



## **Agenda**

**University of Central Florida  
Board of Trustees  
Advancement Committee**  
Thursday, November 15, 2012  
11:00 – 11:45 a.m.  
*Live Oak Room*

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|-------------|---|--|
| <b>I.</b>   | Approval of September 27, 2012, minutes   | Rich Crotty, Chair<br>Advancement Committee  |
| <b>II.</b>  | Alumni, Development, and Foundation update <ul style="list-style-type: none"><li>• Campaign update</li><li>• Northview project update</li></ul> | Robert Holmes, Vice President for<br>Alumni Relations and Development<br>and CEO, UCF Foundation, Inc. |
| <b>III.</b> | University and Government Relations update  | Dan Holsenbeck, Vice President<br>for University Relations   |
| <b>IV.</b>  | Strategy, Marketing, Communications, and<br>Admissions update   | Al Harms, Vice President for<br>Strategy, Marketing, Communications,<br>and Admissions                 |

## MINUTES

**BOARD OF TRUSTEES**  
**University of Central Florida**  
**Advancement Committee Meeting**  
**Live Oak Room**  
**Thursday, September 27, 2012**  
**9:15 – 10:00 a.m.**

Committee members:   The Honorable Alan Florez, Vice Chair                   The Honorable Michael Grindstaff  
                                  The Honorable Olga Calvet   The Honorable Cortez Whatley

Other trustees in attendance:   The Honorable Ida Cook

Teleconference:                    The Honorable Robert Garvy                   The Honorable John Sprouls

Staff:                                President John C. Hitt                                Vice President Robert Holmes, Jr.  
  Vice President Alfred Harms                        Vice President Daniel Holsenbeck

Vice Chair Alan Florez called the meeting to order at 9:25 a.m. and confirmed a quorum.

### **Minutes**

The minutes from the March 15, 2012, and the May 24, 2012, meetings were approved.

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

Robert Holmes, Vice President for Development and Alumni Relations, presented an update on campaign activity. The campaign at this stage enlists leadership gifts. Towards that end, a campaign cabinet has been formed, led by Rick Walsh. The role of the cabinet is to assist in the enlistment of leadership philanthropic support for this campaign. The campaign milestone for the end of this year is \$100 million.

Holmes announced that Vivian and Herb Knispel, from Atlanta, Georgia, made a notable estate gift of \$2 million, in addition to their increasing private support. Estate contributions will be included in this campaign, and the goal for these gifts is \$100 million.

Holmes reported that at the football game at Ohio State there were 22 UCF alumni “watch” parties, which were coordinated through the alumni association, and 400 UCF alumni attended the game.

### **University and Government Relations Update**

Dan Holsenbeck, Vice President for University Relations, presented a summary of the Board of Governors Budget and Finance Committee presentation. Holsenbeck noted that the SUS fund balance is expected to decrease by 53 percent in fiscal year 2013. The state fiscal outlook for general revenue and lottery shows a slight increase at this stage of the fiscal year. The Legislative Budget Commission projected consistency and stability in the state revenue for the next three years. The Board of

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 50<sup>th</sup> 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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