



FLORIDA STATE UNIVERSITY

BOARD OF TRUSTEES

Advancement Committee



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Advancement Committee

MEETING AGENDA

January 31, 2024

12:30 PM

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

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 10, 2024, Meeting Minutes
- III. University Advancement Updates**
Ms. Marla Vickers, Vice President for University Advancement and President of the FSU Foundation, Inc.
 - a. Fundraising Update
 - b. Campaign Planning
- IV. Open Forum for Trustees**
- V. Adjournment**



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MEETING MINUTES

November 10, 2023



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FSU Board of Trustees
Advancement Committee
Friday, November 10, 2023

Miller Hall
DeVoe L. Moore University Center C
296 Champions Way, Tallahassee, FL 32304
3rd Floor of University Center C, Room 3300

Committee Members in Attendance: Trustee John Thiel, Chair; Trustee Peter Collins, Board Chair; Trustee Bridgett Birmingham, Trustee Jackson Hitchcock.

Committee Members Absent: Trustee Kathryn Ballard.

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

Also in attendance: Trustee Maximo Alvarez, Trustee Jorge Gonzalez, Trustee Jim Henderson, Trustee Justin Roth, Trustee Deborah Sargeant, Board Vice Chair Bob Sasser, Trustee Drew Weatherford, President Richard McCullough and University Vice Presidents and staff.

I. Welcome and Introductions

As previous committee meetings concluded early, Committee Chair John Thiel called the meeting to order at 9:15 a.m. The roll was taken, and a quorum was present.

II. Approval of Minutes

The September 7, 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: Honorary Naming – College of Medicine

Board Chair John Thiel motioned to approve, Trustee Jack Hitchcock seconded motion to approve. Naming passed unanimously and moved to the non-consent agenda for University Board of Trustees.

Action Item II: Request for Approval: FSU Foundation Articles of Incorporation

Board Chair John Thiel motioned to approve, Trustee Jack Hitchcock seconded motion to approve. FSU Foundation Articles of Incorporation passed unanimously and moved to the consent agenda for University Board of Trustees.

IV. University Advancement Update

VP Marla Vickers gave an update on the following items:

- Fundraising Totals Fiscal Year to Date:
 - FSU Foundation - \$15,962,137
 - Alumni Association - \$80,216
 - Seminole Boosters - \$19,957,041
 - Research Foundation - \$975,041
 - Ringing Museum - \$798,469
 - TOTAL - \$37,773,613
- This is our first fiscal year where all academic fundraisers have the same approach to their goal setting. We have shifted to donor-centric fundraising model and are engaging in a more expansive approach to solicitations.
- Currently we have 33 front line fundraisers. For the campaign, we will grow the fundraising team proportionally to the number of \$100k+ prospects in each college, school and unit. The newly launched regionally based Leadership Annual Giving Team will grow to 12.
- For the campaign, we are still projecting eight years. Our campaign budget has been approved to include new positions in areas outside of frontline fundraising.
- The new AVP for Colleges, Schools and Units will start December 1.
- The finalist for AVP for Advancement Services and AVP for Principal Gifts candidates are scheduled for campus visits end of November and beginning of December.
- Campaign Planning:
 - We are engaging academic leadership and Dr. Patterson to determine University priorities, also including Athletics and The Ringling Museum. The president, provost, and VP Vickers held their first ideation session in October with the deans and have a second session scheduled for December 11.
 - We are continuing to work with GG+A to derive a case statement and will update the trustees at the next meeting. This document will be used externally with trusted friends and donors. The president will conduct leadership briefings in early 2024 with around 250 donors consisting of small groups of ten to fifteen people at a time to get early feedback on our draft case statement.

V. Adjournment

Meeting adjourned at 9:34 a.m.