

Direct Support Organizations (DSO) and Athletics Committee Minutes
Trustee Deveron Gibbons, Chair
Wednesday, December 6, 2023

Trustee Deveron Gibbons called the meeting to order. Trustees Natlie Figgers, Kelvin Lawson, Belvin Perry, Jr., Nicole Washington and Michael White were present. A quorum was established. Three (3) action items and several informational items were presented to the DSO Committee.

Approval of October 11, 2023, DSO Committee Meeting Minutes

Approval of October 12, 2023, Athletics Committee Meeting Minutes

Trustee Perry motioned for approval; seconded by Trustee Lawson. The motion passed, unanimously.

Consideration of Approval of DSO Board Members | FAMU Foundation, Inc.

Dr. Shawnta Friday-Stroud presented to the Committee consideration for approval of four (4) Board nominees for the FAMU Foundation, Inc. Board of Directors. The Foundation Board approved these nominees' election at their November 17, 2023, General Board Meeting.

Foundation Board Director Nominees

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|--------------------|------------------------|
| 1) Terry D. Arnold | 3) Wilbert Cecyl Hobbs |
| 2) Billy Greer | 4) Chekesha C. Kidd |

A motion was made to approve the nominees to serve on the FAMU Foundation Board of Directors for a four-year term beginning January 1, 2024 and ending on December 31, 2027. Trustee Lawson motioned for approval; seconded by Trustee Perry. The motion passed, unanimously.

Consideration of Approval of FAMU Naming Committee Action Items

Dr. Shawnta Friday-Stroud presented to the Committee consideration for approval of the FAMU Naming Committee's Honorary Naming Recommendation for the Julian "Cannonball" and Nat Adderley Music Institute.

The Naming Committee approved the honorary naming recommendation at their October 20, 2023, Committee meeting. Trustee Washington asked how many honorary named academic programs the University currently had; Dr. Friday-Stroud stated that this was the University's first honorary named academic program.

A motion was made to approve the FAMU Naming Committee Action Item. Trustee Lawson motioned for approval; seconded by Trustee Perry. The motion passed, unanimously.

Shawnta Friday-Stroud, Ph.D., provided updates on Divisional Activities

A. FY 2023-24 University Advancement

- FY 2023-2024 Fundraising Progress as of November 29, 2023:
 - Raised over \$13.20M (66% of \$20M Goal)
 - New Cash - \$11.67M (88% of Total & 58% of \$20M Goal)

- Pledges & Planned Gifts
 - Current - \$1.52M (12% of Total & 7.6% of \$20M Goal)

B. DSO Updates

1. FAMU Foundation, Inc.

- FAMU Foundation, Inc. held its 2023 Fall Board Meeting, November 15-18, 2023, in Orlando, FL, in conjunction with the Florida Blue Florida Classic. Chair Kristen Harper bought greetings and gave remarks on behalf of the BOT.
- Investment Value - \$153,690,017 as of September 30, 2023, as compared to \$156,895,462 as of June 30, 2023
- Endowment Value - \$106,962,101 as of September 30, 2023, as compared to \$113,378,084 as of June 30, 2023
- 2023-2024 Financial Statements – Unmodified (Clean) Audit

2. FAMU National Alumni Association (NAA)

- The FAMU NAA held its Fall meetings November 15-18, 2023, in Orlando, FL in conjunction with the Florida Classic.
- BOT Chair Kristen Harper hit the ground running by giving remarks during the NAA Executive Board meeting: 1) applauding the NAA's strides in legislative advocacy and student recruitment and 2) encouraging NAA members to expand their knowledge of the University's benchmarks and performance-based funding metrics while continuing their great efforts in aligning their work with FAMU's Strategic Plan.
- Chair Harper is also dedicated to continued collaboration between our DSOs and is pleased to have commitments from the FAMU Foundation and FAMU Boosters to join the FAMU NAA for meetings at their National Convention, May 30 – June 2, 2024, at the Hyatt Grand Hotel in Tampa, FL. "One FAMU Stronger Together"

3. FAMU Rattler Boosters

- The Rattler Boosters continues to raise money for all Athletics teams.
- The Rattler Boosters will hold their Spring 2024 meeting in Tampa, FL in conjunction with the FAMU NAA National Convention, May 30 - June 2, 2024.

