:10:09 PM
Attachments: [image001.png](#)
[image003.png](#)

Dear Heather and Marissa,

I approve.

Best Regards,
Rick

Richard McCullough
President
Florida State University

Get [Outlook for iOS](#)

From: Heather Mayo <hmayo@fsu.edu>
Sent: Wednesday, August 23, 2023 4:16:05 PM
To: Richard McCullough <rmccullough@fsu.edu>
Cc: Marissa Langston <m.langston@fsu.edu>
Subject: FW: Naming Request - Gate K at Doak Campbell Stadium

Hi President,

Please see below and attached for your review. If you approve, we will add it to the Advancement Committee and General Meeting Agenda.

Thank you!

All the best,

Heather Mayo
Deputy Chief of Staff
Office of the President
Florida State University
850-644-0803 (office)
850-509-3380 (cell)
hmayo@fsu.edu

From: Caroline Poole <caroline.poole@fsu.edu>
Sent: Wednesday, August 23, 2023 3:04 PM
To: Heather Mayo <hmayo@fsu.edu>; Marissa Langston <m.langston@fsu.edu>
Cc: Kelly Razzano <krazzano@fsu.edu>; Marla A Vickers <Marla.Vickers@fsu.edu>; Kari Terezakis

<kterezakis@admin.fsu.edu>; Stephen Ponder <Stephen.Ponder@fsu.edu>; Carolyn Egan <cegan@admin.fsu.edu>

Subject: FW: Naming Request - Gate K at Doak Campbell Stadium

Heather and Marissa

We are happy to share that the Campus Committee on Namings has approved the naming of Gate K at Doak Campbell Stadium.

To complete the internal process and then move forward with a Trustee vote, we will need final approval from the President. Please forward the committee approval below and attached memo to the President for final review. If the President approves, please forward the approval email to me and we will move forward with placing the naming on both the UBOT Advancement committee agenda and the UBOT consent agenda.

Please let me know if you have questions.

Thank you,
Caroline

Caroline C. Poole

Assistant Vice President of Advancement, Strategic Initiatives/Chief of Staff
211 Westcott Building | PO Box 3061350 | Tallahassee, FL 32306-1350
caroline.poole@fsu.edu | O:850.644.4506 | C: 850.566.1136



From: Kay Bartlett <kbartlett@admin.fsu.edu> **On Behalf Of** Janet Kistner

Sent: Wednesday, August 23, 2023 9:00 AM

To: Marla A Vickers <Marla.Vickers@fsu.edu>; Caroline Poole <caroline.poole@fsu.edu>

Cc: James Clark <jclark5@fsu.edu>; Kyle Clark <kyle.clark@fsu.edu>; SGA-President <FSUsgapresident@admin.fsu.edu>; Renisha Gibbs <rgibbs@admin.fsu.edu>; Sadie Greiner <sg22cy@fsu.edu>; Bridgett Birmingham <bbirmingham@fsu.edu>; morcom@comcast.net; Amy Hecht <ahecht@fsu.edu>; Michael Alford <Michael.Alford@fsu.edu>

Subject: RE: Naming Request - Gate K at Doak Campbell Stadium

We are pleased to inform you that this request has been approved by the Committee on Campus Names.

Best,

Janet

state/university employees and students are public records and available to the public and media upon request. Your e-mail communications may therefore be subject to public disclosure."

From: Kay Bartlett **On Behalf Of** Janet Kistner

Sent: Friday, August 18, 2023 7:40 AM

Subject: Naming Request - Gate K at Doak Campbell Stadium



FLORIDA STATE UNIVERSITY
OFFICE OF FACULTY DEVELOPMENT AND ADVANCEMENT

This naming request sent on behalf of Janet Kistner, Vice President for Faculty Development and Advancement.

Dear Committee Members,

The attached request has been submitted for review to the Committee on Campus Names. Please review and reply to this email with your vote to approve or oppose.

Thank you.

A handwritten signature in black ink, appearing to read "Janet Kistner".

Janet Kistner, Vice President for Faculty Development and Advancement.