



FLORIDA STATE UNIVERSITY

BOARD OF TRUSTEES

Advancement Committee

MEETING MINUTES

Approved 9.12.24

June 20, 2024

1:30 pm

Via Zoom

Committee Members Present: Trustee Kathryn Ballard, Trustee Bridgett Birmingham, Trustee Jackson Boisvert, Trustee John Thiel (Chair).

Committee Members Absent: Board Chair Peter Collins.

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

Others in Attendance: Trustee Maximo Alvarez, Trustee Vivian de las Cuevas-Diaz, Trustee Jorge Gonzalez (arrived late), Board Vice Chair Bob Sasser, Trustee Drew Weatherford, President McCullough, FSU Foundation Board Chair Chris Iansiti, FSU Alumni Association Board Chair Jeanne Curtain, University Advancement Staff (John Carrigan, Julie Decker, Susan Glenn, Sarishni Patel, Caroline Poole, Kelly Razzano), University Vice Presidents, and other staff.

I. Call to Order and Welcome

Trustee John Thiel, Chair

As previous meetings concluded early, Committee Chair John Thiel called the meeting to order at 12:27 p.m.

The roll was taken, and a quorum was present.

II. Approval of Minutes

January 31, 2024, Meeting Minutes

The January 31, 2024, committee meeting minutes were approved as presented without objection.

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

Dr. Marla Vickers, Vice President for University Advancement & President of the FSU Foundation, Inc.

a. Action Item I: Request for Approval: College Naming Opportunity

VP Marla Vickers invited Kevin Derryberry, Senior Director of Development for the College of Education, Health, and Human Sciences to brief the committee on the College Naming Opportunity for the College of Education, Health, and Human Sciences.

Chair Thiel asked for a motion to approve the College Naming Opportunity for the College of Education, Health, and Human Sciences as discussed.

Trustee Ballard moved to approve the College Naming Opportunity for the College of Education, Health, and Human Sciences. Trustee Birmingham seconded the motion, and it was approved unanimously by all present at the meeting.

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

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

d. Action Item IV: Request for Approval: Nominations to the Board of Directors of the Ringling Foundation, Inc.

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

Chair Thiel asked for a motion to approve Action Items II-V.

Trustee Boisvert moved to approve Action Items II-V. Trustee Birmingham seconded the motion, and Action Items II-V were approved unanimously by all present at the meeting.

f. Action Item VI: Request for Approval: FSU Foundation, Inc. Bylaw Changes

Chair Thiel asked for a motion to approve the FSU Foundation, Inc. Bylaw Changes.

Trustee Birmingham moved to approve the FSU Foundation, Inc. Bylaw Changes. Trustee Boisvert seconded the motion, and it was approved unanimously by all present at the meeting.

g. Action Item VII: Request for Approval: FSU Alumni Association, Inc. Bylaw Changes

Vice President Vickers invited Julie Decker, Associate Vice President of Advancement, Alumni Engagement and President of the FSU Alumni Association to present on the FSU Alumni Association, Inc. Bylaw Changes.

Chair Thiel asked for a motion to approve the FSU Alumni Association, Inc. Bylaw Changes.

Trustee Birmingham moved to approve the FSU Alumni Association, Inc. Bylaw Changes. Trustee Ballard seconded the motion, and it was approved unanimously by all present at the meeting.

IV. Informational Items and Updates

Dr. Marla Vickers, Vice President for University Advancement & President of the FSU Foundation, Inc.

VP Marla Vickers gave an update on the following items:

- Fundraising Totals Fiscal Year to Date:
 - FSU Foundation - \$83,715,065
 - Alumni Association - \$307,826
 - Seminole Boosters - \$54,306,427
 - Research Foundation - \$2,723,157
 - Ringing Museum - \$3,048,419
 - TOTAL - \$144,100,892
- 86% to goal, by June 30, 2024, projected to be at \$91,000,000.
- Endowment Summary
 - Hit \$1.02 Billion as of March 31, 2024, with projections of sustaining north of \$1 Billion by January 2025.
- National Presence Building
 - During FY25, looking to expand FSU's national presence in key markets by hosting alumni, parents, and friends at engaging and meaningful events.
 - Early February 2025 – West Coast Swing (Denver, Seattle, LA, San Francisco)
 - March 18-20, 2025 – Southwest Swing (Nashville, Charlotte, Atlanta)
 - Week of April 21, 2025 – Midwest Swing (Chicago, Houston, Dallas)
 - Week of May 6, 2025 – Northeast Swing (Boston, NCY, Philadelphia)
- Staffing Updates
 - Alumni Engagement Officers for the following colleges and units have been hired.
 - Division of Undergraduate Studies
 - College of Education, Health and Human Sciences
 - FAMU-FSU College of Engineering
 - College of Social Work
 - College of Music
 - College of Communication and Information
 - College of Nursing and College of Fine Arts are close to being hired.
 - Division of University Advancement has hired 39 new employees this fiscal year, 8 of those hires were internal.
 - Currently, Division of University Advancement has 31 vacancies but not all of those are frontline fundraising positions. Had a big uptick in hiring Leadership Annual Giving Officers (11 hired by June 30).
- FY25 Goal Setting and Operating Plans

- AVP Susan Glenn, AVP Becky Fullmer, VP Marla Vickers, fundraisers and deans are participating in the annual goal setting process, which will model the new goal-setting methodology and metrics that VP Marla Vickers put into place last year. New this year are operating plans, which are being added to the process to have a road map for each fundraiser to help them hit (and exceed) their fundraising goals through more intentional and deliberate strategic travel while also supporting the dean’s “Top 25 Prospects.”
- Campaign Updates
 - Discussion ensued related to goal for campaign.
 - VP Marla Vickers reminded everyone that a monetary goal will not be shared publicly until the public phase of the campaign, which won’t be until 2028.
 - VP Marla Vickers shared that as of July 1, 2024, FSU will begin its next comprehensive campaign, and that we are currently engaged in a feasibility study, which consists of Leadership Briefing sessions, followed by 1:1 interviews, and an online donor survey.

V. Open Forum for Board of Trustees

Trustee John Thiel, Chair

There was no further discussion.

VI. Adjournment

Trustee John Thiel, Chair

The meeting was adjourned at 1:09 p.m.