



**Board of Trustees  
Advancement Committee  
Thursday, January 31, 2013  
9:00 – 10:00 a.m.  
Live Oak Room**

**Conference call in phone number 800-442-5794, passcode 463796**

## **AGENDA**

- |   |  |
|---|--|
| <b>I. CALL TO ORDER</b>                               | Rich Crotty<br><i>Chair, Advancement Committee</i>   |
| <b>II. ROLL CALL</b>                                  | Liz Cohen<br><i>Board Relations Liaison, UCF Foundation</i>  |
| <b>III. APPROVAL OF MINUTES</b>                       | Chair Crotty   |
| <b>IV. ADVANCEMENT COMMITTEE UPDATES</b>              |  |
| • University and Government Relations                 | Dan Holsenbeck<br><i>Vice President for University Relations</i>   |
| • Alumni, Development, and Foundation                 | Robert Holmes<br><i>Vice President for Alumni Relations and Development and CEO, UCF Foundation, Inc.</i>    |
| • Strategy, Marketing, Communications, and Admissions | Al Harms Vice President for<br><i>Vice President for Strategy, Marketing, Communications, and Admissions</i> |



Board of Trustees  
**Advancement Committee Meeting**  
November 15, 2012  
Live Oak Center

**MINUTES**

**CALL TO ORDER**

Trustee Rich Crotty, chair of the Advancement Committee, called the meeting to order at 11:15 a.m. in the Live Oak Center on the UCF Orlando campus. Committee members Alan Florez, Olga Calvet, Cortez Whatley, and Michael Grindstaff were present. A quorum was confirmed. Board of Trustees members Marcos Marchena and John Sprouls attended via teleconference.

**APPROVAL OF MINUTES**

The minutes from the September 27, 2012, meeting were approved.

**ALUMNI, DEVELOPMENT, AND FOUNDATION**

Robert Holmes, Vice President for Development and Alumni Relations, and Foundation Chief Executive Officer, reported that in recognition of National Philanthropy Day a breakfast was held for the Central Florida community chapter of the Association of Fundraising Professionals to honor the volunteer, philanthropist, organization, and corporation of the year.

Holmes reported that the campaign is close to achieving its December 31 milestone of \$100 million. Campaign cabinet members have begun to match up with key staff members for visits with leadership prospects.

**UNIVERSITY AND GOVERNMENT RELATIONS**

Dan Holsenbeck, Vice President for University Relations, announced that the Fall 2012 commencement speakers will be the following:

- Valencia College President Sandy Shurgart
- Florida House of Representatives Speaker Dean Cannon
- Orange County Schools Superintendent Barbara Jenkins.

Holsenbeck gave an update on base realignment and closure. Holsenbeck also reported that the Board of Governors approved the 2013-14 State University System Legislative budget request. The primary issue included in the 2013-14 legislative budget request is \$118 million for performance funding. It is also assumed that the one-time non-recurring cuts will be restored.

## **STRATEGY, MARKETING, COMMUNICATIONS, AND ADMISSIONS**

Al Harms, Vice President for Strategy, Marketing, Communications, and Admissions, reported that as of October the current undergraduate enrollment is 59,767 students, a 1.8 percent growth over last year. Harms reported that in spite of budget cuts, this year the university disbursed approximately \$420 million in financial aid compared to \$408 million last year.

Harms announced that with the recent purchase of WMFE's television broadcast license, WUCF TV's channel lineup has changed. Harms reported that the search for a WUCF TV executive director is in the final stages of interviews.

Harms reported that as of July 1, UCF has placed more than 5,600 local, national, and international media stories and several full-page advertisements in major periodicals.

Harms announced that the Chronicle of Higher Education has asked for *Pegasus Magazine* to be included as an insert in the upcoming Annual American Marketing Association conference brochure as an example of a well-produced publication.

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