



Board of Trustees
Advancement Committee Meeting
March 21, 2013
Live Oak Center

MINUTES

CALL TO ORDER

Trustee Rich Crotty, chair of the Advancement Committee, called the meeting to order at 9:08 a.m. in the Live Oak Center on the UCF Orlando campus. Committee members Alan Florez, Olga Calvet, Cortez Whatley, and Chair Michael Grindstaff were present. A quorum was confirmed. Board of Trustees member Ida Cook was present.

APPROVAL OF MINUTES

The minutes from the January 31, 2013, meeting were approved as submitted.

UNIVERSITY AND GOVERNMENT RELATIONS

Chair Crotty announced that Dan Holsenbeck, Vice President for University Relations, was returning from Tallahassee and would present his report in the afternoon.

ALUMNI, DEVELOPMENT, AND FOUNDATION

Robert Holmes, Vice President for Development and Alumni Relations, and Foundation Chief Executive Officer, reported the faculty and staff campaign effort raised \$1,496,612 with a 21 percent participation rate.

Holmes announced the KNIGHTS GIVE 50 campaign. KNIGHTS GIVE 50 was created to celebrate UCF's 50th anniversary. KNIGHTS GIVE 50 is a unique 50 hour campaign that provides an opportunity for people who care about UCF to show their support for the university. The goal of KNIGHTS GIVE 50 is to try a new approach that makes philanthropy accessible and easy for the UCF community. This will be a virtual event via computer, smartphone, and tablet. Emails, Facebook posts, and Twitter feeds will include a link directing donors to the campaign giving page. This will take place on June 11 and will continue for 50 hours.

Holmes announced that the Foundation board meeting will have a conference style format with UCF leadership and board members participating in sessions to discuss UCF's four strategic funding priority areas – students, faculty, programs, and facilities. This will help board members gain familiarity with needs of the university.

Holmes reported on the Johnson Scholarship Foundation Challenge project. This scholarship benefits students enrolled in the *DirectConnect* program. This project requires UCF and the Central Florida Consortium Schools (Brevard and Lake-Sumter Community Colleges, Seminole State and Valencia Colleges) to each raise funds to create an endowment housed at UCF for *DirectConnect* students with financial need. The Johnson Scholarship Foundation will contribute to these endowments according to the level of partner contributions.

Holmes presented the Foundation annual report. The report has been designed to place more focus on donors and the impact of philanthropy.

Holmes noted the recent article in *The Chronicle of Higher Education* which highlighted Judy and David Albertson's participation in the College of Medicine "Match Day" ceremony where medical students discover where they will do their residency training after they graduate in May.

Holmes presented a campaign update. Visits with members of the board of trustees, the Foundation board of directors, the Alumni board, and UCF leadership team are underway with Maribeth Ehasz, Scott Cole, and Rick Schell joining in visits to UCF's senior leadership

STRATEGY, MARKETING, COMMUNICATIONS, AND ADMISSIONS

Grant Heston, Associate Vice President for Communications and Public Affairs, reported that enrollment for the fall semester is on track. The Burnett Honors College has received 88 National Merit Scholars and 201 Provost Scholarship applications. Heston highlighted the 50th anniversary issue of the *Pegasus Magazine*. He also mentioned that the magazine will possibly be included as an insert in the Orlando Business Journal publication.

Heston reported that WUCF TV exceeded its March fundraising goal with a 10 percent increase over last year's efforts. Heston noted that Orlando is ranked the 19th media market in the country.

Heston reported that a welcome ceremony was held for WUCF TV's new executive director, Polly Anderson.

Heston reported that UCF hosted an asteroid watch party with over 800 people attending. This event was covered nationally by media all across the country with National Public Radio broadcasting live from the Pegasus ballroom.

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