



THE FLORIDA STATE UNIVERSITY
FACULTY SENATE

MINUTES
FACULTY SENATE MEETING
MARCH 20, 2013
DODD HALL AUDITORIUM
3:35 P.M.

I. Regular Session

The regular session of the 2012-13 Faculty Senate was held on Wednesday, March 20, 2013. Faculty Senate President Sandra Lewis presided.

The following members attended the Senate meeting:

J. Adams, T. Adams, S. Aggarwal, A. Askew, TJ Atwood, H. Bass, P. Beerli, B. Birmingham, M. Buchler, W. Carlson, T. Chapin, E. Chicken, J. Dawkins, N. de Grummond, L. DeBrunner, I. Eberstein, J. Fiorito, L. Garcia Roig, T. Glenn, E. Goldsmith, J. Gomariz, R. Gonzalez-Rothi, M. Gross, A. Guyas, M. Hanline, K. Harper, C. Hofacker, J. Ilich-Ernst, E. Jakubowski, M. Kapp, T. Keller, W. Landing, S. Lenhert, W. Leparulo, S. Lewis, R. Marrinan, U. Meyer-Baese, W. Mio, D. Moore, M. Moore, O. Okoli, V. Richard Auzenne, N. Rogers, J. Saltiel, N. Schmidt, K. Schmitt, J. Scholtz, R. Schwartz, N. Stein, P. Sura, F. Tolson, S. Tripodi, G. Tyson, C. Upchurch, A. Uzendoski, D. Von-Glahn, E. Walker, W. Weissert, S. Witte.

The following members were absent. Alternates are listed in parenthesis:

I. Alabugin, E. Aldrovandi, G. Allen, D. Armstrong, E. Baumer, B. Berg, E. Bernat, R. Coleman, D. Cooper, A. Darabi, A. Darrow (**R. Gainsford**), L. deHaven Smith, R. Dumm (**D. Gatzlaff**), L. Edwards, G. Erickson, K. Erndl, M. Fair, A. Gaiser, G. Galasko, M. Gerend, J. Geringer, A. Hirsch, R. Horton-Ikard, D. Ikard, S. Johnson, Y. Kim, E. Klassen, D. Latham (**M. Mardis**), S. Leitch, C. Lonigan, C. Madsen, H. Mattoussi, S. Norrbin, J. Ohlin, P. Steinberg, J. Standley, L. Stepina, B. Stults, J. Telotte, J. Tull, O. Vafek, P. Villeneuve.

II. Approval of the Minutes

The minutes of the February 20, 2013 meeting were approved with minor editorial changes.

III. Approval of the Agenda

The agenda was approved as distributed.

IV. Report of the Steering Committee, G. Tyson

Since our last Faculty Senate meeting on February 20th, the Faculty Senate Steering Committee has met three times in our regularly scheduled weekly meeting, twice more with Dean candidates in Visual Arts Theater and Dance and once with President Barron.

In our scheduled meeting with the President on February 27th, we discussed the status of the proposal to move FSU into the top 25 of public universities and the status of the online learning initiatives as they make their way through the legislature. Being March, this is both a hopeful and disconcerting time as we see various proposals make their way through the legislative process. We also discussed the issue of scholarship in the garnet and gold scholars program that was brought up in our last faculty senate meeting. We will continue to seek a solution that retains the inclusive goals of the program while increasing the research component. We have provided the program's representatives with several ideas of ways to promote this initiative, both with students and with faculty who might wish to be involved.

The FSU board of trustees met on March 7th and 8th. At that meeting they passed a resolution making FSU a smoke-free campus. This proposal was also supported by student government. There was also discussion of efficiency in the university. A committee has been created to study ways in which the university can improve efficiency. It should be noted that we are already ranked as the most efficient national university, so I am not sure who will be our aspirational target. The committee did decide not to hire an outside firm to evaluate our efficiencies. This should result in a savings of up to \$1,000,000, so that is a good start for the committee.

