



Item: CG: A-M

COMMUNITY AND GOVERNMENTAL RELATIONS COMMITTEE
Thursday, December 13, 2012

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	_____
Mr. Abdol Moabery, Vice Chair	_____
Mr. Anthony Barbar (ex-officio)	_____
Mr. David Feder	_____
Dr. Jeffrey Feingold	_____
Dr. Angela Graham-West	_____
Mr. Robert Huffman	_____
Mrs. Sherry Plymale	_____
Mr. Robert Stilley (ex-officio)	_____
Mr. Paul Tanner	_____

PARTICIPATING BOT MEMBERS

Dr. William McDaniel	_____
Dr. Julius Teske	_____
Mr. Thomas Workman	_____



COMMUNITY AND GOVERNMENTAL RELATIONS COMMITTEE

Meeting Minutes – October 18, 2012

CG: A-M Roll Call and Approval of Draft Minutes for the June 19, 2012 and July 27, 2012 BOT Community and Governmental Relations Committee meetings:

Trustee Robert Rubin, Chair, called the meeting to order and initiated the roll call. In addition Trustee Rubin, the following committee members were present: Trustee Anthony Barbar (ex-officio); Trustee David Feder; Trustee Jeffrey Feingold (conference call); Trustee Angela Graham-West; Trustee Robert Huffman; Trustee Sherry Plymale; Trustee Robert Stilley (ex-officio); and Trustee Paul Tanner.

Other Trustees attending the meeting included: Trustee William McDaniel; Trustee Julius Teske; Trustee Thomas Workman.

The following university officials participated:

Dr. Mary Jane Saunders, University President; Dr. Jennifer O'Flannery Anderson, Vice President of Community Engagement & Executive Director, FAU Foundation, Inc.; and Mr. David Kian, Senior Vice President General Counsel.

Trustee Rubin called for approval of the minutes of June 19, 2012 and July 27, 2012 meetings. A motion was made and seconded to approve both meeting minutes without change or correction. No discussion or commentary followed. **The motion passed unanimously.**

CG: I-1 Opening Remarks:

Trustee Rubin shared a brief overview of the committee's progress: a consultant has been hired; a lobbyist is providing support on our behalf; a work plan schedule has been set; the first legislative leadership visit has taken place; FAU branding and marketing initiatives are being reviewed; new staff has been hired and will be introduced today; and new awards are being finalized and will be announced in the future.

Trustee Rubin invited Dr. Jennifer O'Flannery Anderson, VP Community Engagement, to approach the lectern for her presentations.

CG: I-4 Community Engagement Update: PowerPoint Presentation

Dr. Jennifer O'Flannery Anderson thanked the Board of Trustees for having her. Her presentation combines a few topics giving an update on outreach activities and community engagement work. At the BOT retreat the Trustees talked about fundraising, an overview was given a few months ago, and more in-depth information will be given today.

Introduce New Community Engagement Staff:

Dr. O'Flannery Anderson introduced Pamela Landi, Assistant Vice President University Relations, which encompasses government relations and economic development. Pamela will officially join FAU next week, is an FAU graduate, has been head of government relations for Broward County, was the legislative director for Clay Shaw and worked with Broward College and Keiser. Pamela has already spent time with Trustee Rubin and she will be a great addition to our team.

Scott Silversten, Assistant Vice President for Communications & Marketing, comes to us from the SUNY system and is a great experienced marketing and communications professional. He has already brought to FAU a great deal of expertise helping the university through the most recent tropical storm, the beached whales and the beginning of the school year.

Joanne Davis, Assistant Vice President for Development & Outreach, who most of you have already met, is leading our fundraising and outreach efforts and doing a terrific job.

