

PRESIDENTIAL SEARCH
MARKETING AND COMMUNICATIONS SUB-COMMITTEE
MINUTES

August 30, 2012

September 12, 2012

September 19, 2012

September 26, 2012

October 3, 2012

October 10, 2012

October 17, 2012

October 24, 2012

November 14, 2012

November 28, 2012

SUMMARY MINUTES

FAMU Presidential Search Committee Marketing and Communications Subcommittee Meeting Teleconference Call August 30, 2012

Chairman Torey Alston convened the subcommittee at 9: 40 a.m. via telephone conference call. Subcommittee members present were: Trustee Torey Alston, Trustee Narayan Persaud, and President Tommy Mitchell, National Alumni Association President.

Other search committee members present were Elizabeth Webster, members of the Board of Governors, and Trustee Marjorie Turnbull.

Chairman Alston asked if committee members wanted to make opening comments. Trustee Persaud noted that "we should do our best to expedite the search. But, we don't have to reinvent the wheel."

The chair asked Mrs. Sharon Saunders, Chief Communications Officer to provide an outline of her communications strategy. Mrs. Saunders noted that she would develop a communications plan, develop a presidential search website which the public could access from the homepage; it would contain the charge and any statements. In response to a request to see a sample next week, Mrs. Saunders responded that she would have a document for the subcommittee to review at that time.

She also noted that she will work with her staff to develop a process to permit constituents to provide input into the search process. She asked about a nomination component also. Trustee Alston noted that once the Qualifications and Criteria Subcommittee meets, it may determine the appropriateness of how to add nominations to the website.

Trustee Persaud noted that he had been reaching out to faculty to ask what they are seeking in the next president. He noted that he would appoint a faculty committee to collect the information, which will be open and withstand scrutiny. Trustee Alston recommended that Mrs. Saunders develop a formalized manner to hear

from all faculty members. President Mitchell noted that he was working in a similar manner with the alumni. Chairman Alston asked Mrs. Saunders to include students in the process and he awaits suggestions from Trustee West also. President Mitchell noted that other groups such as boosters, donors and others must provide input as well. Chairman Alston agreed that all appropriate stakeholders would be reached.

Chairman Alston requested a timeline for the public forums geared to those stakeholder groups. Mr. Mitchell noted that while we await the University's selection of an Executive Search Firm, in the near future, the subcommittee could convene a meeting for people to attend and voice their opinions about the next leader. Trustee Alston suggested that a public forum convened in conjunction with a full search committee meeting might work. He asked the staff to follow-up on this suggestion.

The next meeting needs to occur after 1:00 p.m. The chairman asked if 2:00 p.m. would work. The consensus was to meet on Wednesday afternoons at 2:00 p.m.

There being no further business of the subcommittee, it adjourned at 10:35 a.m.

Respectfully submitted,

Rosalind Fuse-Hall

Rosalind Fuse-Hall
Special Assistant to the President

SUMMARY MINUTES

FAMU Presidential Search Committee Marketing and Communications Subcommittee Meeting Teleconference Call September 12, 2012

Chairman Torey Alston convened the subcommittee at 2:10 p.m. via telephone conference call. Subcommittee members present were: Trustee Torey Alston, Trustee Narayan Persaud, and President Tommy Mitchell, National Alumni Association President. A quorum was established.

Staff present included Mrs. Sharon Saunders and Attorney Rosalind Fuse-Hall.

Chairman Alston recapped the previous meeting. He recognized Mrs. Saunders for a review of the website. Mrs. Saunders reported that she had spoken with Enterprise Information Technology (EIT) office on campus and they assured her that a presidential search website could be migrated from the University's homepage. EIT noted they would complete all content for the site by Thursday, September 20, 2012. They will add the presidential criteria once it's created. They will also add the survey information once it goes live.

There was discussion about the survey and who would receive the information submitted by the respondents. It was recommended that emails received from alumni should go to the presidential search committee with copies to the alumni president; likewise for faculty and students, the presidential search committee with copies to the Faculty Senate president and the Student Government Association president respectively. It was agreed that the chairs of the Board of Trustees and the Presidential Search Committee. Everyone agreed that the liaison for the presidential search process should receive the information also.

Once the website prototype is prepared, the chair of the search committee and the board chair should preview and comment. Also, it should be shared with the full presidential search committee. Mrs. Saunders should receive comments about the website by Monday, September 17. This timeline permits the staff to complete any changes before the launch date.

The subcommittee discussed the use of a survey to extend the reach to constituents to receive feedback about leadership qualities in the next president. Trustee Persaud noted that he had sent a blanket email to the faculty to alert them that their

input would be sought. He invited the entire faculty to participate in the survey. The survey is an additional means for soliciting information from University stakeholders. Mrs. Saunders shared her conversation with Institutional Research staff; they stressed the need for consistent questions. Trustee Persaud agreed that the subcommittee develop a standardized questionnaire in order to maintain credibility and to be valid.

Chairman Alston asked the group to share the five to seven questions for the survey. He asked the staff to have a survey template ready to share with the trustees at the upcoming meeting. The subcommittee members should provide feedback about the survey questions by Friday. The staff will share the topics from the last presidential search forums with this subcommittee.

The subcommittee also discussed the need for public forums. It was suggested that one occur on campus and one occur in Central Florida, maybe at the College of Law. The subcommittee dates of October 6 in Tallahassee and October 27 in Orlando. The subcommittee discussed the need for a forum outside of Florida; however, everyone agreed that the survey will suffice for those supporters. Moreover, they would wait to hear the search firm's input on that issue. The staff will work on logistics for the forum and report at the next meeting. Trustee Persaud asked that the subcommittee and staff work as quickly as possible. The subcommittee agreed to make the survey available from October 6 – December 6, 2012. Staff will send email alerts to a broad swath of individuals regarding the survey.

The next subcommittee meeting will be Wednesday, September 19, 2012, at 2:00 p.m. via telephone conference call. The staff will notice the meeting.

There being no further business, the meeting adjourned.