The steering committee invited Susan Rudasill to talk about the expansion of the testing center. The center is experiencing a growth in the number of students taking exams. This has caused some issues when final exam scheduling is moved outside of the normal finals week period. To address our policy concerns (as well as SACS requirement), they need more space. It looks like some more space will become available in the university center, which could more than double their space. Hopefully this will ease the pressure on exam scheduling. It is unclear at this time what the demand will be if we continue to increase utilization with on-line courses as well as growing dependence on very large conventional courses which are more likely to use the testing services than smaller classes. We would like to be on record as supporting the plan to increase space in the testing center. On a similar topic, we are also looking forward to improvements in the availability and performance of blackboard with the addition of more servers. One of the reasons that we are asking the senate to reinstate the technology committee as a standing committee is to provide faculty input on these and other technology enhancement initiatives.

The steering committee has also continued to communicate with Eric Algoe about the importance of allocating some preferred parking to faculty. Inviting him to the last senate meeting was productive since he recognizes that some of the requirements for faculty parking differ from those of both students and staff.

There has been discussion at the board of trustees as well as student government about domestic partners benefits. The members of the steering committee felt that this was the correct time to add our voice to the call to expand domestic partners benefits to all appropriate couples, including same-sex couples, and we encourage our administration to pursue the necessary changes to the benefits package to accomplish this goal.

Finally, I would like to acknowledge the contributions to the university of a few individuals. First, this is the last senate meeting in which Sandy Lewis will be serving as our faculty senate president. Some of you know the commitment it takes to serve in this role. She has had the dubious pleasure of serving on literally dozens of committees; for those of us who know the time commitment required to serve on a few (one even one for some of our

senate committees), you can imagine the stamina is must take to serve two terms on virtually every committee in a university this size and complexity. We have been fortunate to have Sandy's guidance over the past two year; years that have been particularly transformative since they coincide with some dramatic changes in the administration of the university. Sandy has done a remarkable job. The voice of the faculty has more influence now than it has had in the past and this body is more relevant in determining the course for the university than it has in a long time. I know that she is looking forward to stepping down and getting back to her program duties, but not before we have a chance to thank her for what she has done for the university and the senate.

Some of you are also attending your last senate meeting. We would also like to recognize all the senators who are stepping down (at least of now). Your willingness to serve on the senate helps the university function and provides perhaps the best forum for discussing what we collectively want to accomplish with our university. I hope that you will recognize that even though you may be stepping aside for another senator, you will still be able to serve on a variety of new and existing standing committees. We look forward to continuing to provide you with those opportunities.

We would also like to recognize two outstanding administrators. First, Ralph Alvarez, the Associate Vice President for Budget, Planning and Financial Services. Ralph will retire in May of this year. He has been at FSU for over 40 years, and he has been instrumental in the growth of the university in that time. He will be missed, and we wish him all the best in his retirement.

The second administrator we would like to recognize is Ralph's boss, John Carnaghi. John died last month after a bought with cancer. He was a man of integrity and good will and was responsible for major improvements across the university spanning 5 presidents. I believe that all of us who devote our career to a university hope to see a legacy in the development of that university. John can be proud that he has had such a positive impact on this university and that his life's work will be felt for generations to come.

There have been a lot of new administrators added to our campus over the last three years and we have been delighted at the quality of the people who have been hired. It will be difficult to find administrators to take over the tasks performed by these two dedicated, talented individuals. We wish the administration good luck in these searches.

V. Reports of Standing Committees

a. Elections Committee, V. Richard Auzenne

1. Nominations for the University Committee on Faculty Sabbaticals

There were no additional nominations for the University Committee on Faculty Sabbaticals.

2. Nominations for the Grievance Committee

There were no additional nominations for the Grievance Committee.

VI. Special Order: Campus Solutions Update, K. Barber and R. Dorn

Kim Barber, University Registrar:

