



Board of Trustees
Advancement Committee Meeting
May 31, 2016
UCF *FAIRWINDS* Alumni Center

MINUTES

CALL TO ORDER

Trustee Clarence Brown, chair of the Advancement Committee, called the meeting to order at 9:31 a.m. in the UCF *FAIRWINDS* Alumni Center on the UCF Orlando campus. Committee members Clarence Brown, Kenneth Bradley, Joseph Conte, and Christopher Clemente were present. Committee member Alex Martins attended via conference call. University President, John C. Hitt, was also present. A quorum was confirmed.

MINUTES

The minutes from the March 24, 2016, meeting were approved as written.

ADVANCEMENT COMMITTEE UPDATES

Communications and Marketing

Grant Heston, Vice President for Communications and Marketing, began his report by introducing the new Executive Director for WUCF TV, Phil Hoffman. Heston provided several updates regarding activities in the area of WUCF TV. Heston thanked Rita Echeverria for her efforts during her term as WUCF TV's Interim Executive Director.

Heston provided an update of how UCF's brand is strengthening through social media platforms, specifically Facebook. Heston detailed UCF's reach through Facebook nationally and internationally, and discussed the primary demographic of UCF's social media followers.

Heston also gave a brief presentation on the DUI awareness videos that are being produced in response to the death in late 2015 of UCF Student, Keri Anne DeMott. He noted that this initiative originated from the efforts of Ms. DeMott's father, Bill DeMott, and Officer Frank Imparato, a member of the UCF Police Department. The primary message of this campaign is to educate the community about the dangers of drunk driving. Heston introduced Officer Imparato and applauded his effort on this initiative.

University and Government Relations

Dr. Dan Holsenbeck, Senior Vice President for University Relations, reported that the Florida Board of Governors will be meeting at UCF in June for the annual budget meeting.

Andy Gardiner, current President of the Florida Senate, was on campus recently visiting with Dr. Pamela Carrol, Dean of the College of Education and Human performance.

Holsenbeck provided the committee with an overview regarding the policies and regulations for lobbying on behalf of a state university.

Holsenbeck noted that the International Consortium for Advanced Manufacturing Research (ICAMR) recently approved three new projects related to smart-sensor technology.

Alumni, Development, and Foundation

Mike Morsberger, Vice President for Alumni Relations and Development, provided a one-year review of his first year as CEO of the UCF Foundation. He began his report by outlining the five goals he set for his team upon his arrival in June of 2015.

Morsberger outlined the goal planning process for UCF's collegiate units in relation to *IGNITE*: The Campaign for UCF. Additionally, he provided the committee with important dates including the Volunteer Leadership Summit, June 10, 2016, and the public launch of *IGNITE* on September 16, 2016.

Morsberger noted UCF Advancement's commitment to continued cultivation, solicitation, and stewardship of gifts for UCF. A large investment in a new donor database platform, CRM, has been made to ensure that donor intent is achieved and that proper donor stewardship occurs.

Chair Brown adjourned the meeting at 9:05 a.m.