Respectfully submitted,
Rosalind Fuse-Hall
Rosalind Fuse-Hall
Special Assistant to the President

SUMMARY MINUTES

FAMU Presidential Search Committee Marketing and Communications Subcommittee Meeting Teleconference Call September 19, 2012

Chairman Torey Alston convened the subcommittee at 2:10 p.m. via telephone conference call. Subcommittee members present were: Trustee Torey Alston, Trustee Narayan Persaud, and President Tommy Mitchell, National Alumni Association President. A quorum was established.

Staff present included Mrs. Sharon Saunders and Attorney Rosalind Fuse-Hall.

Chairman Alston recapped the previous meeting. He recognized Mrs. Saunders for a review of the website. Mrs. Saunders reported that she had received feedback about the website from Chairman Solomon Badger and Trustee Karl White, chair of the presidential search committee. They recommended a few minor changes which were made. Mrs. Saunders noted that the staff was on track to launch the website on October 6, 2012. Further, her office will submit a press release on September 24, 2012, announcing the website.

The Chairman asked Mrs. Saunders to report on the status of the survey. She noted that Chairman Badger, Trustee White, and Trustee Belinda Shannon had provided feedback on the survey. President Mitchell did not have any recommendations and had no feedback from the alumni. Trustee Persaud did not have anything to add either. Trustee Persaud asked if he could pretest the instrument with six faculty council members by next Wednesday. Chairman Alston noted that he would make a few changes and circulate the latest version to the board members at the meeting on Thursday, September 20, 2012. Trustee Shannon's input was to increase selection options from three to five. The subcommittee agreed to this change by consensus.

The subcommittee discussed moving the public forum date from October 6th to October 11 since home games will occur on October 6th, 13th or 20th. Further, there was discussion regarding the optimum time, location and other factors that would yield the best turnout. By consensus, the subcommittee agreed to convene the public forum on Thursday, October 11th, between 6:00 – 8:00 p.m. in the Grand Ballroom. The second public forum will occur on October 27th from 10:00 a.m. until noon, in the Moot Courtroom at the College of Law.

Trustee Persaud complimented Chairman Alston for his swift work, organization of the work and leadership. Chairman Alston appreciated the comments.

The next committee meeting will occur on Wednesday, September 26, 2012 at 2:00 p.m. The staff will notice the meeting.

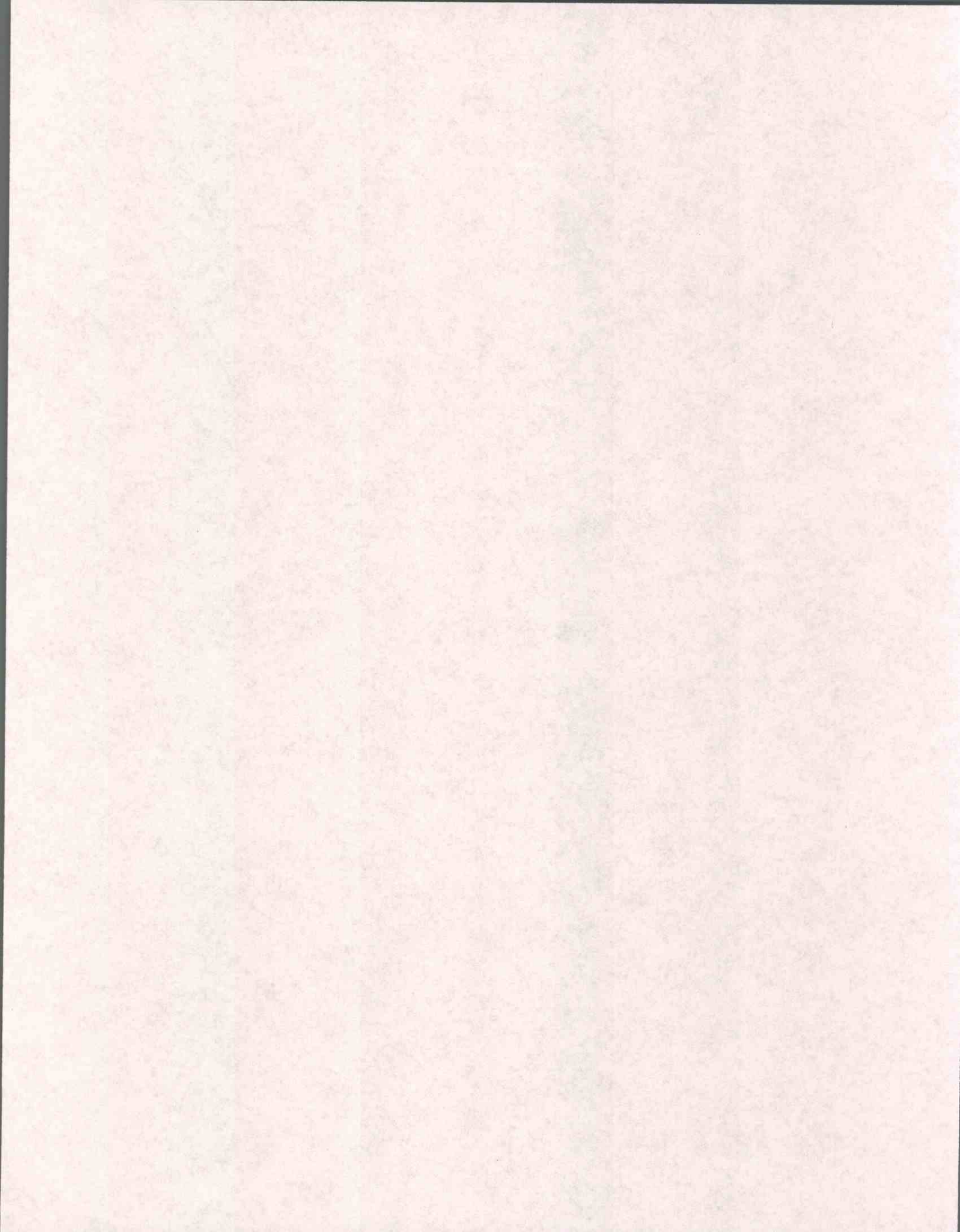
There being no further business, the meeting adjourned.

