OUR MISSION
Advancing our university’s
greatness while enriching the lives
of the Seminole family.

OUR VISION
Uniting the Seminole family
and advancing FSU’s position among
the nation’s top public universities.

OUR VALUES
Tradition
Leadership
Family
Spirit
Greatness

OUR GOALS
1. CONNECTING the university’s growing network of more than 360,000 ALUMNI
2. FOSTERING ALUMNI ENGAGEMENT through events, services and programming
3. HIGHLIGHTING and SHARING ALUMNI SUCCESS stories with the community
4. SUPPORTING STUDENTS and FUTURE ALUMNI through programs and scholarships

MESSAGE FROM LEADERSHIP

STAFF

NATIONAL BOARD OF DIRECTORS

OUR MEMBERS

OUR ALUMNI

ENHANCING THE ALUMNI EXPERIENCE

CONNECTING ALUMNI

FOSTERING ALUMNI ENGAGEMENT

SPOTLIGHTING ALUMNI

SUPPORTING STUDENTS

ANNUAL HIGHLIGHTS
July 1, 2019 - June 30, 2020

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MESSAGE FROM LEADERSHIP

This annual report highlighting the fiscal year 2020 for the Florida State University Alumni Association is a testament to you — our alumni members, leaders, supporters, advocates, and staff. Our organization was already in transition with new leadership, processes, practices, and vision. These changes would be enough to stretch any organization, and then the world changed. We are extremely grateful for what the year has taught us about the FSU Alumni Association. We are resilient; we have an extremely solid foundation; we have the best volunteers and staff around at a Top 20 public institution. There is a great deal to be proud of now, and in the years ahead.

The year saw the establishment of reimagined affinity alumni networks in line with Florida State University’s strategic plan, and the recommencement to long-standing networks rich with traditions. Our membership found solid footing in maintaining our base while growing and reaching out to new members inviting them to join us in our efforts to engage alumni near and far. The Alumni Association National Board of Directors became the most diverse in its history.

Most of all, our signature programs, events, and Seminole Clubs experienced a second part of the calendar year like no other. In March, COVID-19 sent all engagement and outreach virtual with no in-person events, a policy that is still in place as the fiscal year closed. The quick and strategic pivot to webinar, video production, and online engagement ensured a strong end to an unexpected year.

Because of you, we are a stronger organization, which means we are poised better than ever to support FSU in meaningful ways. Thank you for the critical role you play in our efforts to support students, alumni, and friends of Florida State. The future is bright and we look forward to being together soon.

STAFF

ADMINISTRATION AND OPERATIONS

Julie Decker
President and CEO

Vacant
Director of Development and Administration

Emily Burke (B.A. '97)
Development Associate

Amie Fakides
Senior Data Specialist

Angie Stanley (B.M. '10)
Administrative Manager

Vacant
Administrative Specialist

GIFT PROCESSING AND CONSTITUENT DATA

Valerie Colvin
Director of Gift Processing and Client Data

Ana Cruz
Fiscal Specialist

Priscilla Pundak
PFS Fiscal Specialist

MARKETING AND COMMUNICATIONS

Dr. Koli Smiley (B.A. '14, M.S. '10)
Director of Communications and Marketing

Dr. Koli Smiley (B.A. '14, M.S. '10)
Director of Communications and Marketing

Jessica Rosenthal (B.S. '01)
Graphic Designer

Dana Sterneman (B.A. '18)
Communication and Digital Media Coordinator

Isabell Wolsky (B.S. '18)
Digital Marketing and Web Specialist

MEMBERSHIP AND BUSINESS DEVELOPMENT

Rebecca Smith (B.S. '10, M.S. '10)
Director of Membership and Business Development

Scott Gerber (B.S. '11)
Assistant Director of Membership

Jennifer Tobias (B.S. '03)
Assistant Director of Membership

Whitney Powers (B.A. '19)
Director of Alumni Programs and Outreach

Kelli Gemmer (B.A. '14, M.S. '18)
Editor-in-Chief and Interim Director of Communications

