



Item: CG: A-M

**COMMUNITY AND GOVERNMENTAL RELATIONS COMMITTEE**  
**Tuesday, February 18, 2014**

**SUBJECT: ROLL CALL AND APPROVAL OF MINUTES**

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**PROPOSED COMMITTEE ACTION**

Initiate roll call to document member participation and ensure quorum.

**COMMITTEE MEMBERS**

Mr. Robert Rubin, Chair \_\_\_\_\_

Dr. Jeffrey Feingold, Vice Chair \_\_\_\_\_

Mr. Anthony Barbar (ex-officio) \_\_\_\_\_

Mrs. Mary Beth McDonald \_\_\_\_\_

Dr. Ronald Nyhan \_\_\_\_\_

Mr. Robert Stilley \_\_\_\_\_

Mr. Paul Tanner \_\_\_\_\_

Mr. Thomas Workman (ex-officio) \_\_\_\_\_

**PARTICIPATING BOT MEMBERS**

Mr. Patrick Callahan \_\_\_\_\_

Mr. Daniel Cane \_\_\_\_\_

Mr. David Feder \_\_\_\_\_

Mr. Abdol Moabery \_\_\_\_\_

Dr. Julius Teske \_\_\_\_\_



## COMMUNITY AND GOVERNMENTAL RELATIONS COMMITTEE

### Meeting Minutes of October 15, 2013

#### **CG: A-M Roll Call and Approval of Minutes for the April 16, 2013 BOT Community and Governmental Relations Committee meeting:**

Trustee Robert Rubin, Committee Chair, called the meeting to order and initiated the roll call. In addition to Trustee Rubin, the following committee members were present: Trustee Anthony Barbar (ex-officio); Trustee Mary Beth McDonald; Trustee Ronald Nyhan; Trustee Paul Tanner; and Trustee Thomas Workman (ex-officio).

Other Trustees attending the meeting included: Trustee Daniel Cane and Trustee David Feder.

**A quorum was present and the committee was called to order.**

The following university officials participated: Mr. Dennis Crudele, University President; Mrs. Joanne Davis, Interim Vice President of Community Engagement & Executive Director, FAU Foundation, Inc.; and Mr. David Kian, Senior Vice President and General Counsel.

**Trustee Rubin called for approval of the April 16, 2013 meeting minutes. A motion was made and seconded to approve meeting minutes without change or correction. No discussion or commentary followed. The motion passed unanimously.**

Trustee Rubin's first order of business was to speak about the efforts of the Office of University Relations in Tallahassee, Washington, DC and locally here at City Councils and County Commissions across our service area. Chairman Rubin mentioned that tomorrow in this same room the Palm Beach County Legislation Delegation will meet, and expressed how nice it was to have them come here, and made an open invitation to the Trustees for them to attend or at least stop by. Stressed the importance of having the Trustees show up and spend some time with the legislators. He communicated that as part of Community Engagement the Trustees will be asked to help out in a few specific tangible areas. First area is to help with fundraising by identifying some people that the advancement staff can talk to and/or if the advancement staff identifies someone that a Trustee knows or has a relationship with that Trustee should make an effort to visit with that individual and communicate to them how they can help FAU. He stressed the importance of having the Trustees work together with the Foundation Board and staff. The second area communicated by Trustee Rubin was that on the political side. He shared that the plan is to have State Representatives and Senators that are critical to our success visit the campus to be shown around in the things that interest them. He finished by asking the Trustees to learn about the

issues that will be talked about and come to the events.

Trustee Rubin mentioned that there have big and small tangible successes. One is the standardization of the FAU logo, and Trustee Rubin complimented staff on a job well done. He also mentioned that the 'Making Waves' logo will now be utilized on all work products and that there will be consistency in the branding of the university.

Trustee Rubin invited VP Davis to approach the podium for her presentation.

**CG: I-1 Update on Community Engagement:**

VP Davis thanked Trustee Rubin and President Crudele for their assistance in the recent successes of CED.

**1. Advancement / Fundraising**

Two key concepts utilized this year were relationship and intention. Relationships both internally and externally; relationships with our donors and other FAU "family" members are what got us through the past eight months and allowed us to exceed the 2013 fundraising goal. Intention is where we spend our time, what we're doing, and how we spend our resources. We need to be intentional with our efforts; it is important to spend time with the folks who have the best capacity and inclination to help us.