Respectfully submitted,

Rosalind Fuse-Hall

Rosalind Fuse-Hall
Special Assistant to the President

DRAFT



SUMMARY MINUTES

FAMU Presidential Search Committee Marketing & Communications Subcommittee Via Telephone Conference Call September 26, 2012

Chairman Torey Alston convened the subcommittee at 3:05 p.m. via telephone conference call. Subcommittee members present were: Trustee Alston, Tommy Mitchell and Trustee Narayan Persaud. A quorum was established.

The chair welcomed another member of the FAMU Board of Trustees, Mrs. Marjorie Turnbull to the subcommittee meeting. Staff present included Attorney Rosalind Fuse-Hall, Mrs. Sharon Saunders, Chief Communications Officer.

The chairman noted that the staff was developing the survey to receive input from constituents about the leadership qualities for the next president. He noted that the subcommittee had received feedback from the trustees asking the subcommittee to tweak the response choices to reflect half academic in nature and half about public service. Trustee Persaud inquired if the format will use "survey monkey" as an instrument. Mrs. Sharon Saunders responded that the survey would permit the respondents to make selections similar to those used in that instrument.

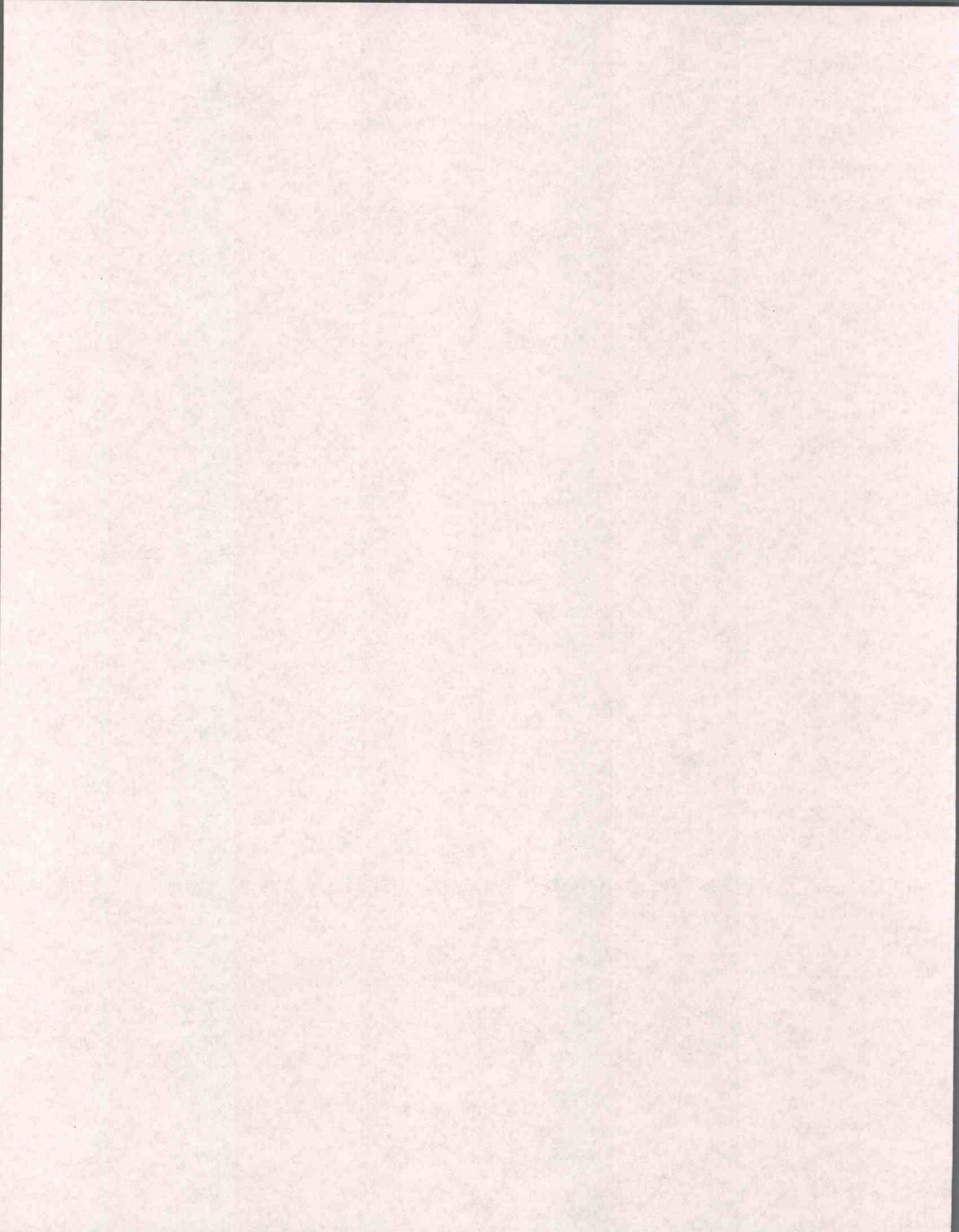
Trustee Alston asked for input regarding the public forums. He noted that the previous format was more like a focus group. He suggested that the planned forums for this search align with public comments similar to the board meetings. He will work with the staff to outline a suggested format for these forums.

There being no further business, the meeting adjourned.

