



**Board of Trustees
Advancement Committee
Thursday, March 21, 2013
9:00 – 9:45 a.m.
Live Oak Room**

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

AGENDA

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



Board of Trustees
Advancement Committee Meeting
January 31, 2013
Live Oak Center

MINUTES

CALL TO ORDER

Trustee Rich Crotty, chair of the Advancement Committee, called the meeting to order at 9:01 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 member Ida Cook was present.

APPROVAL OF MINUTES

The minutes from the November 15, 2012, meeting were approved as submitted.

UNIVERSITY AND GOVERNMENT RELATIONS

Dan Holsenbeck, Vice President for University Relations, reported that the Florida Legislative committees will meet in February for budget sessions. Holsenbeck reported on a panel discussion sponsored by UCF and the *Orlando Sentinel* where Florida House of Representatives Speaker, Will Weatherford, stated that the \$300 million one-time cut to the higher education system budget will be restored. Weatherford also indicated that the university system is moving toward accountability funding rather than enrollment funding.

Holsenbeck announced that several of the universities presidents will meet with Speaker Weatherford in Tallahassee on February 21.

ALUMNI, DEVELOPMENT, AND FOUNDATION

Robert Holmes, Vice President for Development and Alumni Relations, and Foundation Chief Executive Officer, reported on the comprehensive campaign for UCF. Holmes stated that the objective for 2013 is to complete the visits with members of the Board of Trustees, the Foundation Board of Directors, the UCF leadership team, and board committees. In 2013, the campaign will also focus on meeting with UCF's top-twelve corporate and charitable foundations, along with meeting the top-twenty individuals. This will involve the president, the campaign chair, and members of the campaign cabinet.

Holmes announced a new avenue for donors. Each college now has a “50 for 50 Endowed Scholarship Fund” in keeping with UCF’s 50th anniversary celebration. Gifts of \$1,000 or more can be pooled together to create funds of \$50,000. Entry into an endowed fund at this level attracts a wider group of donors. For an individual to establish an endowment scholarship, the gift would take \$5,000 per year for five years.

STRATEGY, MARKETING, COMMUNICATIONS, AND ADMISSIONS

Al Harms, Vice President for Strategy, Marketing, Communications, and Admissions, reported that WUCF TV won its first Emmy award. It was given by the Suncoast Chapter of the National Academy of Television Arts and Sciences to the locally developed and produced community spotlight show, “ONE,” which focuses on people and events that take place in Central Florida.

Harms announced the hiring of WUCF TV’s executive director, Polly Anderson. Ms. Anderson’s start date is February 11.

Harms reported that the news and information team was asked to lead a statewide coordination effort of the SUS presidents to present a unified message to the legislature on the benefits of higher education in the state of Florida.

Harms reported that the marketing team won 14 CASE awards. Seven of these awards were specifically related to the new *Pegasus Magazine*. The next issue of the *Pegasus Magazine* will focus on UCF’s 50th anniversary.

Harms reported that UCF’s 50th anniversary website www.ucf.edu/50 is the center point for 50th celebration information. The website contains historical timelines and stories, along with an event timeline. Harms noted the website has received a total of twenty million impressions.

Harms reported that spring enrollment totaled 57,483 students.

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