

## MINUTES

**BOARD OF TRUSTEES  
University of Central Florida  
Advancement Committee Meeting  
Live Oak Room  
Thursday, January 26, 2012  
10:30 – 11:15 a.m.**

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

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

Chair Rich Crotty called the meeting to order at 10:30 a.m. and confirmed a quorum.

### **Minutes**

The minutes from the September 28, 2011, meeting were approved.

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

Robert Holmes, Vice President for Development and Alumni Relations, reported that Dr. Hitt and the presidents of the Central Florida Consortium Schools (Brevard and Lake-Sumter Community Colleges, Seminole State and Valencia Colleges) have agreed to support joint philanthropy that benefits scholarships for students enrolled in the *DirectConnect* program. Holmes introduced Mr. Malcolm Macleod, president of the Johnson Scholarship Foundation. Macleod announced the launch of the Johnson Scholarship Challenge project. This project will require UCF and the community partners to each raise funds to create a \$3 million endowment housed at UCF for *DirectConnect* students with financial need. The Johnson Scholarship Foundation will contribute \$1 million to these endowments according to the level of partner contributions.

Holmes presented the Foundation annual report. The report has been redesigned in a way that puts more focus on the donors and the impact of philanthropy. Holmes also announced that a photo in the annual report received a special merit award from CASE.

Holmes reported that the Foundation's fiscal year external audit has been completed. The Foundation received an unqualified opinion with no instances of non-compliance or control deficiencies and no management-letter comments.

## **University and Government Relations Update**

Dan Holsenbeck, Vice President for University Relations, presented the 2012-13 state university budget. Holsenbeck reported that the House Committee on Higher Education funded all of UCF's priorities. Other funding highlights included:

- 8 percent increase in base undergraduate tuition
- 8 percent increase in graduate/professional tuition
- 2.21 percent increase in the higher education overall budget
- 2+2 Program funded with recurring dollars.

The legislature passed Senate Bill 532 enabling U.S. Armed Forces service members to earn college credit for college-level training and education acquired in the military. This will take effect July 1, 2012.

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

Al Harms, Vice President for Strategy, Marketing, Communications, and Admissions, reported that fall and summer admissions are trending upward. Marketing continues to send out strong messaging and branding information across the nation and internationally. Social media continue to be a growing part of the messaging effort with three million impressions in December. The marketing team has been assigned to lead the development and execution of UCF's 50<sup>th</sup> anniversary celebration.

The news and information team is reviewing an in-depth consultant's report on how to run a successful PBS station. WUCF TV's major fundraising effort will begin in late February and run through March.

The strategic plan annual review should be completed by February and will be presented at the next board meeting.

Chair Crotty adjourned the meeting at 11:15 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

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