Lindsey Milberg (B.A. '12)
Director of Communications and Marketing

Jennifer Fairchild (B.A. '13)
Program Coordinator, Student Alumni Programs

Alex Wright (B.S. '10)
Alumni Network and Engagement Program Director

Vacant
Special Event Coordinator

SEMINOLE CLUBS AND CHAPTERS

Keith Carroll (B.S. '84, M.S. '10)
Director of Clubs

Keith Carroll (B.S. '84, M.S. '10)
Director of Clubs

Seth Smith
Financial Specialist, Seminole Clubs

Seth Smith
Financial Specialist, Seminole Clubs

Seth Smith
Financial Specialist, Seminole Clubs
The National Board of Directors is the chief governing body of the FSU Alumni Association, representing the interests of the Association’s members and constituents. As one of the top leadership endeavors at the university, we are thankful for our volunteer leaders who commit a great amount of time and give back at the highest levels.

Indicates FSU Alumni Association Life Member
Indicates FSU Alumni Association Member

Chair: Samuel Ambrose (B.S. ’91, M.S. ’92)
Chair-Elect: Dan Berger (B.S. ’89)
Vice Chair: Scott Wiegand (B.M. ’90)
Secretary: Dazi Lenoir (B.A. ’02, M.S. ’03)
Treasurer: Jeanne Curtin (B.S. ’92, M.S. ’99, J.D. ’01)
Immediate Past Chair: Max Oligario (B.S. ’99)
President: Julie Decker

Samuel Ambrose (B.S. ’91, M.S. ’92), Chair
Plantation, FL

Dan Berger (B.S. ’89), Chair-Elect
Alexandria, VA

Scott Wiegand (B.M. ’90), Vice Chair
Las Vegas, NV

Dazi Lenoir (B.A. ’02, M.S. ’03), Secretary
Harmony, FL

Jeanne Curtin (B.S. ’92, M.S. ’99, J.D. ’01), Treasurer
Tallahassee, FL

Max Oligario (B.S. ’99), Immediate Past Chair
Tampa, FL

Julie Decker, FSU Alumni Association President and CEO

1. National Board of Directors Chair Samuel Ambrose (B.S. ’91, M.S. ’92), left, and FSU Alumni Association President and CEO Julie Decker, right, with past board member and 2019 Circle of Gold Inductee J.D. Doughney (B.S. ’02, M.S. ’03), center, at the inaugural Alumni Awards Gala.

2. From left, Directors Samuel Ambrose, Dazi Lenoir (B.A. ’02, M.S. ’03), Maura Hayes (B.S. ’82) and Zach Heng (B.S. ’07) participate in the February 2020 Student Alumni Association Legacy Forum: A Professional Networking Event with Students.

Kyle Doney (B.S. ’07), center, a member of the Seminole Tribe of Florida and the Board of Trustees chair designee on the Alumni Association Board of Directors, takes a photo with Emeritus Alumni Society members during the 2019 Homecoming Parade.

Photo by Steve Chase

1 2
As a member-based organization, we are thankful for the continued support and contributions from our Alumni Association members and donors. Becoming a member makes a resounding statement of commitment to the university, fellow alumni, and the students who will soon join the ranks of our alumni community.

"During my time at FSU, it became very clear that life is about connections and supporting other people. Therefore, it was a natural transition to join the Alumni Association to develop my connections as a young professional. The relationships that I have fostered through the Seminole Club and other alumni networks have surpassed my expectations. My membership has afforded me a network wherever I go."

-Crane Williams (B.S. ’06), Orlando, FL 2018-2021 Black Alumni Network President
FSU Alumni Association Member

MEMBERS BY STATE

MEMBERS BY AGE

MEMBERS BY GENDER

MEMBERS AT A GLANCE

26,142 Members

MEMBERS BY TYPE

LIFE 10,947
FIVE-YEAR 1,309
ANNUAL 10,662
STUDENT 3,224

308 new Life Members

MEMBERS BY STATE

MEMBERS BY AGE

MEMBERS BY GENDER
Our more than 367,000 Florida State University alumni span across age, ethnicity and location. What unites our alumni is their shared education and pride for the university: they are all Seminoles Forever.