Legislative Direction:

- **Governor's Blue Ribbon Task Force:** The Governor's Blue Ribbon Task Force has been meeting and recommendations will be coming October 30th. Right now their discussions are centering around giving more spending and tuition budget authority to the Board of Governors plus more tuition flexibility primarily for research institutions.
- **BOG Priorities:** The Board of Governors continues to be strong in all their efforts and focus is now on restoring the \$300M in budget cuts, plus seeking an additional \$180M for specific performance measures. The Provost and her team will put together what those measurements are and what FAU's plan is for reaching those.
- **Consultant's Update:** Our consultants are helping and working on areas to improve the outreach to legislators and the community. The consultants are focusing on the Governor's Blue Ribbon Task Force, making sure we are involved with the local delegations, monitoring the elections and ensuring meetings are set once the elections are over. The consultants will also work on legislative advocacy day for FAU in Tallahassee. Another important part of legislative outreach is making sure we have good relationships with legislative staff; so meetings will be set in the future.

- **Ann Duffield:** In your packet is visit information for Ann Duffield who will be holding our community conversations with external people. She was slated to be here next week, she fell in a cave last week and broke several bones, so we are rescheduled her meetings for the last week in November. She is not able to fly right now. Our goal is to still have the results of her meetings for you in December.
- **Draft Work Plan:** A draft work plan for this committee will be distributed to the Trustees today and Dr. O'Flannery Anderson will appreciate input from the Trustees. This is something Trustee Plymale has been eager to have. Now that Pamela Landi is here we will work to have a final draft should be ready to present in December.

Economic Development Efforts:

Some of this discussion will overlap with Dr. Barry Rosson's due to working in concert to ensure we are reaching out to the community and highlighting the research of FAU's faculty.

- Mr. Anthony Abbate, Associate Provost & Professor, Academic Affairs, FAU Broward, and Dr. O'Flannery Anderson are chairing Broward Six Pillars. We are also involved in several of the Palm Beach Six Pillars and Dr. O'Flannery Anderson is specifically involved in the Economic Development Pillar.
- In addition to FAU being named a Business of the Year recipient for the Boca Raton Chamber, FAU just received notification it has been named a recipient for the Fort Lauderdale Chamber and the St. Lucie Chamber. This is reinforcing that the message FAU has been sending out is beginning to be heard and understood.
- MeduTech will be in November and also our Division of Research hosted a Small Business Innovation Research Grant Workshop in July which is critical for small companies who want to apply for federal funds to be able to work with faculty and commercialize their research. Over 100 business people from Boca Raton attended. More of these workshops will be held.

Community Outreach:

We have memberships and involvement with 12 regional chamber organization, 9 economic development organizations, and more than 23 community organizations. This is reflective of the community engagement staff. Each of the community engagement staff is involved with at least 2 organizations, serving on boards and having meaningful involvement. The University as a whole has a much broader involvement. The goal now is to determine over time what type of return this involvement generates.

Corporate Orientations:

We have discovered companies are interested in becoming involved with FAU; however, the companies are not sure exactly how. This has presented an excellent way the FAU Alumni Association could be helpful in our community outreach. So far this year the Alumni Center has hosted the United Healthcare, Shoulder Buddies, Exam Soft, College Twist and CrossMatch Technologies for corporate orientation. Today the GEO Group's entire senior management team, interested in hearing from our Career Center, Christine Lynn College of Nursing, School of Social Work, School of Architecture, Public Administration, Business & Accounting, and Athletics. These corporate orientations provide a positive way to introduce FAU and provide FAU with more insight as to how to better partner with the businesses. The goal is to facilitate two orientations per month. The United Healthcare CEO attended an orientation and met Trustee Stillely in one of the FAU football stadium boxes the following week. After each corporate orientation a debriefing takes place and assignments are made for appropriate staff follow-up. CrossMatch Technologies participated in an orientation yesterday and this company is involved in the security for eyes. Exam Soft is a company for licensing and credentialing by exams.

During Homecoming, which takes place next week, the FAU Alumni Association hosts the Talon Awards on Thursday, October 25th, where outstanding alums and community leaders are recognized.