Respectfully submitted,

Rosalind Fuse-Hall

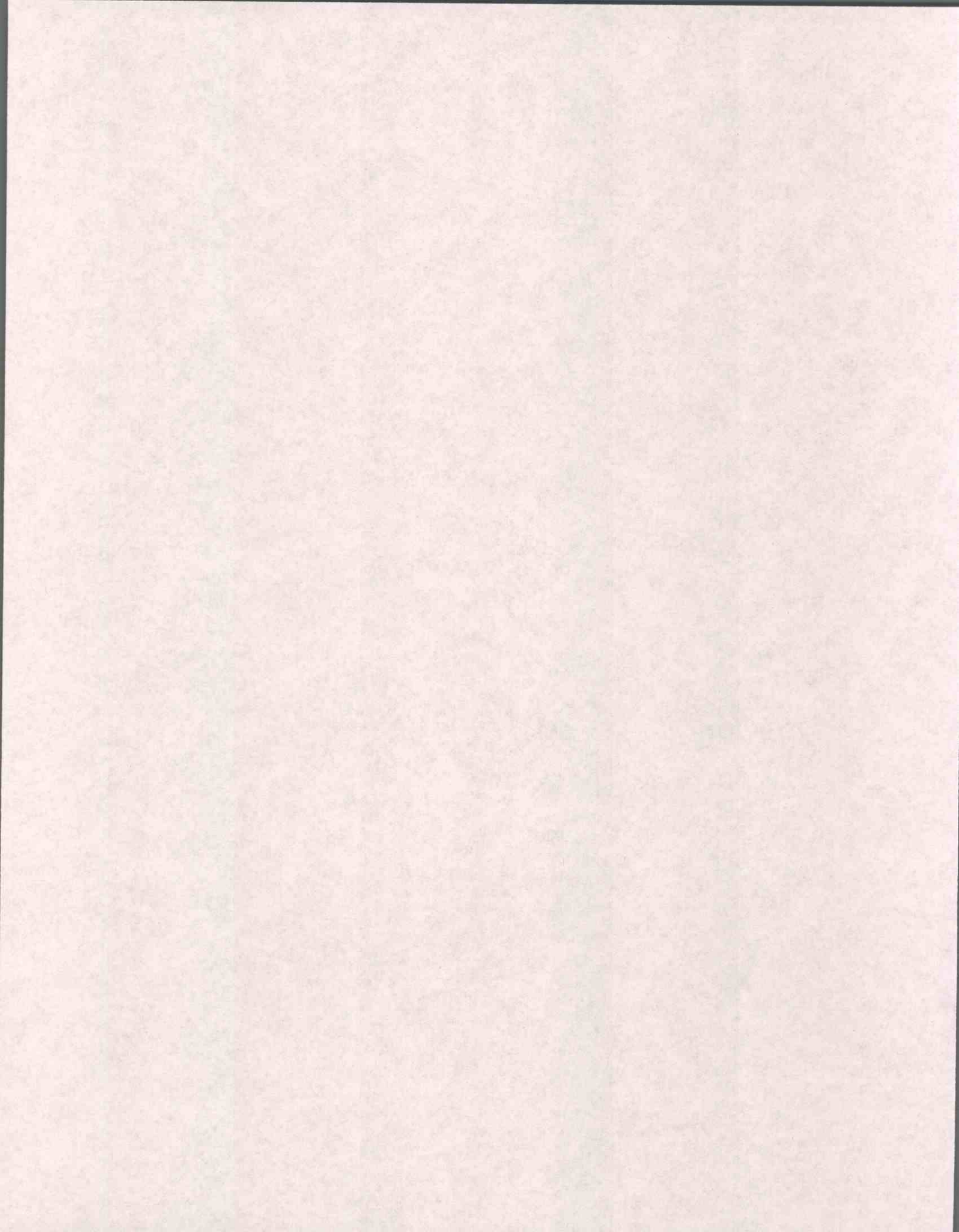
Rosalind Fuse-Hall
Special Assistant to the President
Presidential Search Committee Staffer



SUMMARY MINUTES
FAMU Presidential Search Committee
Marketing and Communications Subcommittee Meeting
Teleconference Call
October 3, 2012

Chairman Torey Alston cancelled the meeting due to a lack of quorum. This was the day of FAMU 125th birthday celebration. Other committee members were involved in these activities.

Respectfully Submitted,
Patricia Woodard
Patricia Woodard
Administrative Assistant



SUMMARY MINUTES
FAMU Presidential Search Committee
Marketing and Communications Subcommittee Meeting
Teleconference Call
October 10, 2012

Chairman Torey Alston convened the subcommittee at 2:15 p.m. via telephone conference call. Subcommittee members present were: Trustee Torey Alston, Trustee Narayan Persaud and Mr. Tommy Mitchell, National Alumni Association President. A quorum was established.

Staff present included Mrs. Sharon Saunders and Attorney Rosalind Fuse-Hall.

Chairman Alston recapped the previous meeting. He recognized Mrs. Saunders for an update on the website, the online survey and weekly quantitative survey statistics. She noted a successful launch of the website and the leadership survey on Friday, October 6. Notification emails were sent on Monday, October 8, to the Board of Trustees, the Foundation Board, faculty, staff, alumni and students. As of today, 270 participants completed the survey; 6.4% alums, 10% students, and 18.9% faculty and staff. Chairman Alston commended Mrs. Saunders and the staff for their hard work in the launch of the presidential website. He asked if we could post future meeting dates on the website. Mrs. Saunders responded yes. President Mitchell noted that he will send a notice to the chapters informing them of the launch of the Presidential Website and the online survey. Mrs. Saunders noted that they have already been notified along with other stakeholders. Chairman Alston shared a marketing plan to ensure the visibility of the 60-day survey process to hear from all stakeholders. The plan provides weekly reminder notifications to all stakeholders beginning October 8 and ending December 3.

Chairman Alston led a discussion on the readiness for the October 11, public forum. He stated that this first of two forums will permit stakeholders to express the traits they would like to see in FAMU's next president. He asked President Tommy Mitchell to preside in his absence. President Mitchell agreed. Attorney Fuse-Hall stated that the proper notifications were sent and all logistics have been addressed.

The next committee meeting will occur on Wednesday, October 17, 2012 at 2:00 p.m. The subcommittee will assess the first public forum and provide feedback in preparation for the second forum to be held on October 27 at the College of Law in Orlando, FL. The notice for both forums has been issued.

There being no further business, the meeting adjourned at 2:35 p.m.