Dr. Friday-Stroud introduced the FAMU Foundation Board Chair, Lisa LaBoo and FAMU NAA President Curtis Johnson, Jr. to offer remarks to the Board of Trustees. Each provided updates on their Direct Support Organizations, highlighting the organizations recent achievements, and emphasizing their unyielding support of the University's Strategic Plan.

Athletic Directors Report

A. Athletics Action Plan Update

B. Athletics Department Update

VP/AD Tiffani-Dawn Sykes provided an update to the Committee on the Athletics Action Plan and Athletics Department.

Athletics Action Plan Update | Focuses

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| <ol style="list-style-type: none">1. Academic Support2. Financial Aid, Scholarship and Student Support3. Admissions4. Compliance | <ol style="list-style-type: none">5. Accountability and Operational Effectiveness6. Monitoring and Controls7. Departmental Alignment8. Transfer Athletes and Academic Majors Changes |
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She stated that the plan has been an overall success and shared that all student athletes were certified for competition. A culture of compliance is constantly being set around NCAA Bylaws, Board and University regulations. AD Sykes shared with the Committee that the football team would be making their first appearance in the Celebration Bowl since the team were the 2023 SWAC Champions. She also shared the Athletics Action Plan outcomes; citing that she has received direct positive feedback from student athletes via social media posts.

AD Sykes provided a high-level review of the fiscal year 2023-2024 Athletics budget.

FY 23-24 Revenue Budget-To-Actuals as of 11/28/23

- Total Projected Revenue: \$10,072,000
- Actuals Recognized as of 11/28/23: \$3,564,909
- Revenue Uncollected: \$6,012,730
- Percentage of Collections: 35%
- EOY 23-24 Projection: \$11,795,088

FY 23-24 Expense Budget-To-Actuals as of 11/28/23

- FY 23-24 Budget: \$10,072,000
- FY 23-24 Encumbrances and Expenses as of 11/28/23: \$8,344,158
- Current Variance/Available: \$1,727,842
- Percentage of Budget Used: 83%
- Projections as of 6/30/24: \$12,612,000

Revenue vs. Expenses as of 11/28/23: (\$816,912)

She relayed that both the football and women’s cross country track teams won 2023 SWAC Championships and that the football team would be competing in the HBCU Championship Celebration Bowl on Saturday, December 16 at Mercedes-Benz Stadium in Atlanta, GA. Finally, AD Sykes shared the 2023 Fall SWAC Honors with the Committee members.

The Committee discussed the approximate \$817K budgetary shortfall in the operating budget; citing how critical having a balanced budget is to display the department’s long-term stability to the BOG and encouraged AD Sykes to continue to identify ways to generate revenue to support the operational

expenses of the department. The Committee discussed the need for the department to develop a targeted marketing strategy, utilizing search engine optimization and data collection as well as the long-term vision to move Athletics from a department to a business enterprise.

The Committee discussed a myriad of topics to include revenue generation, institutional/peer benchmarking, and philanthropy training for board members. After discussion, the Committee agreed on next steps:

- Scheduling a philanthropy training session for all Board members to increase revenue generation from the Board.
- Working to develop a plan to present to the BOG that addresses the budgetary shortfall and efforts to realize a balanced budget for the Athletics department.
- Development of an Operating Model of the entire Athletic Enterprise.
- Collaborating with General Counsel to determine potential revenue opportunities from televising and re-broadcasting athletic games.
- Allocating additional revenue to AD Sykes to hire additional staff.

With there being no further business, the meeting was adjourned.