2012 Alumni Talon Award Recipient: Stephen Doerr '87, '88

- Stephen Doerr is a double graduate of FAU's accounting program and is the Senior Vice President, Financial Strategies for Franklin Templeton Companies. Those who went to California this past summer on the "Google trip" had the pleasure of meeting with him. There are 8,000 staff members at Franklin Templeton and it is fascinating and impressive company. Mr. Doerr will be traveling here from San Mateo, California. Mr. Doerr is a season ticket holder, great FAU fan and donor. Dr. O'Flannery Anderson hopes the Trustees will be able to meet him next week. He is everything that represents FAU and our alumni.

2012 President's Community Talon Award Recipient: Mayor Susan Whelchel, Boca Raton

- Mayor Whelchel will be honored. This is a great way to recognize our partnership with the City of Boca Raton.

Fundraising:

- **Historical Gifts Received by Category:** Since being established in 1960, just ahead of FAU's opening, the FAU Foundation has raised \$377M. About \$85M came from matching gifts, the

rest was raised. Approximately \$143M went into the endowments, \$142M has been or is being spent, and about \$90M funded buildings.

- **Historical Gifts Received by Selected College/Unit:** An interesting and unexpected breakdown of the \$377M by college or area highlights where the most successful fundraising has occurred. The largest concentrations have been in the Dorothy F. Schmidt College of Arts & Letters, then Christine E. Lynn College of Nursing, followed by College of Education. The University category represents scholarships and unrestricted funds. Next is the Charles E. Schmidt College of Medicine which raised \$33M and so on. This shows where fundraising has had its greatest success and where there is much work to be done.
- **Top Endowments - \$2M+:** The Harriet L. Wilkes Honors College with \$21M is very well endowed and the Education \$11.5M total includes the Pine Jog land gift. The chart presented totals approximately \$90M, then there are smaller amounts in various areas which are not represented on the chart.
- **Gifts Received by Gift Category 2003-2012 (10 years):** The chart presented shows where the money was raised each year and in what format - cash, gift-in-kind "GIK", or State Match. The categories of greatest interest are cash gift outright or cash payment on a pledge. For the most part the greatest fluctuation is in the State Match dollars. The large increases in 2003 reflect the Barry Kaye and Office Depot gifts. The good news is an upswing in giving can be seen in the most recent years.
- **FY2012 New Gifts by Selected College/Unit:** During the 2011-2012 fiscal year, which ended June 30th, \$16.5M was raised. The previous fiscal year, 2010-2011, about \$15.6M was raised. Major areas include Gift Planning at \$5M+ and Athletics \$3M+ during 2011-2012.
- **New Gifts by Gift Category:** The breakdown by category is Gift Planning \$5M+, Cash Outright \$6M+, Pledges \$3.5M, and Gift-in-Kind \$1.7M. A large part of the GIK currently represents land, which once the land sells it will be converted to cash. The GIK also includes support for the Gala and computer equipment.

Dr. O'Flannery Anderson is very grateful and proud that many on the Board of Trustees and the FAU Foundation Board are taking the time and initiative to introduce us to people, cultivate their interest in the University and get them engaged so a relationship can be established to promote an appropriate ask.

Development:

- **Align with Strategic Plan:** One of our priorities is making sure the fundraising efforts are aligning with the Strategic Plan. Fundraising for scholarship should be focused for merit, first

generation and STEM. Also finding critical funds for support of research and faculty enhancement is paramount.

