



**Board of Trustees  
Advancement Committee  
Thursday, May 21, 2015  
11:00 a.m. – 12:00 p.m.  
FAIRWINDS ALUMNI CENTER  
Conference call 800-442-5794, passcode 463796**

**AGENDA**

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| <b>I. CALL TO ORDER</b>                  | Rich Crotty<br><i>Chair, Advancement Committee</i>   |
| <b>II. ROLL CALL</b>                     | Karen Monteleone<br><i>Associate Director, Board Relations</i>                                       |
| <b>III. APPROVAL OF MINUTES</b>          | Chair Crotty   |
| <b>IV. ADVANCEMENT COMMITTEE UPDATES</b> |  |
| • Communications and Marketing           | Grant Heston<br><i>Vice President for Communications and Marketing</i>                               |
| • University and Government Relations    | Dan Holsenbeck<br><i>Vice President for University Relations</i>                                     |
| • Alumni, Development, and Foundation    | Bob Holmes<br><i>Vice President for Alumni Relations and<br/>Development and CEO, UCF Foundation</i> |
| <b>V. CLOSING COMMENTS</b>               |  |



Board of Trustees  
**Advancement Committee Meeting**  
March 26, 2015  
UCF FAIRWINDS Alumni Center

**MINUTES**

**CALL TO ORDER**

Trustee Richard Crotty, chair of the Advancement Committee, called the meeting to order at 10:15 a.m. in the UCF FAIRWINDS Alumni Center on the UCF Orlando campus. Board chair Olga Calvet and committee members Weston Bayes, Clarence Brown, Alan Florez, Alex Martins, and Beverly Seay were present. A quorum was confirmed. Trustee Reid Oetjen was also present.

**MINUTES**

The minutes from the January 29, 2015, meeting were approved as written.

**ADVANCEMENT COMMITTEE UPDATES**

University and Government Relations

Dan Holsenbeck, Vice President for University Relations, reported on current legislative events relative to UCF areas of interest. Both the Florida House and Senate have proposed budgets for 2015 operations. All of UCF's major priorities have been addressed in one budget or the other, and the budget will be settled in the conference process later in the legislative session.

Alumni, Development, and Foundation

Bob Holmes, Vice President for Alumni Relations and Development, reported that the Foundation has a number of significant gifts on the horizon approaching the mid-point of the comprehensive campaign on June 30, 2015. Holmes also noted that alumni donors in this campaign already exceeded the total number of alumni donors from the university's first campaign.

On March 20, the Foundation hosted a joint workshop session with its board, joined by members of the UCF Board of Trustees. The topic of discussion was the boards' role in fundraising. Trustee Brown and Trustee Seay shared comments on the effectiveness of the workshop.

Additionally, the Foundation just completed the *Believe* Faculty and Staff Campaign that raised more than \$1 million with 1,544 faculty and staff donors.

Communications and Marketing

Grant Heston, Vice President for Communications and Marketing, showed a video produced in collaboration with Microsoft that highlights the Limbitless team of UCF College of Engineering and Computer Science students and its creation of a bionic arm for a young boy. The video has gone viral, and the story continues to gain national attention.

Chair Crotty adjourned the meeting at 11:07 a.m.