

## MINUTES

**BOARD OF TRUSTEES**  
**University of Central Florida**  
**Advancement Committee Meeting**  
**Live Oak Room**  
**Thursday, March 15, 2012**  
**9:45 – 10:45 a.m.**

Committee members: The Honorable Rich Crotty, Chair  
The Honorable Alan Florez, Vice Chair      The Honorable Michael Grindstaff  
The Honorable Olga Calvet                      The Honorable Matt McCann

Others in attendance: President John C. Hitt                      Vice President Robert Holmes, Jr.  
Vice President Alfred Harms                      Vice President Daniel Holsenbeck

Chair Rich Crotty called the meeting to order at 9:40 a.m. and confirmed a quorum.

### **Minutes**

The minutes from the January 26, 2012, meeting were approved.

### **Authorizing the University of Central Florida to Name the John C. Hitt Library – (ADVC-1)**

Dan Holsenbeck, Vice President for University Relations, proposed to the committee on behalf of the university vice presidents that the university library be named the John C. Hitt Library in recognition of twenty years of service to UCF by President Hitt.

A motion was made and unanimously approved to name the library the John C. Hitt Library upon approval by the full board and the State of Florida Board of Governors.

### **University and Government Relations Update**

Dan Holsenbeck, Vice President for University Relations, presented a summary of legislative issues. In his presentation he noted that the Senate did not confirm the Board of Governors' nominees for the universities' boards of trustees.

### **Alumni, Development, and Foundation Update**

Robert Holmes, Vice President for Development and Alumni Relations, commented on the status of the comprehensive campaign. Holmes reported that the campaign, starting as of July 1, 2011, will have a goal of \$500 million over the course of seven years with the following sub-goals:

- \$100 million in annual support
- \$300 million in major gifts
- \$100 million in planned gifts

Holmes reported that a campaign cabinet will be enlisted to provide leadership and to identify, cultivate, and solicit top prospects for campaign-gift commitments.

Holmes reported that, to assist in communicating with our alumni, the Foundation in partnership with University Marketing presented a recommendation to the president to increase the circulation of *Pegasus Magazine* to 175,000 and publish three issues a year. The magazine will have a mix of university-related articles along with the traditional alumni presence. At this time, no advertising is planned.

Holmes reported on the “I Believe” faculty and staff campaign kickoff, and he noted that the campaign will end in April.

### **Strategy, Marketing, Communications, and Admissions Update**

Al Harms, Vice President for Strategy, Marketing, Communications, and Admissions, reported that fall 2012 admissions are on track except for the out-of-state scholar program. Harms reported that the need for financial aid for our students continues to grow.

Harms reported that WUCF TV is conducting an on-air fundraising campaign that concludes this weekend. The campaign hopes to meet or slightly exceed the first-year goals.

Harms reported that planning continues for the university’s 50<sup>th</sup> anniversary, and noted that Terry Helms will lead the effort.

Harms commented that *U.S. News & World Report* published a report on the best graduate schools in the country. Over 1,200 schools were evaluated. UCF has 20 programs in the top 100 list and four programs in the top 25 list.

Chair Crotty adjourned the meeting at 10:15 am.

Respectfully submitted,

Robert J. Holmes, Jr.  
CEO, UCF Foundation,  
Vice President for Alumni  
Relations and Development

Daniel C. Holsenbeck  
Vice President for  
University Relations

Alfred G. Harms, Jr.  
Vice President for Strategy,  
Marketing, Communications  
and Admissions

/eic