- Other initiatives include: Continuing to identify capital projects which are appropriate for private gifts asks; enhancing alumni outreach; increasing donor outreach and interaction; continuing growth of the development staff, which is in progress with 3 potential hires; providing training for deans and staff to enhance their effectiveness in fundraising. We are also aligning with Dr. Rosson's area to access private funding for veterans.
- Great announcements include:
 - FAU received a \$50,000 gift from the City of Deerfield Beach and its law enforcement trust fund which will get matched and become a \$100,000 fund for at-risk Deerfield Beach High School students to attend FAU. This is a great partnership and a model FAU can expand upon.
 - We received confirmation of a \$3M Planned Gift which will benefit Athletics.
 - Several other items are in the planning stage; however, they are not ready for announcement.
 - Already \$300,000 in support of the upcoming Gala on November 10th has been raised. Many of you have made generous sponsorships to the Gala and Dr. O'Flannery Anderson is very thankful for support from the Trustees.
- **Implement Strategic Approach to Data Analysis and Research to Assist in Identification of Major Gift Prospects:** We are trying to be much more strategic in our fundraising. When strategic is mentioned that means looking at our database and analyzing what is in there. There are already 200,000 records in our database; however, as John Duffy of 3Cinteractive says, "So what? What are you doing with that?" An analysis of the database was run to see who has a net worth over \$100,000, then we ran net worth over \$200,000. More than 10,000 alumni in the database were identified who have a combined estimated wealth of \$6.6B, which translates to a giving capacity over \$330M. Twenty-four percent have given to FAU in the past, over 68% live in Florida, and 50% live in Palm Beach and Broward Counties. Business and education graduates represent a majority of this group. This takes that "so what" 200,000 database and narrows it down to manageable numbers that we assign for research, cultivation, and engagement. This gives the Board of Trustees an idea of how the fundraising process is approached.

Communications and Marketing:

- A process is in place to streamline the brand and logos to hopefully share with you in December to have more of a visual impact.
- In the last three months, FAU has been in more than 1,600 articles either printed or written online about FAU. FAU's TV coverage alone equals a value of \$1.45M, mostly attributed to three things: athletics, start of the school year, and the whales. There was an incredible amount

of national exposure thanks to Harbor Branch - the staff and volunteers who immediately responded to the whales.

- More than 200,000 video views have been on YouTube. The last three months have resulted in 20,000. That is being attributed to much more aggressive quick video clips and promoting those in different ways. As social media evolves, videos really stands out – two minute videos.
- Facebook continues to be a great source for communicating with 23,000 fans, 10% being added in the last quarter alone.
- If you like to tweet, you can follow along with your 4,400 closest friends.

Trustee Feingold thanked Dr. O’Flannery Anderson on her presentation, stating it is the first presentation he has seen like this since being on the board. Trustee Feingold appreciates all the hard work the Community Engagement staff has accomplish, looks forward to working with the Community Engagement staff and commends President Saunders for hiring Dr. Jennifer O’Flannery Anderson, plus thanked Dr. O’Flannery Anderson for the staff she is bringing onboard.

Trustee Feder commented the lunch with Senators Don Gaetz and Joe Negron was great. To have politicians present at FAU who have some control over the funds is wonderful. This type of local event should be done more often. The more politicians know about FAU, the more impressed they will be. Dr. O’Flannery Anderson agreed this must be ongoing, visiting with them and having them visit FAU. It cannot be a one-time deal, it must be continuing.

Trustee Stilley commented on the luncheon with Senator Gaetz, Senator Negron, another potential elected official, and Senator Pruitt. The presentations made by faculty and students were fantastic. The research discussed by Dr. Ruth Tappen and Dr. Joseph Ouslander so impressed Senator Gaetz that he invited Dr. Tappen to Tallahassee to testify in front of the Senate due to Senator Gaetz’s nursing home and hospice background. Yesterday Trustee Stilley was present at a Chamber breakfast in North Palm Beach where Senator Negron said one of his keys things now is higher education, which is a first for Senator Negron. Trustee Plymale commented that Senator Negron sent an oped article to the newspapers in her area stating higher education is now a priority for him.

Dr. O’Flannery Anderson shared that a consultant has been retained who is working on an assessment of the current fundraising abilities and capabilities. This in is response to interest by some of the Trustees in a capital campaign. The consultant will prepare a report on what needs to be done to prepare for a capital campaign. The consultant is conducting a series of training for Deans. This is an “assessment and build our capacity” year.

In Trustee Rubin’s closing remarks, he commented on the progress the Community & Governmental Relations Committee has made in the past year. To be able to influence the

future Senate President to say higher education funding is important, when it wasn't on his mind a year ago, is a big deal. There is still a long way to go, but huge progress has been made, and Trustee Rubin is excited about the work Jennifer and her staff have accomplished and are continuing.

Trustee Rubin made a motion to adjourn the committee meeting, it was seconded and **motion to adjourn was approved.**