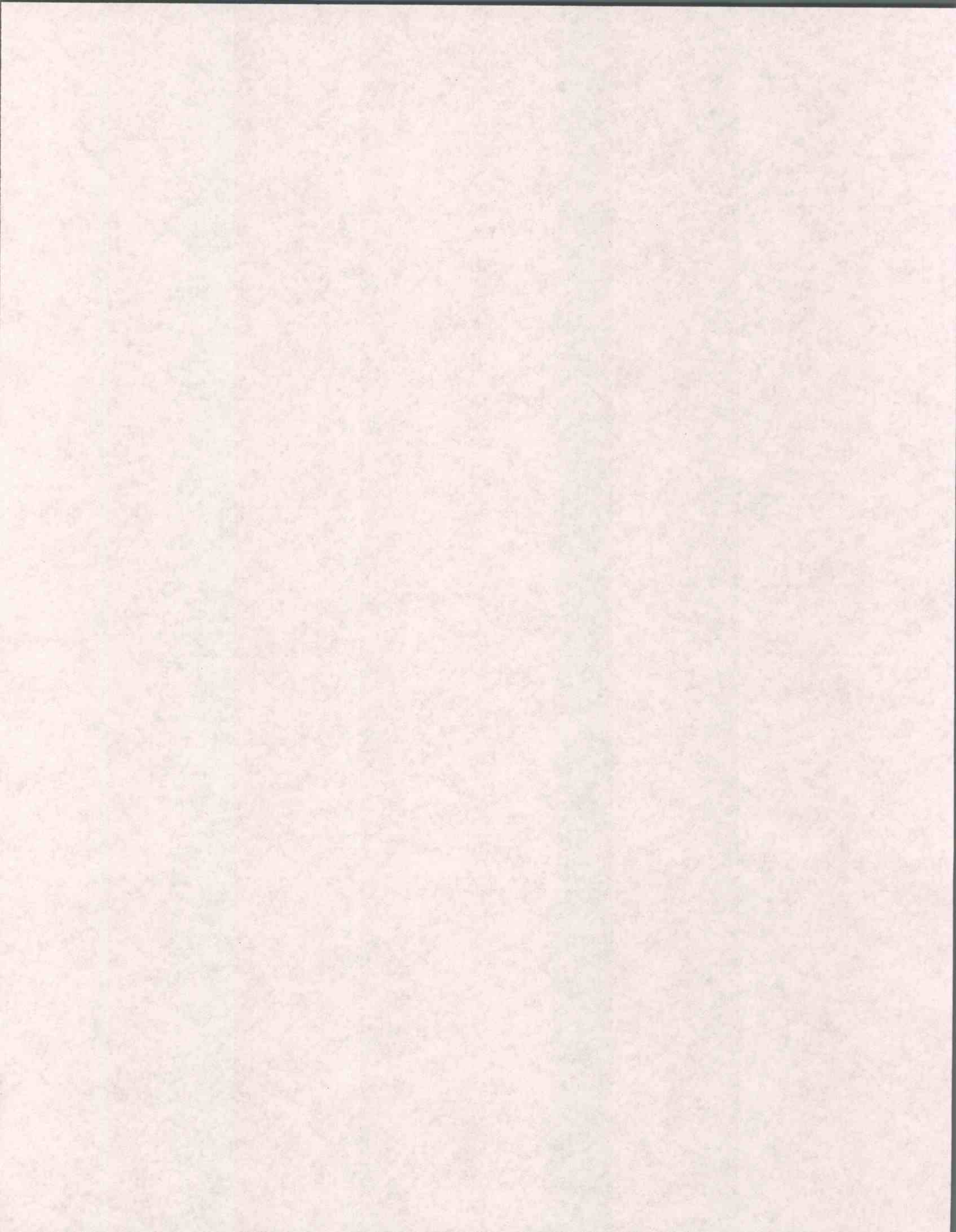
Respectfully Submitted,

Patricia Woodard

Patricia Woodard

Administrative Assistant

DRAFT



SUMMARY MINUTES
FAMU Presidential Search Committee
Marketing and Communications Subcommittee Meeting
Teleconference Call
October 17, 2012

Chairman Torey Alston convened the subcommittee at 2:10 p.m. via telephone conference call. Subcommittee members present were: Trustee Torey Alston, Trustee Narayan Persaud and Mr. Tommy Mitchell, National Alumni Association President. A quorum was established.

Staff present included Attorney Rosalind Fuse-Hall. Mrs. Sharon Saunders joined by phone.

Chairman Alston recapped the previous meeting. He recognized Mrs. Saunders for an update on the website, the online survey and weekly quantitative survey statistics. As of today, 393 participants have completed the survey; 64.4% alums, 10.4% students, 19.1% faculty and staff. The staff will continue to use all local and social media outlets, encouraging stakeholders to participate in the survey.

Chairman Alston thanked the staff and members of the subcommittee for a job well done at the first Presidential Search Public Forum. The forum yielded low attendance with six (6) public comments from alumni, students, and faculty. Some of the desirable traits mentioned for the next president were: fundraising; recruitment of students, scholars and faculty; visionary; team builder, and a leader in academia and/or business. Chairman Alston extended a special thanks to President Tommy Mitchell for presiding.

