



Board of Trustees
Advancement Committee Meeting
November 20, 2014
UCF FAIRWINDS Alumni Center

MINUTES

CALL TO ORDER

Trustee Richard Crotty, chair of the Advancement Committee, called the meeting to order at 9:44 a.m. in the UCF FAIRWINDS Alumni Center on the UCF Orlando campus. Board chair Olga Calvet and committee members Weston Bayes, Clarence Brown, Alex Martins, and Beverly Seay were present. A quorum was confirmed. Trustee Reid Oetjen was also present.

MINUTES

The minutes from the September 25, 2014, meeting were approved as written.

ADVANCEMENT COMMITTEE UPDATES

University and Government Relations

Dan Holsenbeck, Vice President for University Relations, reported that following the election, there are now eight UCF alumni members of the Florida House and Senate. Senator Andy Gardiner was appointed President of the Senate and Representative Steve Crisafulli was appointed Speaker of the House.

Holsenbeck and Dr. Hitt have started visiting with leaders of the House and Senate to discuss UCF priorities, including the downtown presence, completion of the partnership complex, and the Florida Advanced Manufacturing Research Center in Osceola County.

Holsenbeck encouraged all members of the board to attend the upcoming legislative delegation sessions.

Alumni, Development, and Foundation

Bob Holmes, Vice President for Alumni Relations and Development, reported that two of three sessions have been held with the college deans to enhance fundraising efforts and to advance strategic priorities of each college.

Representatives from the college relations team of the UCF Alumni Association gave a presentation about outreach and engagement programs within each college. The primary purpose of the college

relations program is to connect alumni back to their academic college, department, or program by offering meaningful opportunities for engagement.

Communications and Marketing

Grant Heston, Vice President for Communications and Marketing, reported on the major projects his division is supporting, including UCF Cares, the Florida Consortium, the University Innovation Alliance, the UCF Downtown Presence and the Faculty Hires initiative. Additionally, the 2014 UCF Took Kit that includes facts, figures, and points of pride about UCF is now available.

WUCF TV will be launching a campaign to continue growing support for local programming.

In light of the November shooting incident at Florida State, Heston made the board aware that UCF offered assistance to FSU personnel. He also reported that UCF's Emergency Alert system was tested on September 30, and the university is fully prepared to alert and inform students, faculty, and staff if an emergency situation were to arise.

Chair Crotty adjourned the meeting at 10:26 a.m.