So what I want to show you here, first off, is how to get into the Faculty Portal. Most of the questions that I'm getting are "how do I see where my classes are and who's enrolling?" There are several ways to get to this. I am going to show you through Secure Apps. Since I don't have a faculty role I am coming in through a different way. But you would probably have a faculty role that you could go to. In my case I am going to put on a Course Search because this page is going to be a common page, you may remember for those of you who were here a couple months ago when I was talking about the conversion process to the new system. But we are in this transition period where we are literally straddling two systems so if we're doing something in the Summer of 2013, Spring '13, or prior, we're going to the old system. And if we're moving forward into Fall '13, we're going into the new system. So this bridge, if you will, is a way to sort of branch between these two systems. So as a faculty member you will push the faculty link and it should land you on your faculty – I've set myself up as an instructor just for the purposes of demonstrating. I'm the instructor for two classes. This one's got 52 students enrolled in it. This seminar tutorial has nobody enrolled in it yet. If I want to see the students that are in it, this class roster icon here – notice there is not one for this empty class. So I click on the class roster icon and it's going to take me over to this biology class's page. And so as time progresses this list is going to get larger. And I can see the list of students, I can see if they're taking the class graded or S/U, normal credit hours or modified credit, you can see what majors your students are, if they're a junior, sophomore, whatever. If I wanted to change it, I can click "change class" – so those of you who are teaching a lot of classes throughout the semester, you can go back and forth between the classes. If you have not done it yet, you can enter your textbooks. You can view textbooks here to see if textbooks have been set up for these classes.

Question:

I have a question about textbook. I tried it this morning in preparation and there was no way to click any of it.

KB:

See that red "Textbook" here? If I click that, I'll get a compliance page. Did you click the icon? Okay, if you'll send me an e-mail after this question I will see what's going on. Have any of ya'll tried to do the textbook? Has it worked for you or have you hit any problems?

Question:

We told our staff not to, that it wasn't working yet.

KB:

Well, that's news to me so thank you, I'll take that up as soon as I am out the door.

KB:

Okay. And that was when you were straddling the two systems? So I'll see what's going on there. If it's affecting all of you, then it is probably a security issue in terms of password, which is beyond being able to be fixed right here but I will look at that because you all should have access to go right in and not only assign textbooks right now but some should already be assigned for you. So that's an issue that I am glad you're bringing up because I was not aware of that situation. With that there's a grade roster which is not active obviously because we're not making rosters available right now. As you know, we'll turn grade rosters

on at the end of the Fall semester and this is where you'll go to enter the grades for all of your classes. Now one of the things you've got here is the ability to view your class schedules in a grid format and you can toggle through different weeks. For most of you this will not change. There are some of you though, particularly in the College of Medicine or College of Law, where they have sessions that change in a weekly schedule for their classes. So for some of you who have programs like that where the class ends in six weeks and there's something else, if you're class schedule is set up that way you'll actually be able to see it. But for the vast majority of you what you see here is what you would have for the whole semester.

Question:

Does it have holidays?

KB:

It does put holidays on there. Now, what I have to check is if it walks off and says "this is a holiday, you're not scheduled for a class that day." I honestly haven't looked at that. The other thing you can do from the class roster is you can put photos or not, if you click a student, you can e-mail that student directly. So anywhere you see a notify icon, you can select the entire class and notify them. Now, this does not replace Blackboard, it's not intended to replace Blackboard at all. So you would still use Blackboard for your class assignments, if you're aggregating multiple classes and such, you'd do all of that on Blackboard. So this is your class roster, if you choose to e-mail students on here you can. You can assign textbooks and it's a way for you to get both class rosters in one, and see what's going with your classes that's changed. Now because of this straddling of two systems, we've had a tool come up for students that ultimately is going to replace Secure Apps but it is not replacing it right now. Again, I showed you here going in through Secure Apps. We're going to have a faculty folder come up for you all. Rebecca's been working with the faculty committee that's been advising us on the project and we demoed some portal options to them. There's an extensive feedback period so Rebecca has some screenshots with what's emerged from that, we'd like to get some feedback from you all in terms of what you'd like to see in a faculty portal.

