

Florida A&M University Board of Trustees

Special Committee on the Athletics Operating Model Charge – February 2025

Purpose

The Special Committee on the Athletics Operating Model is charged with ensuring that the FAMU Division of Athletics has the resources necessary to succeed both academically and competitively. Recognizing the evolving landscape of NCAA Division I athletics and the critical need for fiscal sustainability, the committee will provide strategic oversight and governance to position FAMU Athletics as a modern and competitive program.

This charge is rooted in the Board of Governors' Regulation 9.013, which states that athletics programs must operate as self-supporting entities. Given the historical context of auditor findings and the execution of FAMU's deficit reduction plan, the committee's primary goal is to build upon FAMU Athletics' recent financial improvements to further strengthen its fiscal and operational position.

By addressing essential financial imperatives—ranging from revenue generation to institutional and community support—this committee will work to achieve key benefits for FAMU Athletics, including recruiting exceptional student-athletes, enhancing academic and athletic performance support, improving fan engagement, and retaining championship-winning coaches, as aligned with the Boldly Striking Strategic Plan.

Scope of Work

To achieve its purpose, the committee will focus on the following financial and operational strategies and policies to ensure the long-term success of the athletics program:

1. Increasing self-generated revenues
2. Identifying and securing recurring institutional support
3. Maximizing net profit from game guarantees
4. Boosting fundraising efforts, including philanthropic donations and corporate sponsorships
5. Strengthening athletics revenue streams, such as advertising, licensing, concessions, parking, and ticket sales
6. Accelerating financial contributions from the FAMU Boosters

Alignment with Strategic Plan

The committee's work aligns with the Boldly Striking Strategic Plan priorities, specifically:

- **Priority 1:** Student Success
- **Priority 3:** Leverage the Brand
- **Priority 4:** Long-Term Fiscal Health & Sustainability

Timeframe

As a special committee with a specific charge, the initial period of service shall be through June 30, 2026, subject to determination of the Board Chair.

Responsibilities

The Special Committee on the Athletics Operating Model will exercise oversight and governance in the following areas:

A. Fiscal Strategic Planning

- Review and assess the Division of Athletics' fiscal strategic plan, with a focus on accelerating revenue generation and achieving long-term financial sustainability.

B. Policy Oversight

- Review and consider policies and guidelines related to the fiscal sustainability of the Division of Athletics, ensuring alignment with institutional and regulatory requirements, which shall include [2006-18 University Athletics Booster Policy](#).

Goals

This committee aims to enhance the fiscal position of FAMU Athletics to achieve the following long-term outcomes:

- Sustain academic and athletic excellence by recruiting and retaining exceptional student-athletes
- Increase institutional support for academic and athletic performance
- Strengthen community engagement, fan interaction, and the overall fan experience
- Retain championship-winning coaches to maintain competitive success

By executing on these imperatives, the Special Committee will help secure a thriving, modern athletics program that reflects the excellence of Florida A&M University.

Special Committee Members

Trustee Deveron Gibbons – Chair
Trustee John Crossman
Trustee Earnie Ellison
Trustee Kristin Harper
Trustee Loryn May
Trustee Craig Reed