



UNIVERSITY OF CENTRAL FLORIDA

Board of Trustees
Advancement Committee Meeting
May 18, 2017
UCF *FAIRWINDS* Alumni Center

MINUTES

CALL TO ORDER

Trustee Clarence Brown, chair of the Advancement Committee, called the meeting to order at 8:16 a.m. in the *FAIRWINDS* Alumni Center on the UCF Orlando campus. Committee members Kenneth Bradley, Joseph Conte, Nicholas Larkins, and Alex Martins were present. Chairman Marchena, Trustees Seay and Self were also present. A quorum was confirmed.

MINUTES

The minutes from the March 16, 2017, meeting were approved as written.

ADVANCEMENT COMMITTEE UPDATES

Alumni, Development, and Foundation

Mike Morsberger, Vice President for Advancement and CEO of the UCF Foundation, provided a report on campaign progress. With two years left to reach the \$500 million campaign goal, the Advancement team is expanding its efforts to cultivate and steward corporate partners and principal prospects who want to invest in the future of UCF and the transformative impact of higher education.

Morsberger also shared the results of the Senior Class Gift Campaign that exceeded the goal for this year.

Communications and Marketing

Grant Heston, Vice President for Communications and Marketing, shared pictures and highlights from last week's Downtown Campus groundbreaking, also noting that the activity generated more than 10 million impressions on social media.

Heston also reported that WUCF ranked first out of 170 stations in the previous week's ratings.

University and Government Relations

Dr. Dan Holsenbeck, Senior Vice President for University Relations, reviewed the state budget and Conforming Bill 374.

Chair Brown adjourned the meeting at 8:58 a.m.