VP Davis' presentation described fundraising efforts embraced by CED for 2013-2014 and described the fundraising 2013-2014 goal of \$20 million. CED intends to reach that goal by instituting a stronger principal and planned gifts program, increasing tools and accountability of development officers, and expanding the annual giving program. Principal refers to those larger gifts; donors that have given significantly before, are involved in different colleges/units, and a holistic approach will be utilized. In Planned Gifts we were able to redeploy a position to hire a second Planned Giving Officer last May and that's paying off greatly. A second initiative is that of Development Officer reporting and accountability. FAU uses the common hybrid model, currently being utilized by many universities where in the development officers report to both the AVP for Development and the College Dean. Development Officers are imbedded in the colleges but report to CED; we hold them accountable and accountability is critical for any development officer; they are our road warriors, our boots on the ground and our purpose is to make them successful. VP Davis thanked Trustee Rubin for his offer and for encouraging the other Trustees to go out on these visits with donors because it is so meaningful when a Development Officer brings a VIP to a donor meeting. VP Davis also offered an example about a recent dinner with the President and a donor who then sent a check for a quarter of a million dollars. It was that critical relationship building with the leadership of the university.

The third initiative is that of Annual Giving which is the rock bed; it is where our major donors come from. We had a successful Faculty and Staff campaign; we increased from about 19% to 30% giving involvement. We now have a Student Philanthropy Council; if we can get our students giving now then they will continue giving once they become graduates and successful. We also have a phonathon; these are students that we are employing and are now using them for other things besides calling and asking for money because it makes them happier and the job is not as difficult.

VP Davis gave the board some information about the Making Waves Gala coming up March 29<sup>th</sup>.

Concerning Data Analytics; we have 200,000+ names in our database, millions of pieces of data and as Trustee Cane said 'you don't want to try to boil the ocean'. I want to acknowledge Keith Fries who is our AVP for Advancement Services; we've done some really intensive target analytics and we've been able to better analyze donors and inclination and capacity. Instead of reaching out to 50,000 names we have 200 very promising names for Arts & Letters or 500 names for the College of Education. We also created a beta website that is very simple to use - a world map showing where all of our alumni reside and ability to scroll over each country/state/city Our goal this year is to use this type of data for the best use of our resources.

## **2. Alumni Relations**

We had growth last year in alumni giving. It started low; we were at about 1.8% we went to 2.5%, our goal is 4%. We're looking at specific ways we can do that. We did a very comprehensive survey where we found out how they want to be communicated with, what information they are looking for. They want advice on careers; they want networking, now we know where they are so we can target our approaches to them. Slide 15 lists the new board leadership of Alumni Association. Jorge Cabrera is a great Chair; he is leading the efforts of implementing this survey. We also started a new Corporate Membership Program, Pablo Paez with Geo Group started this and within the first month he had three new members at \$5,000 each. It's another way to just reach out some more.

On October 30<sup>th</sup> we will have our annual Talon Awards. We have two spectacular awardees; Edith Stern graduated from FAU at the age of 15 and she is quite distinguished as an engineer. We also have Eric Kelly with the Quantum Foundation and he is an alum as well.

## **3. University Relations**

We did not even have a University Relations team a year ago and Pamela Landi has created a team, established processes and brought numerous elected officials here. We want to give our elected officials a story. We want them to leave and say 'did you know FAU has an economic impact of \$6.3 billion or did you know there are over 3,000 applicants in the College of Medicine but only 64 are accepted'. We want to get them invested in FAU. We also have a successful Internship Program. We have 25 Political Science majors who are working in our elected officials offices. Pamela and President Crudele are working on the Legislative Budget Request. We also have President Crudele speaking to each City Council where FAU has a campus presence and I believe October 22<sup>nd</sup> is the next one.

## **4. Foundation**

Endowments are now \$189.3 million and total our net asset are \$226 million, we had an 11.8% return. We are in the final steps for hiring possibly new investment advisors. We went through a very thorough process with our Foundation Board and I want to congratulate Sharon Brown our CFO we just had an audit and yet again we had a perfectly clean audit with no recommendations or management letter.

These are our Foundation Officers (slide 22); Bruce Allen is our Chair. We are having a retreat this

weekend at Jupiter Beach Resort & Spa and I want to thank them because all our Foundation Board members are paying their way to go. One initiative is to define the role of advisory board members and helping to make sure we have expectations and clear guidelines. I want to brag a little about a couple board members; Gary Lesser received a nice award from BDB and another board member Kathy Grace wrote a book titled 'Prince Not So Charming'.

This concluded VP Davis' presentation and she invited questions and comments from the Trustees. There were no questions and/or comments.

Trustee Rubin commended on the goodness of the Making Waves Campaign launch with the significant increase use of social media especially with President Crudele being really popular on Facebook and Twitter. He shared that on all the issues that have come up before this university the university has really changed from being pro-active versus re-active. The university has been deliberate, strategic, and it's been a great change. It's a refreshing day and we're really excited.

**Trustee Rubin requested a motion to adjourn the committee's meeting; a motion was made and seconded. The motion to adjourn was approved.**