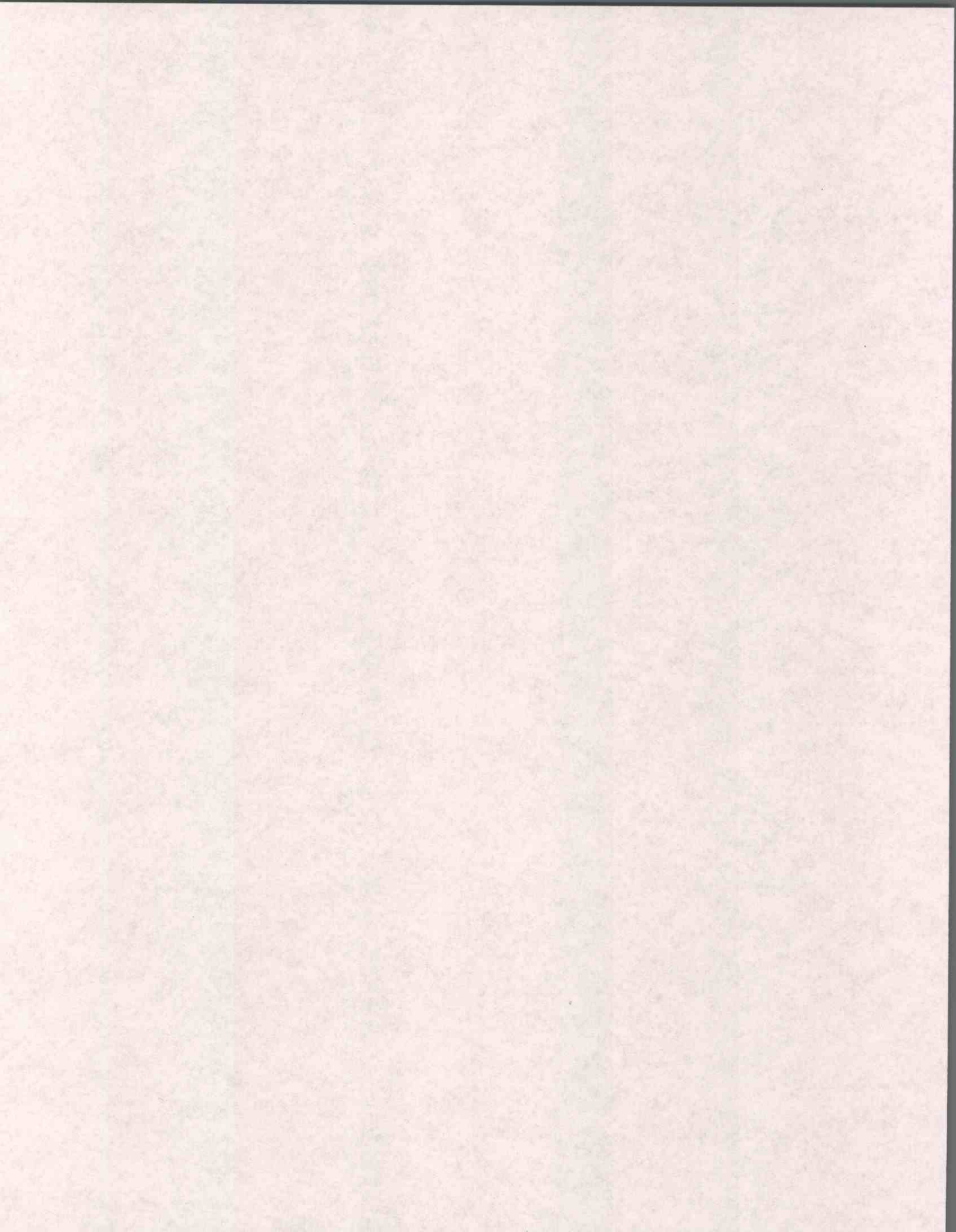
Chairman Alston asked the subcommittee members for feedback on the October 11 forum. President Mitchell stated he was disappointed with attendance, especially on campus and from the alumni. "I have already emailed my Executive Council, expressing my disappointment and requested that they attend the next forum in Orlando." Trustee Persaud added, "Although I am disappointed with the attendance of the faculty, at least I know that we have communicated to our stakeholders". Attorney Fuse-Hall stated that Trustee West and her cabinet had communicated with over 40,000 Facebook fans. Chairman Alston replied, "I thought we did a superb job in getting the word out. We should utilize every media outlet available to us to help in our efforts going forward." He asked Trustee Persaud to increase outreach to faculty through weekly communications and to announce at faculty meetings and events. He asked President Mitchell to

communicate outside the Florida alumni chapters weekly to ensure they are engaged in the process. In addition, Mrs. Saunders will continue to contact all stakeholders through local and social media. Chairman Alston hoped these efforts would yield greater participation at the second forum in Orlando. He hoped to see increased participation in Central and South Florida.

The next committee meeting will occur on Wednesday, October 24, 2012, at 2:00 p.m. The staff has noticed the meeting.

There being no further business, the meeting adjourned at 2:28 p.m.

Respectfully Submitted,
Patricia Woodard
Patricia Woodard
Administrative Assistant



SUMMARY MINUTES
FAMU Presidential Search Committee
Marketing and Communications Subcommittee Meeting
Teleconference Call
October 24, 2012

Chairman Torey Alston convened the subcommittee at 2:07 p.m. via telephone conference call. Subcommittee members present were: Trustee Torey Alston, Trustee Narayan Persaud and Mr. Tommy Mitchell, National Alumni Association President. A quorum was established.

Staff present included Mrs. Sharon Saunders and Attorney Rosalind Fuse-Hall.

Chairman Alston recapped the previous meeting. He recognized Mrs. Saunders for an update on the website, the online survey and weekly quantitative survey statistics. As of today, 500 participants have completed the survey; 59.8% alums, 12.7% students, and 22.2% faculty and staff. On Monday, the weekly email blast was sent to all stakeholders as a reminder of the website and to complete the online survey. Further, there will be an announcement at our home football game on Saturday.

Next, Chairman Alston asked if everything was prepared for the Presidential Search Forum scheduled for October 27. Mrs. Saunders replied yes, and stated that the College of Law is assisting her with promoting this forum. Trustee Mitchell added that communications were sent via email to the NAA Executive Council and Presidents. Chairman Alston stated that we must send a clear message that the public forums are 99% public communication to the subcommittee while 1% is subcommittee talking. Trustee Persaud stated that he continues to send weekly email reminders to the faculty to complete the survey. Attorney Fuse-Hall commented that all logistical items have been completed. Telephone conferencing will be available for those wishing to speak who could not attend in person.

The next committee meeting will occur after the Presidential Search Committee meets on October 31, 2012. Notices will be sent with a definitive date.

