



FLORIDA STATE UNIVERSITY

BOARD OF TRUSTEES

Advancement Committee

MEETING MINUTES

Approved 6.20.24

FSU Board of Trustees

Advancement Committee

Wednesday, January 31, 2024

12:30pm – 1:15pm

Augustus B. Turnbull Conference Center, Room 208
555 W Pensacola St, Tallahassee, FL 32306

Committee Members in Attendance: Trustee John Thiel, Chair (zoom); Board Chair Peter Collins, Trustee Bridgett Birmingham, Trustee Jack Hitchcock, Trustee Kathryn Ballard.

Committee Staff: Marla Vickers, Vice President for University Advancement and President of the FSU Foundation, Inc.

Also in attendance: Trustee Maximo Alvarez (zoom), Board Vice-Chair Bob Sasser, Trustee Jim Henderson, Trustee Vivian de las Cuevas-Diaz, Trustee Justin Roth, Trustee Sargeant, President McCullough, Stephen Ponder, Sarishni Patel, Caroline Poole, Susan Glenn, John Carrigan, Julie Decker, Kelly Razzano, and other university staff.

I. Welcome and Introductions

Committee Chair John Thiel called the meeting to order at 12:32 p.m. The roll was taken, and a quorum was present.

II. Approval of Minutes

The November 10, 2023, University Advancement Committee meeting minutes were approved as presented.

III. University Advancement Update

VP Marla Vickers gave an update on the following items:

- Fundraising Totals Fiscal Year to Date:
 - FSU Foundation - \$32,017,290
 - Alumni Association - \$134,188
 - Seminole Boosters - \$33,896,504
 - Research Foundation - \$2,249,301

- Ringing Museum - \$1,822,924
 - TOTAL - \$70,120,207
- We have shifted to donor-centric fundraising model and are engaging in a more expansive approach to solicitations.
- AVP, Susan Glenn gave an update regarding meeting with each individual fundraiser to conduct a mid-point check on their fundraising goals. She is doing a deep dive into each fundraiser's pipeline and having constructive conversations with each fundraiser to continue to move gifts forward.
- CFO, John Carrigan discussed the endowment and where we are at as of December 31, 2023.
 - FSU Foundation - \$709M
 - FSU Research Foundation - \$140M
 - Seminole Boosters - \$81M
 - Ringling Foundation - \$2M
 - TOTAL - \$932M
- The Naming Policy and Gift Acceptance & Counting Policy working groups have completed their work in reviewing these policies. The rewriting process has concluded, the working groups will review the final draft, that draft will be presented to the President and Provost, and then to the board for final approval.
- Division of University Advancement staffing update:
 - New Hires for FY24 – 23
 - 3 of which were internal hires
 - Departures for FY 24 – 16
 - 3 of which were internal departures
 - Promotions for FY24 – 1
 - 1-2 more soon
- The FSU Alumni Association is working to build a national presence in advance of the comprehensive campaign. They have hired 7 colleges/school alumni engagement officers and have Countdown to Graduation events starting January 24. VP Vickers met with donors while in California and partnered with the FSU Alumni Association for donor engagement events in Los Angeles, San Diego, San Francisco, and Seattle. Looking forward to more events in the Summer in Washington, D.C., and New York City.
- The FSU Foundation and other colleagues/partners within the University are working on the CRM Conversion. We are in the pre-implementation stage and this project will take approximately 2 years to complete. This conversion is a necessity for the comprehensive campaign and will allow our colleagues across the University to work under one system/platform for alumni and donor data.
- Campaign Timeline updates:
 - We will move into the Leadership/Silent phase and start the Leadership Briefings at the end of March and those will continue through the end of May. The Leadership Giving “Silent” Phase will start July 1, 2024, and the public phase will start approximately on July 1, 2028. During this time, we are continuing to build our pipeline. We have conducted ideation sessions with the deans and directors to discuss university priorities.
 - Campaign “reach backs” have been discussed with the president, provost, and the deans and are a subset of gifts that will be counted toward the campaign. Those gifts that were made from

FY19 – FY24 at \$50K or higher will count towards the campaign. This gives us a starting point of \$441,691,837 for the campaign.

- Campaign next steps are the finalization of the university priorities, development of a campaign case statement which was received from GG+A, launch of the feasibility study, and finally establishing a campaign planning taskforce that will include 10-12 people.
- The FSU Foundation Board of Trustees has continued discussions around trustee philanthropic investment expectations. Responses to the survey have been received and the Executive Committee met on January 22, 2024, with the Foundation winter board meeting occurring on February 9. A proposal will be submitted to the President for review and feedback in mid to late February for the board's final recommendations.

IV. Open Forum for Trustees

V. Adjournment

The meeting was adjourned at 1:17 p.m.