



Board of Trustees
Advancement Committee Meeting
January 28, 2016
UCF FAIRWINDS Alumni Center

MINUTES

CALL TO ORDER

Trustee Clarence Brown, chair of the Advancement Committee, called the meeting to order at 10:01 a.m. in the UCF FAIRWINDS Alumni Center on the UCF Orlando campus. Chairman Marcos Marchena and committee members Clarence Brown, Joe Conte, Alex Martins, and Cait Zona were present. A quorum was confirmed.

MINUTES

The minutes from the November 19, 2015, meeting were approved as written.

ADVANCEMENT COMMITTEE UPDATES

University and Government Relations

Fred Kittinger, Associate Vice President for University Relations, reported on general legislative activities for Dan Holsenbeck, who is currently in Tallahassee. Fred noted that this past week was UCF Day at the capital, where the UCF Alumni Association, student representatives, and other university constituents were able to spend a day meeting Florida legislatures and lobbying on subjects that are important to the university.

Fred also shared that Governor Scott signed the bill to approve the Florida Center for Students with Exceptional Abilities, which will be housed at UCF.

Communications and Marketing

Patrick Burt, Assistant Vice President for Communications and Marketing, reported on behalf of Grant Heston, sharing several updates on UCF's Impact marketing campaign. Patrick showed two videos, one entitled "Creating Access" that features Dr. Hitt discussing how UCF students continue to make an impact on our community. The second video was associated with UCF's Limbitless Team, featuring their "12 Arms for Christmas" campaign that gained national media coverage and was aired on the *Today Show* and CNN.

Alumni, Development, and Foundation

Mike Morsberger, Vice President for Alumni Relations and Development, began his report by thanking all members of this board for their leadership and personal support of the fundraising campaign for UCF Downtown. Morsberger noted that 2016 opened with huge momentum for the campaign, and that momentum continues to build each day.

Morsberger's team has formed a special task force to develop the creative ideas for the formal launch of the IGNITE campaign later this year. Morsberger looks forward to sharing more as the September 16 launch date approaches.

Morsberger closed his report by presenting Trustee Martins the 2015 Distinguished Alumnus Award on behalf of the UCF Alumni Association.

Chair Brown adjourned the meeting at 10:28 a.m.