

Governors funding priorities include the medical school phase-in for UCF. The Board of Governors is asking for additional performance funding in the amount of \$118 million in lieu of a tuition increase.

Holsenbeck presented an update on the Base Realignment and Closure Commission, a congressionally mandated program. UCF's main concern is the cluster of modeling, simulation, and training facilities located in Research Park. A state-wide task force, appointed by the governor, is assessing the vulnerability of the various military installations in Florida. The task force indicated its support of the UCF Partnership complex.

Strategy, Marketing, Communications, and Admissions Update

Al Harms, Vice President for Strategy, Marketing, Communications, and Admissions, reported that undergraduate enrollment is approximately 60,000 students for the fall, and the quality of the students remains high. Harms reported that 60 percent of transfer students came from the DirectConnect consortium. Harms reported that 18.2 percent of the incoming fall freshman class are the first member of their family to attend a four year college or university.

Harms called attention to the updated "UCF Tool Kit" information packet. He highlighted the last page that shows UCF's increasing competitiveness with peer institutions.

Harms noted that UCF continues using local and national media to tell the UCF story. Harms announced that as of yesterday, UCF owns WMFE's television license. This acquisition strengthens WUCF TV's broadcast signal, which will increase viewership to over four million. Harms reported that the initial issue of the new *Pegasus Magazine* won awards at the University and College Designers Association competition for its online magazine, iPad application, and overall magazine excellence.

Harms noted the new UCF 50th anniversary banners are placed throughout campus, University Boulevard and Alafaya Trail. He also called attention to several billboards and radio spots promoting the "*At UCF, big equals opportunity*" campaign.

Vice Chair Florez adjourned the meeting at 10:20 a.m.

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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