



Item: CG: A-M

COMMUNITY AND GOVERNMENTAL RELATIONS COMMITTEE

Thursday, June 5, 2014

SUBJECT: ROLL CALL AND APPROVAL OF MINUTES

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. Daniel Cane _____

Mr. Michael Cepeda _____

Mr. David Feder _____

Mr. Abdol Moabery _____

Dr. Julius Teske _____



COMMUNITY AND GOVERNMENTAL RELATIONS COMMITTEE

Meeting Minutes of April 10, 2014

CG: A-M Roll Call and Approval of Minutes for the February 18, 2014 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 Mary Beth McDonald; Trustee Ronald Nyhan; Trustee Robert Stilley; Trustee Jeffrey Feingold; Trustee Paul Tanner; Trustee Anthony Barbar (ex-officio) and Trustee Thomas Workman (ex-officio).

Other Trustees attending the meeting included: Trustee Julius Teske; Trustee Abdol Moabery and Trustee Patrick Callahan.

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

The following university officials participated: Dr. John Kelly, University President; Mrs. Joanne Davis, Interim Vice President of Community Engagement & Executive Director, FAU Foundation, Inc.

Trustee Rubin called for approval of the February 18, 2014 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 invited VP Davis to approach the podium for her presentation.

CG: A-1 Request for Approval of Naming University Elements :

VP Davis thanked The Board for their time.

I am requesting the approval of naming three rooms over at the Memory and Wellness Center. We have three new gifts from long time donors who are friends of the university. The Schmidt Family Foundation contributed \$25,000 and we're requesting the naming of the Schmidt Family Foundation Healing Arts Room; Edward and Susan Diener contributed \$25,000 and we're requesting naming the other healing arts room in their honor as the Edward and Susan Diener Healing Arts Room; and Christine Lynn contributed \$50,000 and

we're requesting to name the lobby in her honor to make it the Christine E. Lynn Lobby. All of these are at The Louis and Anne Green Memory & Wellness Center.

Trustee Rubin called for approval of the naming requests. A motion was made and seconded to approve without change or correction. No discussion or commentary followed. The motion passed unanimously.

CG: I-1 Update on Community Engagement:

1. Events

We recently held a scholarship event where we invited our scholarship donors to a breakfast or a lunch. Each donor was paired up with their scholarship recipients. This allowed our students to sit down, talk and personally thank the person who is making their higher education dream a reality. A short video was played showcasing three of our students who are benefiting from scholarships.

2. Fundraising/Development

We have a \$20 million dollar fundraising goal this year which includes bequests. We had a tremendously successful gala event which brought in a net of \$500,000+ in which almost all of that will be used towards our scholarships. The next slide (6) will give you a sense of the different cash gifts coming into the different colleges, units and the size of their gifts. In the next (slide 7) you will see the gifts received from our top donors and I would like to direct your attention to the first row which is our alumni and in reviewing you can see that there has been a significant increase of donors over last years. In 2013 we were roughly around 1800 and to date we are over 2700. Alumni donors are the bread and butter of this university and as they grow the universities fundraising can grow.

Since I took over as the Interim VP in July we've taken a look at the priorities that we needed to focus on that will get us closest to our goal. A few of the things we've done is that we've first implemented a simplified system of tracking donor identification, qualification, cultivation, solicitation and stewardship. The second thing is that we launched a "Charitable Advisors Council" through the Office of Gift Planning; these are the folks that will help lead and guide us to those significant transformational gifts. Next is our Horizon Society in which David Rutherford and his team have done a great job of strengthening our gift planning folio. Next we have our Advisory Boards; we currently have 30+ advisory boards on campus from different colleges, units, programs and we are restructuring them with an emphasis on their fundraising role and responsibility. Dr. Kelly has talked about what we need to do to get to the next level to become an institution of national prominence and to get there we will need the support of all the advisory boards and their ability to help us reach out to donors and raise

more funds. Also we were able to send our development officers for more training to a Case Conference which is our national professional association.

We have one item coming up which will have significant potential and that is we are organizing and hosting the inaugural Tax and Estate Planning Seminar here at FAU in the Fall of 2014.

VP Davis invited David Rutherford AVP for Development and Outreach to approach the podium to discuss on this further.

