



Board of Trustees  
**Advancement Committee Meeting**  
November 14, 2013  
Live Oak Center

**MINUTES**

**CALL TO ORDER**

Trustee Richard Crotty, chair of the Advancement Committee, called the meeting to order at 9:30 a.m. in the Live Oak Center on the UCF Orlando campus. Committee members Olga Calvet, Clarence Brown, and Melissa Westbrook were present. A quorum was confirmed. Trustees Marcos Marchena and Reid Oetjen were present.

**MINUTES**

The minutes from the September 26, 2013, meeting were approved as written.

**ADVANCEMENT COMMITTEE UPDATES**

University and Government Relations

Dan Holsenbeck, Vice President for University Relations, reported that no further information on the presentation of the budget was given at the last committee hearing in Tallahassee. He also reported that the president spoke at the Seminole County delegation meeting about UCF's priorities for the 2014 legislative session. The president will also be speaking at the Orange County and Central Florida delegation meetings.

Alumni, Development, and Foundation

Robert Holmes, Vice President for Development and Alumni Relations, shared a review of alumni events and milestones from UCF Homecoming Week 2013. He congratulated Trustee Marchena for being the recipient of the "Service to UCF" Award at the annual Black and Gold Gala. He also reported that the Foundation Board held its fall meeting on October 25. The meeting included a presentation on the results from the Alumni Engagement Survey and discussion of the campaign engagement of board members.

Strategy, Marketing, Communications, and Admissions

Al Harms, Vice President for Strategy, Marketing, Communications, and Admissions, reported fall enrollment was confirmed at 59,777. He also reported that fundraising for WUCF TV is on the rise. The committee requested a more detailed presentation to the full board of the current participation compared to the pro formas that were presented prior to the purchase of the station.

Chair Crotty thanked Michael Frumkin, dean of the College of Health and Public Affairs, for facilitating a session at a community-wide children's summit for which Trustee Crotty served as chair

of the planning committee.

Chair Crotty adjourned the meeting at 10:12 a.m.