Rebekah Dorn, Associate University Registrar **(See addendum 1.)**

Thank you so much for letting us come today. We're excited to roll out this new resource for you to use. It's called the MyFSU Portal and there are different things that will be available for your use as a faculty member or even in your administrative function. How many people in the room do administrative functions as a faculty member? One of the great benefits of the portal is the fact that the people in the room who do have administrative functions, we can show you those additional features or portals so that you can do your job. Other faculty members who focus directly on research or teaching, they can contour that specifically for them. So it's user-driven so that you get what you need to do your job more effectively. The name of one of the features that we'll be releasing in the next few weeks for you is "FSU Links", and I'll show you a page in just a minute, MyFSU Links is going to provide you with some links that you can quickly get to – things that you need to. That is something inside Campus Solutions and it is something specific to teaching or research. We've categorized this in different ways with recommendation from the review committee. We have that searchable so if you aren't quite sure how to categorize it you can just type it into the search bar and information related to it will pop up. The second thing that will be available is called the HR Snapshot. This is a little area - you'll see on the next slide - has information related to

your pay checks or your time sheets. You can automatically see punch times, if you have outstanding balances or your latest deposit of your paycheck. The third thing is for some of us who do administrative functions - it's something that we can set special access to, we can have a work list and this is so you can approve different work functions such as ePAFS. Anybody familiar with course management? You've maybe supervising folks that are managing their courses or using it yourself in your courses. This would be available for those folks. If you have the right security you'd be able to see this additional portal. This is an example of it if you are interested in that and it's something that you won't use in your job, it won't show it to you. But if it is something that you do and you need that special tool in your job, we want to make sure you get that easily accessible. And the other feature that we plan to release in the coming weeks is the My FSU Framework, which are messages that you can target-message to certain groups of people. For example, as the Faculty Senate if you wanted to send messages to faculty only, then we can send messages directly to all faculty. Or if we need to extend messages to directly to the deans, we can send specific messages just for them through this portal. It's a sneak peak of what we'll have coming out in a few weeks. Notice on the far-left side there's the MyFSU Links where you can search what you're looking for and there are several links there that several faculty members need that the average staff member would not see. These include advising, teaching links, and research links that we have heard that the staff members don't need to see. The top thing is the My Worklist. Apparently I don't have any worklist items that need to be processed for me but if there was additional items they'd be at the top and I could easily click on the link to process those actions as needed. Right below that you can see My Timesheet and Paycheck and whatever my outstanding balance is available to me right there. And then if I actually wanted to enter more time, I would click where it said "Enter Time" and it would take me to a system where I could enter my time. And then in a holistic approach we are including some FSU News and FSU Calendar of Events so you know about upcoming events that are happening on-campus. Here's just a little bit deeper, if you can see, you can click on the timesheet and the paycheck, you actually click that and see what your most recent paycheck was and what deposits remain, whether it went to your checking account or your savings account. We do have that hidden so it's not exposed for everybody but if you click on it, it will view and then when you click off of it, it closes up so we do have that. This is an example of what a work list item would look like. On the previous slide I didn't have any work list items. I wanted to make sure you saw what it would look like if you had work list items and with this date it shows when it came into our system and something that needed to be done and who needed the action and I would click on the link that said "Garcia, Rebecca" and I would out it into OMNI at this point and I would be able to process whatever I had done. And there is also a good number of items so you know "Okay, I need to process three travel authorizations right now." Can I answer any questions?

Question:

Going back to the messages that you described, if you send one of those would it show up in my e-mail?

R:

There's two different ways to set it up. You'd choose as a sender what type of text, like via e-mail, or it can be so that the next time you log in to FSU Portal, that it appears either through a pop-up message or just an inbox.

Question:

So just really quickly – the other side of that coin, if I send a message, would it show up in my “Sent” folder?

R:

We can track it. Also this is great if you plan on using it for students – this isn’t going to be available immediately but someday we’ll extend it to students – and in fact we can track when you accepted it and acknowledged that you received it. So students telling you “I never received that e-mail”, we can look back and say “In fact, you did...” and you accepted it at this date and this time.

Question:

Will this be restricted so that not everyone can send an e-mail to all faculty?

R:

Definitely. It would be narrowed down as to who could send e-mails.

Question:

Will this run parallel to OMNI for a while?

R:

Right now they’ll run parallel but our idea is one day there won’t be an OMNI.fsu.edu – you’ll just come straight to this and you’ll be presented with information you need. The other great thing is that it is a single-sign-on product in that whenever you sign in, you won’t have to sign-on to a different webpage to check your e-mail.

VII. Old Business

a. **Revision of Faculty Senate Bylaws (See addendum 1 for final version.)**

The bylaws were distributed at the February 20 meeting with technical changes and 1 substantive change – the addition of the Technology Committee.