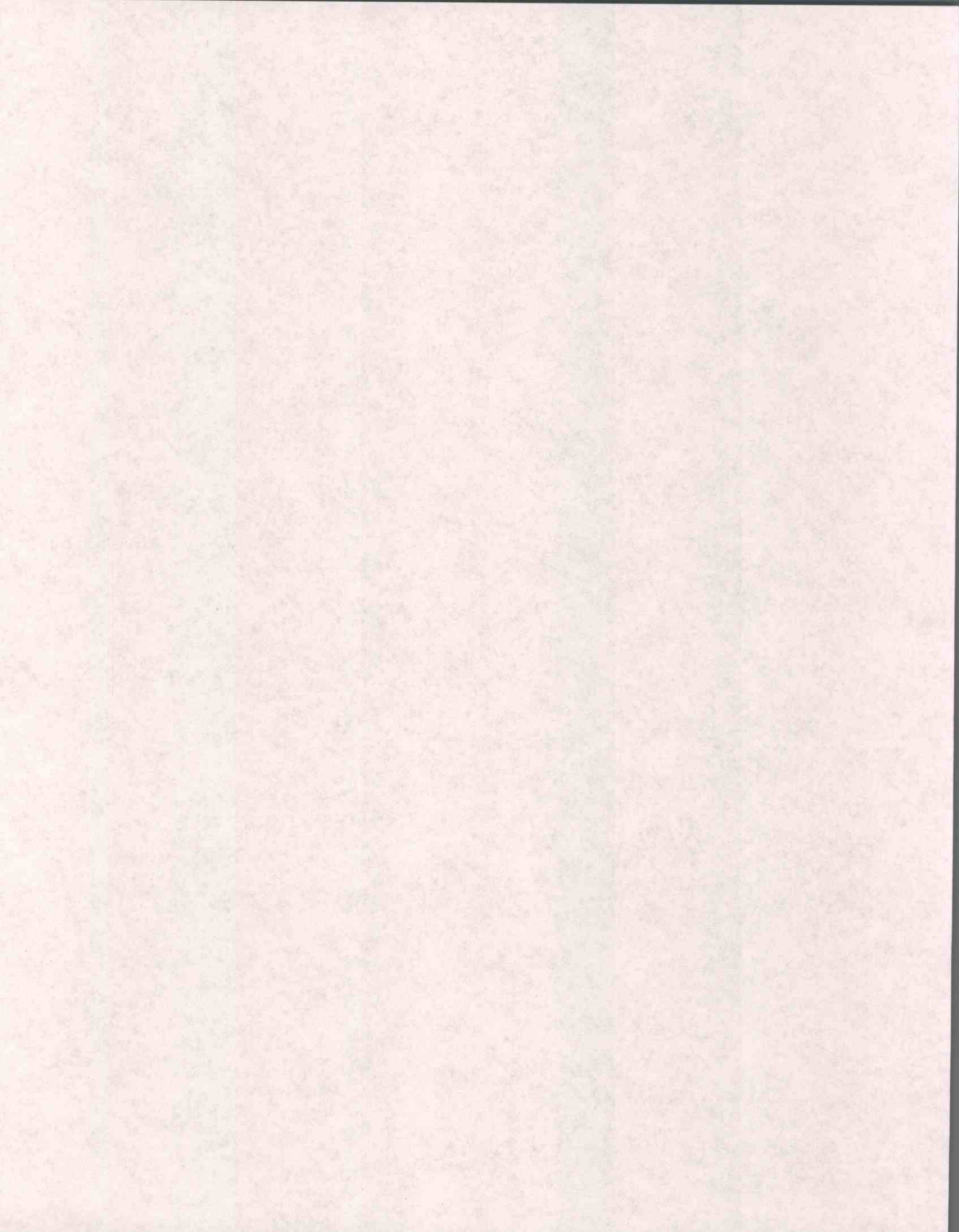
There being no further business, the meeting adjourned at 2:20 p.m.

Respectfully Submitted,

Patricia Woodard

Patricia Woodard

Administrative Assistant



SUMMARY MINUTES
FAMU Presidential Search Committee
Marketing and Communications Subcommittee Meeting
Teleconference Call
November 14, 2012

Chairman Torey Alston convened the subcommittee at 2:11 p.m. via telephone conference call. Subcommittee members present were: Trustee Torey Alston and Trustee Narayan Persaud. A quorum was established. Other Trustees participating were: Trustee Charles Langston and Trustee Cleve Warren.

Staff present included Mrs. Sharon Saunders and Attorney Rosalind Fuse-Hall.

Chairman Alston recapped the previous meeting. He recognized Mrs. Saunders for an update on the website, the online survey and weekly quantitative survey statistics. As of today, 792 participants have completed the survey; 63.6% alums, 13% students, and 17.7% faculty and staff. The subcommittee and staff continue to encourage stakeholders to participate. Chairman Alston asked Mrs. Saunders to take aggressive steps notifying stakeholders as the December 6 deadline approaches. Mrs. Saunders replied, "we will work on new communication strategies. Plans are underway to make an announcement at the Florida Classic game on Saturday." Trustee Warren asked if the numbers are increasing. Chairman Alston replied, yes and noted the increase to 792 since the last report.

Trustee Warren asked that since the Board is meeting with the search firm on December 5 and the survey deadline is December 6, will the data be ready? Chairman Alston stated that a report could be provided to the firm with the data on December 4. Trustee Langston asked if there is a filtering for the survey and if it is confidential. Attorney Fuse-Hall replied the survey is anonymous and yes the information can be disaggregated.

Chairman Alston moved to new business and encouraged Trustee Persaud to continue encouraging the faculty to complete the survey. In the absence of President Mitchell on the call, Trustee Alston stated that the alumni efforts are continuing. Further, Trustee West is working hard to ensure that the students participate also.

Chairman Alston opened the floor for other comments:

- Trustee Persaud: During the Faculty Senate Meeting on Tuesday, I reminded the faculty of the importance of completing the online survey. Some faculty members stated that they hope their comments are taken seriously.
- Trustee Warren: I would like to commend Chairman Alston on a yeoman's job in getting us this far in the process. I realize this has not been an easy task.

The next committee meeting will occur on Thursday, November 28, 2012, at 3:00 p.m. The staff will notice the meeting.

