



Board of Trustees  
**Advancement Committee Meeting**  
September 26, 2013  
Live Oak Center

**MINUTES**

**CALL TO ORDER**

Trustee Richard 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 Olga Calvet and Beverly Seay were present. A quorum was not confirmed at this time. Board of Trustees members Clarence Brown and Reid Oetjen were present.

Trustee Melissa Westbrook joined the meeting at 9:07 a.m., and Trustee Alan Florez joined the meeting at 9:45 a.m., at which point a quorum was confirmed.

**ALUMNI, DEVELOPMENT, AND FOUNDATION**

Robert Holmes, Vice President for Development and Alumni Relations, and Joyce Henckler, Foundation Chief Development Officer, gave a presentation to the committee regarding the Campaign for UCF.

The planning phase of the comprehensive campaign is completed, and the second phase of the campaign, also known as the “Nucleus Phase,” is underway. The second phase takes place over the course of two to three years. This is a time when top prospects are cultivated and solicited, and major gifts are secured from campaign-volunteer leadership.

The \$500 million campaign goal is currently divided into three categories: Annual Giving, Major Gift Commitments, and Planned Gifts. Endowment growth is a major focus of this campaign.

The total campaign giving reported to date is \$99,838,278 million. The next set of objectives in the nucleus phase includes completing solicitations of UCF affiliated boards and continuing to focus on top corporate prospects and top leadership-level individual prospects with capacity for million dollar gifts.

**UNIVERSITY AND GOVERNMENT RELATIONS**

Dan Holsenbeck, Vice President for University Relations, reported that he and the president travelled to Tallahassee where they heard the first overview of the revenue forecast that will be working through the legislature.

- Projected revenue growth through 2017-18 was reported at 4.8 percent with no cuts, unless they are discretionary.

- Projections for 2013-14 and 2014-15 include \$846 million in discretionary uncommitted funds.
- There are projections for significant declines in Bright Futures scholarships as a result of the increased standards for qualifying to receive awards.
- PECO Fund projections for 2016-17 are estimated at approximately \$216 million.

Holsenbeck also reported that UCF and USF were tied this year to receive performance-based funding budgeted at \$20 million, based on the criteria of cost-per-student to receive a degree, graduation rates, and average salary after graduation. An additional \$70 million has been requested in performance based funding from the legislature.

The Board of Governors recommendation to restore matching funds has been submitted to the legislature.

The outlook is positive for the medical school to receive the final year of implementation funding.

### **APPROVAL OF MINUTES**

A motion was made by Trustee Florez and seconded by Trustee Westbrook to approve the minutes of the May 23, 2013, Advancement Committee meeting. The motion passed unanimously.

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

Al Harms, Vice President for Strategy, Marketing, Communications, and Admissions, reported that the focus for admission at UCF is access, quality, and diversity.

#### Admissions

Harms reported that enrollment is approximately 60,000.

He noted that this year, UCF has 61 National Merit Scholars for a total of 247 enrolled National Merit Scholars. UCF also has 14 National Hispanic Achievement Scholars and four National Hispanic Scholars. UCF's average SAT for fall class was 1248, compared to the National Average of 1010 and State of Florida Average of 982. The average GPA was a 3.9

Harms also noted that UCF has a 40 percent minority student body.

Harms finally noted that the Top Ten Knights Program has been launched. Under this program, admission to UCF is guaranteed to the top 10 percent of graduating seniors who meet minimal standards.

#### Marketing

Although traffic to [www.ucf.edu](http://www.ucf.edu) has declined, (noted as a trend for such Websites), traffic to UCF's social media channels has exploded. UCF's Facebook page received 4.5 million visitors compared to 1.2 million visitors to the site last year.

*Pegasus Magazine* recently received recognition in a global competition for higher education publications, including being named "Most Improved Magazine" and "Best General Interest Magazine."

Since July, UCF has received more than 100 headline stories.

Chair Crotty complimented the president on the State of the University address, specifically noting the feature story on the UCF Medical School graduation.

#### OTHER COMMENTS

Dan Holsenbeck noted that although Vice President Biden's visit was canceled due to the events in Syria, his team called him to give praise to UCF's Facilities, Security, and Constituent Relations teams for the outstanding role they played in the preparation of the event.

Chair Crotty adjourned the meeting at 9:50 a.m.