It was suggested that Section E. 3. 4., the striking of “two weeks prior to the meeting at which a decision is to be made” also be treated as a substantive change. **This change to the bylaws was approved.**

An amendment was introduced to add a representative from University Libraries to the membership of the Technology Committee. **The amendment and original motion were approved.**

The motion to approve all technical changes was approved.

VIII. New Business

There were no items of new business.

IX. University Welfare

a. **The Great Give, Daniel Krueger, FSU Foundation (See addendum 2.)**

My name is Dan Krueger. I am the Assistant Director of Annual Giving at the Florida State University Foundation. Last year, we talked to you about the Great

Give, a 36-Hour online campaign that we put together last year – actually whipped together in a very short period of time – and this year we moved it to a different date, we moved it to April. We have a theme called “Going Green” – we put it during Earth Week. We have handouts. We changed the procedure of how we’re doing things this year and we hope that we get a lot of buy-in and support from the different constituent groups of FSU. Last year we said that if you choose to make a gift, gift whatever you want to, every fund is available. We’re doing that again this year so whatever you feel you believe in or want to support, you can. All of the colleges, Student Affairs, the libraries, Student Boosters, were asked to find a project. Very much like the Kickstart Project where someone can go in and make a project they want and anyone can go in and support it. With Kickstarter, the difference is that when you make a gift you’re basically making a pledge – you don’t pay anything until the project is fulfilled. We have 23 different projects from all of the different colleges; we actually have a couple of university-wide initiatives that we think could garner some support from anyone that believes in FSU. Over the course of the next month we’re asking everyone who has some sort of involvement with FSU to support the Great Give. When we say “support” we don’t necessarily mean make a gift. We mean encourage others to make a gift. We have some e-mail banners that people can put in a little picture at the bottom of their e-mails - you click on it and it sends you to our website. We have our social media site up – Facebook, Twitter – so if you “like” us on Facebook or follow us on Twitter, you can share those comments that we’re putting up. For example we did a video shoot on Monday and I put up some pictures today. The first thing that the college of Theatre and Dance did was share those pictures because it’s some of their students. It’s a way our information can get out there instantaneously and get out there just like that. So really what it’s about is support and sharing information. I know that last year we talked to you about financial support and we would definitely appreciate that – we don’t come in here expecting you to make a three or four digit gift – I am more about participation. I would love to see 100% of our faculty and staff gift just \$5 each, just so there’s support. It’s just something I believe in. we have some great projects going on – we’ll be launching them April 1st on our website. The website is thegreatgive.fsu.edu – I’ve already picked out the projects that I’m supporting so I’m pretty excited to get behind them myself. So really what we’re asking you to do is help spread the word - share the message with people that you know, your colleagues, your students – again it’s not about asking them to make gifts, it’s about asking them to spread the message so that people are inspired and motivated to make a gift. Questions?

Question:

Yes. I am curious about what you do at the end of the year when people are thinking about tax deductions. Does the president or someone make another pitch then?

DK:

I don’t know about the president. We do multiple soft-asks and solicitations throughout the year. There are a couple of reasons why this particular timing was selected. We wanted to make sure that we had adequate time to plan this. Last year we kind of threw this thing up and we were so successful at raising 180,000 dollars...in 36 hours when we had several hundred new donors in the process. This year we’re hoping to go more viral in the marketing efforts...so it’s going on websites and...e-mails....so lots of different things are happening.

DK:

The dates are April 18th and 19th. I wanted to point out that we weren't aware there was a pay check on April 19th. We picked it because of it being Earth Week. We thought it would be a good tie together. Plus we wanted it to be spaced out from any breaks. Last year in was in January after winter break and we just lost a lot of momentum. This year we're telling the colleges of really push social media. Last year we had an overall goal of \$161,000. We decided that we're not going to have a goal this year – all of the goals will come from the individual colleges so whatever we bring in all together will be tracked, we'll announce that, but we're not going to do it as “we must raise this much money for us to be successful”. We want the college and the units to be successful and if we do that holistically then the event is a success. One other thing to mention – the Great Give last year was recognized with a grand price for philanthropy award. We were pretty excited to get that. We're also part of a case study with social media giving campaigns. There are probably about twenty different schools that were selected and we were one of them because of the Great Give. We could not have gotten these recognitions without the support that we have gotten from FSU.