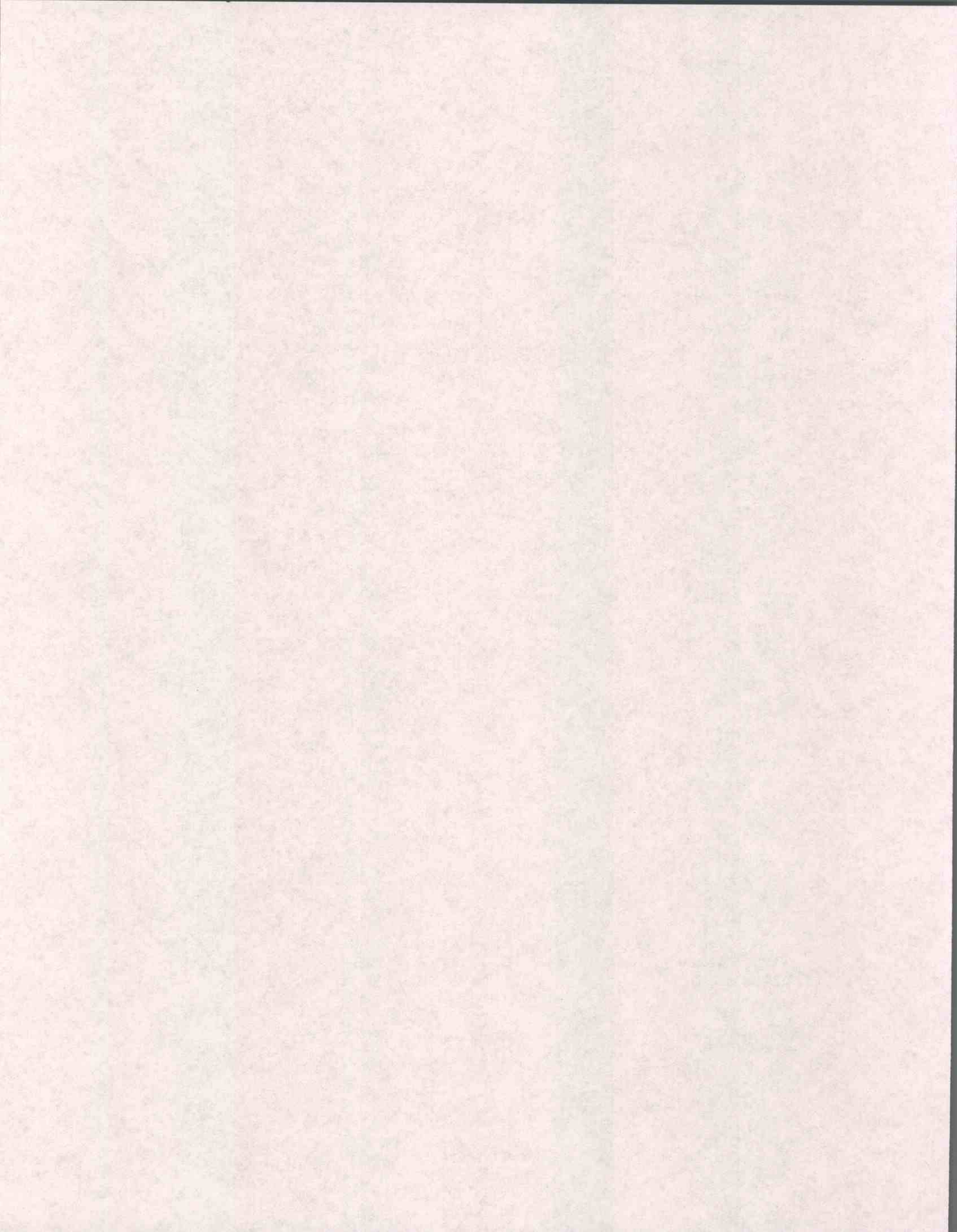
There being no further business, the meeting adjourned at 2:37 p.m.

Respectfully Submitted,

Patricia Woodard

Patricia Woodard

Administrative Assistant



SUMMARY MINUTES
FAMU Presidential Search Committee
Marketing and Communications Subcommittee Meeting
Teleconference Call
November 28, 2012

Chairman Torey Alston convened the subcommittee meeting at 3:23 p.m. via telephone conference call. Subcommittee members present were: Trustee Torey Alston, Trustee Narayan Persaud and President Tommy Mitchell.

Staff present included Mrs. Sharon Saunders and Attorney Rosalind Fuse-Hall (via phone).

Chairman Alston commented that this might be the last meeting since the subcommittee's work has been completed. He recognized Mrs. Saunders for an update on the website, the online survey and the weekly quantitative survey statistics. Mrs. Saunders reported that as of today, 1,445 participants had completed the survey; 63.1% alums, 12.5% students, and 18.1% faculty and staff. "We had a significant increase in participation since our last meeting. At our last meeting on November 14, there were 792 respondents." Also, Mrs. Saunders provided a breakdown of the top five (5) most important traits for each question by the 1,445 respondents.

- Personality and Style
 1. Strategic Thinker
 2. Ethical
 3. Improve Reputation
 4. Committed Change Agent
 5. Involve a Variety of People
- Personal Experience and Skills
 1. Administrator in Complex Organization
 2. Prior Experience with Budget and Finance
 3. Success and Fundraising
 4. Experience Leading a Major Organization
 5. Executed Strategic Plan
- Vision and Mission
 1. FAMU's Academic Quality
 2. Improve Student Success in reference to Graduation/Retention Rates
 3. Build Fiscal Affairs and Internal Procedures
 4. Stronger Partnership with University, Foundation, Corporation, and External Allies

5. Accepts Responsibility

- Challenges and Opportunities
 1. Financial Management
 2. Recruitment/Retention
 3. Culture and Reputation
 4. Quality Academic Programs
 5. Improved Technology

Mrs. Saunders noted that the staff will continue to encourage stakeholder participation until the deadline of December 6, 2012.

Chairman Alston stated that he was pleased with the responses received to date and thanked Mrs. Saunders and her team for their work. He asked the staff to prepare a detailed report to include a demographic breakdown by category in preparation for the Presidential Search Committee Meeting on December 5th. The report will be forwarded to the Board of Trustees, the Presidential Search Committee and the Executive Search Firm on December 4th. A final report will be forwarded to the Qualifications and Criteria Subcommittee after the survey closes on December 6th. This subcommittee will use the survey data to prepare the Leadership Statement and draft the Position Announcement.

Next, Chairman Alston moved to new business. There being none, he asked for comments from members of the subcommittee. Trustee Persaud stated that he too is proud of the number of respondents to the survey to date. President Mitchell agreed.

Chairman Alston thanked the subcommittee for their teamwork, leadership and hard work. "This subcommittee will continue to work with the Presidential Search Committee as it moves into the next phase of the process."

The next committee meeting will be scheduled after the Presidential Search Committee meets on December 5th if needed.

There being no further business, the meeting adjourned at 3:50 p.m.

Respectfully Submitted,

Patricia Woodard

Patricia Woodard

Administrative Assistant