ALUMNI BY GENDER

58% female
42% male

ALUMNI BY AGE

15-24 5.67%
25-34 12.15%
35-44 19.33%
45-54 16.97%
55-64 13.38%
65-74 5.67%
75+ 3.72%
UNKNOWN 58%

ALUMNI BY STATE

> 5,000
2,500-5,000
1,000-2,499
999-500
499-250
< 250

ALUMNI BY ETHNICITY

White 67.13%
Black 15.21%
Hispanic 5.77%
Asian 2.97%
Multi-race/Ethnic 1.07%
Native Hawaiian/Other Pacific 0.36%
American Indian 0.35%

ALUMNI BY STATE

Our Alumni Association has been a wonderful opportunity to stay in touch with classmates from 1956 and with good friends. Network events like the Emeritus Coffee Chats have provided great opportunities to see old friends and keep up with things on campus.”

Michael Sheridan (B.S. ’56), Tallahassee, FL
Emeritus Alumni Society Member
F SU Alumni Association Life Member

For Florida State University statistics, visit ir.fsu.edu
Volunteer-driven and alumni-oriented, the Alumni Association’s Seminole Clubs® and Chapters unite FSU alumni, friends, and fans in specific geographic areas to foster a continued bond of collegiate fellowship and connection to the university.

The FSU Alumni Association helps connect Noles across the globe through its Seminole Clubs® and Alumni Networks.

**Seminole Clubs® and Chapters**

Volunteer-driven and alumni-oriented, the Alumni Association’s Seminole Clubs® and Chapters unite FSU alumni, friends, and fans in specific geographic areas to foster a continued bond of collegiate fellowship and connection to the university.

**Alumni Networks**

Alumni Networks are Alumni Association chartered affinity groups that serve and represent FSU’s diverse alumni population. These volunteer-led groups create avenues for alumni to connect with one another based on the mission to sustain each network through meaningful programming, mentoring, and scholarships for students while advocating for representation and professional development opportunities.

Our Networks Redefined

This past year, the Alumni Association transformed and revitalized these affinity networks by shifting to an identity-based platform, further aligning with FSU’s commitment to diversity and inclusion.

### Top 5 Alumni Populations

**Florida**

1. Greater Orlando
2. Broward County
3. Valencia College
4. Florida Atlantic University
5. University of Miami

**Outside Florida**

1. Atlanta, GA
2. Greater Washington DC
3. Greater New York City
4. Greater Philadelphia
5. Dallas/Ft. Worth, TX

53 active Seminole Clubs® in 20 states
30 Seminole Chapters®

600+ game-watching parties
223 non-athletic events

### Alumni Networks

1. Emeritus Alumni Society
2. FSU Asian American Alumni Network
3. FSU Hispanic/Latino Alumni Network
4. FSU National Black Alumni (FSU BA)
5. FSU Pride Alumni Network
6. Veterans Alumni Society
7. Young Alumni Network

7. Alumni Affinity Networks

As of 2023, the Alumni Association has 113,142 young alumni, 34,064 Emeritus, 26,500 Black, 21,216 Hispanic, 10,918 Asian, 8,743 Veteran, 6,742 Multi-race, 3,943 Multi-race, 1,310 Native Hawaiian, 1,288 American Indian, and 873 American Indian. Three of the five top alumni populations reside outside of Florida and are connected with Seminole Clubs® in each of the top 5 regions in the nation.

### Alumni Networks

- Emeritus Alumni Society
- FSU Asian American Alumni Network
- FSU Hispanic/Latino Alumni Network
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### FSU Alumni Association Engagement

53 active Seminole Clubs® in 20 states
30 Seminole Chapters®

600+ game-watching parties
223 non-athletic events

**Top 5 Alumni Populations**

1. Greater Orlando
2. Broward County
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**OSU Florida**

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**Top 5 Alumni Populations Region**

1. Greater Orlando
2. Broward County
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### Alumni Networks

- FSU Alumni Identity

  - Young Alumni
  - Emeritus
  - Black
  - Hispanic
  - Asian
  - Veteran
  - Multi-race
  - Native Hawaiian
  - American Indian

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FOSTERING ALUMNI ENGAGEMENT

- The FSU Alumni Association hosts events and programs annually to engage alumni around the world and strengthen the Seminole spirit that resides in every FSU graduate.