We have the first inaugural which we are calling The Wealth and Estate Planning Seminar that FAU will be hosting. We reached out in the planning stages to our natural partners within the community and the two that accepted our invitation are the Community Foundation for Palm Beach / Martin Counties and the United Way of Palm Beach County, so we have two partners in addition to FAU playing host to this event. Broward County has an annual event they host but what we've heard many times before is that the men/woman in the north part of the county and those in our back yard do not want to drive to Broward so we're very excited to be able to host it here. The responses within the university and the partnerships have been phenomenal. What we hope by hosting this event is to provide that service as a way to continue to broaden that base of people out there that are championing FAU and feeding into that charitable advisors council that Joanne mentioned earlier. We're bringing in a national speaker from the Boston area that is very highly regarded and the best part of all is that it will not cost anyone any money.

3. Advancement Services

Advancement Services is a critical department within our division, they manage our entire database. As you can see from this slide currently FAU has over 137,000 graduates of which 133,000 are still living; 76% are living in Florida with 58% residing in Broward and Palm Beach County.

We have a new initiative that will be launched in the Summer 2014 called the FAU Spring Board created by the advancement team. It is a crowd funding platform for smaller, specific, time restricted FAU projects. Crowd funding is very popular tool; there's about 2.7 billion dollars a year being raised through crowd funding and that is projected to double in the next couple years. We want to jump on this so that we can help all of our staff and faculty raise funds big or small. This initiative will benefit units, colleges and departments; for example if the department of music wants to raise \$3,000 for a small project, with this new initiative we will be able to create the platform for them to raise money online and have the funds processed through the FAU Foundation so that it will be tax exempt.

4. Alumni Relations

We currently have the Broward and Tampa Bay chapters which have officially chartered. Special thanks to Trustee McDonald for leading the charge for an Indian River Alumni Chapter and we also have a Black Alumni Society which will officially charter in the Fall. We have Corporate Luncheons which is something that was developed by Brad Crews our AVP for Alumni Affairs; it's a way to bring top corporations on to campus in a one stop shop. We've brought in United Healthcare, the Deans of Medicine and Nursing, Career Development Services and in one hour and a half meeting their senior staff can meet our senior staff to connect and share. We do these luncheons very regularly; we just had American Sugar Refining here, Ever Changing Minds will be here on April 23rd and Florida's Best Reality in May. If you have a corporation that will be interested we're happy to host these events, the feedbacks have been terrific so we want to continue with them.

Of course our Alumni and Athletics Department have a very strong relationship and we are thrilled to have Coach Partridge here, he is dynamic. The kickoffs coming up will be a lot of fun this year. I hope you will join us; May 8th will be our first one at FAU Stadium.

Some of the other things that we have been working on are our student philanthropy. If we can get our students excited now they will stay engaged as alumni supporters later. What I am wearing around my neck is our True Blue red and blue cord which is part of our Annual Giving Program. Students can purchase these cords and wear it on graduation as a keepsake and consider themselves a philanthropist.

Our student giving has been negligible until now; we are pleased that we're reaching our 200 maximum of these cords. We now have a Student Philanthropy Council, our alumni giving is going up and as you know those are the areas just like student success that takes a lot of initiatives to move them along but they are starting to pay off.

Our Alumni Association will be celebrating our Hall of Fame Recipient; I want to acknowledge Trustee Workman again. These are some impressive leadership credentials that he has and not only at FAU but across the communities so you honor us with that. We also have the Distinguished Alumni Awards coming up.

5. University Relations

Pamela Landi our AVP of University Relations is currently in Tallahassee but she has given us this report to share. I think Dr. Kelly spoke to the very important initiative that we have with convincing them with going with the house version which will be very important for us. We

have a plan in place to try to advocate for that but displayed in slide 12 are the other initiatives that we are working on with our legislators and we have a regular group of faculty and staff going to Tallahassee to meet with our legislators.

6. FAU Foundation

This final slide (13) is a snapshot of our Endowment. We have surpassed \$200 million, our net assets are \$226 million and we are also ranked fourth in the size of our endowment among the State University System. We are just behind the University of South Florida and based on the investment committee we have we plan to grow and expand.

This concluded VP Davis' presentation and she invited questions and comments from the Trustees; there were none. Trustee Rubin requested a motion to adjourn the committee's meeting; a motion was made and seconded. The motion to adjourn was approved.