Question:

How should we approach people who want to give to us for a project or research lab that is not on the list?

DK:

Thank you. We have just created what we are calling a “Fund-Seeker” fund that is within the foundation. If you type in the key words it'll bring up a listing of funds that meet those key words so for example if you type in “women” it will show any fund including the word “women” and it will populate into a giving page where you can put in your information. Any other questions? The handout is just something we gave to the different colleges to help them when we were meeting with the deans back in January. If you have any questions my office number is 644-0771 – feel free to call any time. We're happy to answer any questions about this. Thank you for your time. I appreciate it.

b. United Faculty of Florida Update, J. Fiorito

Collective Bargaining

Our current collective bargaining agreement (CBA) expires on June 30th ... all of it! In other words, we will be doing what's called “full book” bargaining. We will begin negotiations in May and preparations for bargaining are already underway. Between now and then both sides have to decide which issues they want to renegotiate.

Please help us represent you and other FSU faculty by taking the UFF-FSU poll next month and encouraging your colleagues to do so.

Meanwhile, we are working through implementation of the changes agreed in the fall. Implementation is among the issues on the agenda for a consultation this coming Monday with President Barron and Provost Stokes.

Ballots Due Thursday!

UFF members' ballots for this year's Chapter elections must be returned to Professor Padavic in Bellamy 515 by tomorrow at 4pm. There are over 700 eligible voters, so let's see some ballots. Please vote!

At the Ledge

There are of course important issues in play at the Legislature. Retirement and health care benefits are at risk once again, and of course budget developments will be critical. The state's revenue situation is better than in recent years, so that eases the pressure a bit, but there are still serious threats such as the proposal to close the FRS pension (defined benefit) plan to new participants. Only about 25% of FSU faculty participate – with the rest mostly in the defined contribution or “ORP” plan. Even so, if the legislature does something to the pension plan such as closing it to new contributors and ends up later needing to find money to fund it, there is a good chance it will turn to ORP funding for money, that is, cut state contributions yet again. Online courses are another area of concern. You may have heard that California is considering legislation requiring state universities to accept credit from online courses. Many of those providing online courses “happen to be” generous political donors. Stay tuned.

Lunch with Vice President Ostrander

We are finalizing arrangements for a luncheon featuring our new Vice President for Research, Gary Ostrander. Details will be announced soon.

X. Announcements by Deans and Other Administrative Officers

There were no announcements by Deans and Other Administrative Officers.

XI. Announcements by Provost Stokes

The Provost was not in attendance.

XII. Announcements by President Barron

The President was not in attendance.

XIII. Adjournment

The meeting adjourned at 4:51p.m.



Melissa Crawford
Faculty Senate Coordinator

myFSU Portal

Presented by:
Rebekah Dorn

Faculty & Staff Release

- myFSU Links portlet
- My HR Snapshot portlet
- My Worklist portlet
- Course Management portlet
- My Messages framework

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Faculty & Staff Portal Preview

myFSU Links

Search myFSU Links

Expand All | Collapse All

- ▶ Advising
- ▶ Faculty Development
- ▶ Financials
- ▶ Human Resources
- ▶ Reporting
- ▶ Research
- ▶ Teaching
- ▶ Resources and Applications

My Worklist

No Pending Worklist Items Refresh

My HR Snapshot

Timesheet **Paycheck**

Pay Period: Mar 01 - Mar 14 [Enter Time](#)

Leave Balances At-A-Glance

Parental	-488.500
Vacation	148.101
Sick	29.887

FSU News

Campus News

3/11/13 2:22 AM

- ▶ New Way to Register for Fall 2013 Classes
- ▶ Special Acoustic Set and Q&A Session Featuring John Driskell Hopkins
- ▶ The BIG Event 2013 Is Fast Approaching...