**Events**

Between July 1, 2019, and March 13, 2020, the Alumni Association hosted over 50 events, including the FSU Alumni Reunion in Boston, the 68th Annual Kickoff Luncheon, the 2019 Homecoming Parade organized by the Student Alumni Association, the Orlando Alumni Wine Mixer, and award ceremonies. Additionally, alumni around the nation participated in events hosted by our Seminole Clubs and Chapters.

**Alumni Network programming**

The volunteer-led Alumni Networks enrich the ties between FSU alumni and friends through events such as reunions, networking receptions, and more.

**EMERITUS ALUMNI SOCIETY (EAS)**

The EAS engaged with 102 emeritus members through robust programming including two Coffee Chats featuring prominent FSU alumni, three luncheons (Athensville, NC; Marianna, FL; and Pensacola, FL), and their annual Emeritus Homecoming Reception.

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**YOUNG ALUMNI NETWORK (YAN)**

The YAN engaged with 40 young alumni during their inaugural Young Alumni Weekend July 19-21, 2019, in Atlanta, GA. Since the February 2020 launch of their monthly Young Alumni Spotlight feature on the YAN website and Instagram, they have engaged with nine prominent young alumni who are making a difference in their community.

**ALUMNI NETWORKS HIGHLIGHTS**

**FSU NATIONAL BLACK ALUMNI (FSU BA)**

In February 2020, FSU BA hosted the National Black Alumni Summit, a conference that serves to inform and inspire the work of Black alumni groups, associations and networks. This was the first time FSU BA hosted the summit, which brought together 25 colleges and universities across the nation.

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**ENGAGING ALUMNI DURING COVID-19**

As the needs of our community became more evident, the Alumni Association shifted from in-person events to digital engagement opportunities. To keep alumni informed and connected, the Association created a central webpage with Association updates, ways to help alumni and students, and other useful online resources. Learn more at alumni.fsu.edu/coronavirus.

**MARCH 2020 – JUNE 2020 WEBINARS**

680 attended via Zoom
12,000 engaged via Facebook
70.45% of participants in Florida
29.55% outside of Florida
Average age of 50

Webinars were recorded, uploaded to our website and shared across social media for alumni who were unable to attend live.

**ALUMNI WEEKEND HIGHLIGHTS**

2 COFFEE CHATS featuring prominent FSU alumni
3 LUNCHEONS
The inaugural Young Alumni Weekend featured a Welcome Reception at Bad Axe Throwing as a fun and engaging way to fuel connections among event attendees.

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2 WEBINARS featuring The Alumni Association and FSU President John Thrasher
FSU Alumni Alums in Residence

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FOSTERING ALUMNI ENGAGEMENT

Digital Engagement

The FSU Alumni Association uses digital media to keep alumni engaged with and connected to the university.

SOCIAL MEDIA
Sharing alumni news, stories, and Association events across our social media platforms is one of the important ways we keep alumni engaged with and connected to Florida State.

SOCIAL MEDIA SNAPSHOT

- Facebook: 16,342,309
- Twitter: 2,956,915
- Instagram: 184,616
- LinkedIn: 416,434

EMAIL

EMAIL STATISTICS*

- Year-over-year Facebook impressions increased 16.9%.
- Year-over-year Instagram impressions increased 14.7%.
- Year-over-year LinkedIn impressions increased 2.8%.

VIERES® MAGAZINE

FSU’s official alumni publication produced biannually by the Alumni Association for its members is mailed exclusively to nearly 19,000 households per issue. As a point of pride for the university, VIERES® features alumni success stories, university news, class note updates and more to spotlight the great work our alumni and university are doing each day.

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Last year’s issues of VIERES® magazine focused on supplementing digital content with the print edition in order to reach a wider audience online. The magazine was not only read more often, but alumni are also spending more time reading it online.

In partnership with the University Registrar, the Association provided 521 diploma replacements during the month of October for alumni who were affected by Hurricane Michael in 2018. The nearly 30,000 FSU alumni living throughout the state’s impacted areas received the email about the opportunity to reclaim a diploma that may have been lost due to significant damage caused by the hurricane.

In a campaign offering alumni and friends commemorative bricks on Westcott plaza in conjunction with her feature in the Spring 2020 issue of VIERES® magazine, Colleen Quigley, former Wilhelmina model and FSU track star, is a true influencer who uses her large online following to empower athletes of all ages through #fastbraidfriday, a hashtag inspired by her longtime race signature.

