

Florida A&M University National Alumni Association
National Alumni Conference Teleconference Meeting – Athletic Department
October 8, 2015
8:00 P.M.

President Mitchell called meeting to order at 8:10 P.M. A total of 281 participants called in.

The purpose of this meeting is to discuss ways of putting funds into the athletic program. This is an opportunity to discuss a strategic plan to raise a million dollars between Homecoming 2014 and Homecoming 2015. There are already several people that have agreed to donate \$1000.00. We are not advocating stop giving scholarship dollars. As you know recently the football team:

1. Traveled via bus to games rather than flying often leaving them tired from inadequate rest.
2. Check out of the hotel at 11:00 on game day having to wait for 5:00 game.

Group Discussion:

Curtis Taylor – liability of riding the bus at night and getting inadequate rest before the game. We need to have a continuous giving campaign, do something in Orlando and then something every month starting 2015. Years ago Nelson Townsend started the Rattlers Fund Club; we need to come up with a standard name. Keeping it clear all monies will go to the Athletic program.

Kenny Webster – Jerome Davis a Cotton State Insurance Agent, has premiums available through large life policies. Mr. Webster requested a meeting with the NAA President to discuss policies and premiums with FAMU as the beneficiary and way to get this info out to the alumni.

Tirrell Hamilton – Questioned if this is an Endowment? President Mitchell stated that an endowment is being considered, but it is long term. We are really looking at getting people to give monies to renovate and improve the field house.

Ceeka Green – Suggested alumni add an additional \$10 per month to the \$10 for \$10 donations being given, this would create a stream of recurring revenue to deal with some of the things our athletic department need. When too many campaigns are being done at the same time it becomes confusing, so it may be better to use one that is already in place.

John Glover – Individuals will need to be informed formally of our goals: where we are going and what is needed. It is important that we let people know exactly what the funds are to be used for. The facility can be looked at separately, by using private funds. Michael Smith suggested private funds, there are models out there such as University of Texas, Princeton, etc. that we could use. This should be researched further.

James Green – designated fund needed. Also, Lawrence McGriff challenged individuals attending the games to buy 10 tickets and give them away to youth participants.

Kenny Webster – private funding problem is we have not been able to get everyone to the table to make the decision of where we are going with the field house, replace, repair, etc., we don't know yet which direction to go without the University President or Board of Governors.

Maurice Jones – Recommended that someone approach Bank of America, Wells Fargo or other banks and try to establish a program where FAMU graduates could borrow \$1000 based on their signature and pay it back but give the \$1000 to FAMU. We would have funds immediately.

John Lee – Question have we talked to the athletic department about their vision for use of these funds, what and how much if any debt they have? President Mitchell stated the athletic department has no deficit.

Coleman – Use what is already in place. Capitalize what is already being done.

Kenya Science – Alumni needs to see a plan in place or know what the first priorities are, etc.

Kevin Hicks – Concerned about the branding of athletics. What about using the basketball and volleyball team as a branding for the football team? President Mitchell stated whatever we do it will be because we all agreed to support a particular program. Football is the program that is bringing in now the most funds for the university.

Ron Mashburn – What is the annual short fall for athletics and how much are we losing on an annual basis. The athletic program should be number 1 right now; however, he reviewed the fiscal year financial statement for the foundation and found it had \$126,000,000. Are there monies designated for athletics? President Mitchell explained that the Foundation is the depository for all funds. The most concentrated efforts of the University right now are staff development and scholarships.

Fred Gainous – Donated \$2,500 and challenged all other “Rattlers” to take this challenge.

Tom Haynes – Thanked all rattlers participating on call. He introduced **Diane Jefferson**, the first Director of the FAMU Annual Fund. Mr. Haynes also stated that his goal is \$2,000,000 because other areas were also in need of funds (scholarships, athletics, band, faculty development, choirs, baseball, basketball, football, golf, track and field, bowling, volleyball, etc.). Mr. Haynes encouraged all alumni to use the social platform. Mr. Haynes also commented on the Annual deficit which he stated may run anywhere from 1 ½ to 2 million dollars, it all depends upon ticket sales. The first game had 10,000 individuals, the second game had 7,000. This drop in ticket sales impacted our end of the year funds. We are making it easy as possible to consistency give. Debit of bank accounts, etc., we are seeing more alumni use monthly giving due to 10 for 10. The first quarter this year we have tripled the amount of money raised the last first quarter. We can't earmark dollars other than what the donor earmark's it for. If there are still questions, email him at thomas.haynes@famu.edu.

LTC Gregory Clark – Representing President Advisory Board on Athletics president asked to convene a meeting last Thursday on campus for the purpose of looking at the field house. The Athletic Board took a tour of the field house and realized that we are going to have to make some hard decisions on the direction of the program. Another meeting of the Board with representatives from Dr. Mangum's staff on how the field house situation will be handled is scheduled for next week. We have to put our football team in a position where they can win.

Bianca Bell – Questioned if there is any efforts in place to get students in the habit of giving before they graduate? President Mitchell stated the NAA was in the process of working on this. Ms. Bell suggested ranking order of givers.

Thomas Haynes – There is a student foundation that was created by students entitled “Students Saving Students”. President Mitchell also stated that there was a Student Alumni Association.

Cornelius Jones – Mr. Jones informed members he purchased the Jake Gaither house and suggested it would be a great way to raise funds. He extended an invitation to President Mitchell and Thomas Haynes to come and tour the house. He stated that young rattlers would benefit from the history. He also stated that the house was approved as a Historical Marker.

Cheryl Harris – Asked if the University had considered trying to find cooperate sponsors for in-kind donations that are not in conflict with what we do. Thomas Haynes stated we had partners such as Sherwin Williams and etc. we just have to put together the right proposal. Cheryl volunteered to meet with Tom Haynes while in Tallahassee next week to discuss proposal.

Ephraim Wiggins – The Foundation is excellent to donate funds. We don't need a lot of splinter groups.

Tuwanna Monroe – Board of Trustee formed a sub-committee to work with athletics. Is this the same committee and if not have you been in contact with them? LTC Gregory Clark stated yes, the President’s Advisory Board is working with this sub-committee.

Patricia Evans – Questioned matching from AT&T, donations must be educational related. Thomas Haynes stated that in the field house there is academic support going on. Thomas Haynes asked Ms. Evans to give him a call. Ms. Evans also asked if there was a roster of companies that match donations.

Meeting adjourned 10:08