Florida State 24/7 News

3/20/13 2:20 AM

- ▶ 'Best for Vets': College of Business among nation's elite
- ▶ Florida State ranks high on U.S. 'College Scorecard'
- ▶ Graduate programs rank among nation's best

My Calendar

<Prev Today Next>

March 2013

Su	Mo	Tu	We	Th	Fr	Sa
					1	2

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My HR Snapshot portlet

My HR Snapshot

Timesheet **Paycheck**

Pay Period: Jan 04 - Jan 17 [Enter Time](#)

Leave Balances At-A-Glance

Vacation	382.536
Sick	693.750

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My Worklist portlet

My Worklist (30 items)

Collapse All | Expand All Refresh

- [-] Cash Advance (5 items)
- [-] eORR (2 items)
 - 07/02/2012 GARCIA, GERARDO
 - 01/22/2013 STEPHENSON, MARY
- [-] ePAF+ (2 items)
- [-] Expense Report (18 items)
- [-] Travel Auth (3 items)

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Discussion/Thoughts/Questions



The Great Give 2013 – Your Call to Action

The Great Give, Florida State University's online campaign, is taking place April 18-19, 2013. This unique event is a 36-hour campaign allowing those who care deeply about FSU to contribute gifts to support everything from academics to athletics using a specific campaign website (<http://one.fsu.edu/greatgive>) to make their gift. Through the use of social media, colleges, units and individual supporters of FSU can use their own online networks to promote **The Great Give**.



The Annual Giving Department has researched trends and watched other online campaigns to see what can be done to improve The Great Give. In its first year, **The Great Give** raised more than \$186,000 in 36 hours and has the ability to at least match that amount in 2013. Here are some recommendations for colleges and units:

1.) SET A TANGIBLE GOAL TO SUPPORT A SPECIFIC CAUSE.

Recent research has shown that people want to know where their money is going. With the numerous funds that FSU supports, it is evident they were created because someone wanted their money to support something specific. Can we do that for The Great Give? ABSOLUTELY!

The Annual Giving department is asking that each participating college and unit create a dollar goal and something within that college that the money will support. Need new computers? Upgraded software? Repair existing equipment? Anything else? Figure out things you need, place a dollar amount to it and submit the information for **The Great Give**. If you can take a picture of it and include it with your posts, feel free to do so.

Additionally, the goals from all units will help us determine the overall goal for **The Great Give**. Last year's goal was \$161,000, but we based the number solely on the anniversary of FSU's chartering. With goals set by each unit, we can create an overall goal supported by your individual needs.

The dollar goal that you set should be a challenge to meet, but attainable. We want everyone to meet their goal, but we don't want it to be met within the first hour. If you meet your goal too early, people may choose to support a different unit. Remember...this is a 36-hour campaign.

2.) TAKE AN ACTIVE ROLE IN SOLICITING YOUR SUPPORTERS.

The primary method of spreading the message about **The Great Give** is through Facebook and Twitter. The best way to get your constituents to support is if the message comes from YOU!

In 2011, The Amazing Raise, a 36-hour campaign supporting non-profits in Richmond, Va., raised \$450,000. One year later, they raised \$1.2 million. Why? All of the non-profits actively used their social networks to encourage gifts...and they came in from all around the country, not just the local community.

FSU can do the same thing. Use your Facebook pages to share your message or forward posts from **The Great Give** page. Use your Twitter account to provide quick updates to your followers or re-tweet posts from **The Great Give**. You may also find benefit of sharing your message and relevant links on LinkedIn.

- Facebook: www.facebook.com/FSUGreatGive
- Twitter: www.twitter.com/FSUGreatGive or #FSUGreatGive

Here are a couple of additional thoughts:

- *"Sell yourself."* If an alum has ties to two different colleges, why should that individual be compelled to give to your college? Why should someone with no direct affiliation support you?
- *Friends of friends can help too.* Your followers have friends on Facebook. You have students who are linked to family members. Get the people in your social networks to "share" your posts with their friends. They might be linked to an alumnus to whom you are not. Someone may make a gift because they know someone affiliated with FSU.
- *Make it a "friendly competition."* You can compete without getting nasty. Point out stats from colleges of similar size and challenge your constituents to beat them. In turn, the other colleges can employ similar friendly tactics.
- *Have fun.* Being an online campaign, you can use social media to be creative. Post pictures and videos. You'll be reaching a wide range of constituents so vary your messaging to them.