This FSU legacy story of Mary Frances Tonello (B.S. ’49) and granddaughter Breanna Tonello (B.S. ’19) featured in the Fall 2019 issue of VIERES® magazine was also featured in a campaign offering alumni and friends commemorative bricks on Westcott plaza in conjunction with her feature in the Spring 2020 issue of VIERES® magazine.

If you’ve been impacted by Hurricane Michael, replace your diploma through the Alumni Association or purchase one via the RewardZone.

In partnership with the University Registrar, the Association provided 521 diploma replacements during the month of October for alumni who were affected by Hurricane Michael in 2018. The nearly 30,000 FSU alumni living throughout the state’s impacted areas received the email about the opportunity to reclaim a diploma that may have been lost due to significant damage caused by the hurricane.

521 diploma replacements

IMPACTFUL EMAILS

5/7/20

10/1/19

10/1/19

10/1/19

10/1/19

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10/1/19
The FSU Alumni Association annually recognizes alumni and friends of FSU who, through their service and achievements, personify the university’s tradition of excellence in both their field and the community.

**SPOTLIGHTING ALUMNI**

**Awards**

The Alumni Association recognized the accomplishments of notable alumni and friends at the inaugural Alumni Awards Gala and Young Alumni Awards ceremony. The outstanding work of these Seminoles shines a bright light on FSU and increases the value of a degree from Florida State.

**NOTABLE NOLES**

At the Young Alumni Awards Dinner on Sept. 20, 2019, the Alumni Association recognized 22 young alumni as Notable Noles for their significant contributions to their professions, communities or alma mater. Four Notable Noles were also presented with the Reubin O’D. Askew Young Alumni Award, the highest honor bestowed upon young alumni by the Alumni Association.

- Kevin Albaum (B.A. ’11) | Arts & Sciences
- Danilo Belarmino (B.S.N. ’08) | Nursing
- Austin Burch (B.S. ’17) | Social Sciences & Public Policy
- Sean Compton (B.S. ’08) | Business
- Dan Daley (B.S. ’10) | Social Sciences & Public Policy
- Sarah Gates (M.S. ’17) | Education/Sport Management
- Jason Hendrix (M.S. ’11) | Education/Sport Management
- Zach Heng (B.S. ’07) | Communication & Information
- Fahad “Sunny” Ilyas (B.S. ’14) | Human Sciences
- Chris Land (B.S. ’11) | Social Sciences
- Aurelie Mathieu (B.A. ’12) | Arts & Sciences
- Colin O’Connor (B.S. ’11) | Business
- Kevin Patterson (B.S. ’11) | Communication & Information

**GRADS MADE GOOD**

In conjunction with the Circle of Omicron Delta Kappa, three Grads Made Good were honored during the inaugural Alumni Awards Gala on Oct. 25, 2019:

- Arthur Fleming (B.S. ’81) | Criminology & Criminal Justice
- Myrna Hoover (B.S. ’83, M.S. ’84) | Communication & Information
- David James Kennedy (B.S. ’99) | Arts & Sciences

**CIRCLE OF GOLD**

Three alumni who exemplify the Alumni Association’s core values of tradition, leadership, family, spirit, and greatness were inducted into the Circle of Gold during the Gala:

- Keith Carr (B.S. ’90, M.P.A. ’93) | Criminology & Criminal Justice
- JD Doughney (B.S. ’02, M.S. ’03) | Communication & Information
- Doby Flowers (B.S. ’71, M.S. ’73) | Social Work

**BERNARD F. SLIGER AWARD**

Named for the 10th president of FSU, the Bernard F. Sliger Award is the single highest honor given by the Alumni Association.

Malcolm F. Shearer (B.S. ’63, M.A. ’65)

**INSPIRE AWARD**

Hosted by the Alumni Association in conjunction with The Women for FSU, this award recognizes alumni who have distinguished themselves as leaders within their industry.

Cecilia Bonifay (B.A. ’71, M.S. ’76, J.D. ’85) | Arts & Sciences, Social Sciences & Public Policy, Law
- Marion Taormina Hargett (B.S. ’93) | Communications & Information
- J’Tia Hart (B.S. ’02) | Engineering
- Nan Casper Hillis (B.S. ’76) | Business

* Due to the COVID-19 pandemic, the award ceremony was postponed and will be held in spring 2021.
SUPPORTING STUDENTS

The FSU Alumni Association is committed to supporting current students and future alumni through the Student Alumni Association, scholarships, and member giving.

Student Alumni Association (SAA)

SAA, an organization comprised of undergraduate and graduate students, provides activities and programs that assist its members in their development as leaders, scholars, and future alumni.

SAA at a Glance

<table>
<thead>
<tr>
<th>1</th>
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<tr>
<td>3,222</td>
<td>SAA Members</td>
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<tr>
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<td>events hosted</td>
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<tr>
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<tr>
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<td>volunteer hours</td>
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</table>

Scholarships

Scholarships

LEGACY SCHOLARSHIPS
Established in 2010, the Legacy Scholarship is available to undergraduate applicants to encourage them to carry on the legacy of the alumni in their family by attending FSU.

ALUMNI AMBASSADORS AWARD
Established by the National Board of Directors to develop our future leaders, the Alumni Ambassadors Award is given to one student each year who demonstrates commitment, vision and potential for leading innovation and influence in their communities and the world.

EMERITUS STUDENT VETERAN ACADEMIC EXCELLENCE SCHOLARSHIP
Established in 2010 and fully endowed in 2019, this scholarship was created to support student veterans.

SEMINOLE CLUB® SCHOLARSHIPS
Established in 1989 and fully endowed in 1998, the FSU Black Alumni Scholarship Fund was created to support students at the university.

GIVING DURING COVID-19
FSU’s Great Give

$20 for ’20
Alumni Association membership campaign designed to support free digital memberships for the class of 2020.

252 donors from alumni
916 students opted in

THE FSU ALUMNI ASSOCIATION IS COMMITTED TO SUPPORTING CURRENT STUDENTS AND FUTURE ALUMNI THROUGH THE STUDENT ALUMNI ASSOCIATION, SCHOLARSHIPS, AND MEMBER GIVING.

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The FSU Alumni Association offers opportunities for alumni to enhance their experience, engagement, and connection to the university.

**Westcott Bricks**

The Westcott Brick program administered by the Alumni Association provides alumni and friends the opportunity to purchase a personalized commemorative brick surrounding the fountain to cement their place in FSU’s history.

"Traveling with an FSU group offers the comfort of a shared experience, while discovering new restaurants and encountering different cultures. As a result of the tour, new connections emerged, including my serving on the doctoral committee of a graduate student in English whose parents were part of the tour group."

Holly Spayde
Senior at FSU

"My father (Richard Spayde Jr. (B.S. ‘88)) actually made a special trip up to FSU just to take a look at the bricks, and he was so excited about receiving his brick that he mentioned he wanted to purchase another one for me when I graduate so that we could place them next to each other."

Holly Spayde
Senior at FSU

**Travel**

The Alumni Association’s travel program gives alumni the benefit of exploring new places while sharing experiences with fellow Seminoles. Our partnerships with expert travel agencies allow us to offer hassle-free travel to various culturally rich destinations, both domestic and abroad.

"Traveling with an FSU group offers the comfort of a shared experience, while discovering new restaurants and encountering different cultures. As a result of the tour, new connections emerged, including my serving on the doctoral committee of a graduate student in English whose parents were part of the tour group."

Kurt Piehler, Director of FSU’s Institute of World War II and the Human Experience
FSU Alumni Association Member

**Alumni Directory**

Last year, the Alumni Association partnered with Publishing Concepts Inc. (PCI) to complete an alumni data verification project. Up-to-date alumni data helps us serve our constituents and the university.

25,503 bricks in Westcott Plaza

54.5% sold to date

370 bricks sold last year

$143,720 total revenue

24,000 alumni updated their information

2,368 memberships gained

$124,420 total revenue that supports our programs and services
The FSU Alumni Association would like to thank our CORPORATE PARTNERS for their generous support.

As a member-based organization, we are thankful for the continued support and contributions from our ALUMNI ASSOCIATION MEMBERS AND DONORS. Becoming a member makes a resounding statement of commitment to the university, fellow alumni, and the students who will soon join the ranks of our alumni community.

STAY CONNECTED to the FSU Alumni Association!

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