



Board of Trustees
Advancement Committee Meeting
March 24, 2016
UCF FAIRWINDS Alumni Center

MINUTES

CALL TO ORDER

Trustee Clarence Brown, chair of the Advancement Committee, called the meeting to order at 9:32 a.m. in the UCF FAIRWINDS Alumni Center on the UCF Orlando campus. Chairman Marcos Marchena and committee members Clarence Brown, Kenneth Bradley and Cait Zona were present. Trustees Keith Koons was also present. A quorum was confirmed.

MINUTES

The minutes from the January 28, 2016, meeting were approved as written.

ADVANCEMENT COMMITTEE UPDATES

Communications and Marketing

Grant Heston, Vice President for Communications and Marketing, provided several examples of how UCF's brand is strengthening both locally and nationally, including the impact and reach of *Pegasus* Magazine, WUCFTV, and many other initiatives that are part of the division's goal, which is to create brands that affect outcomes.

Heston also gave a brief presentation on the "Think 30" campaign, a partnership with Student Development and Enrollment Services to encourage students to take 30 credit hours per year. Dr. Maribeth Ehasz commented on the difference this campaign has made, not only in terms of the number of credit hours students are taking, but that they are also seeing an increase in students who are meeting the registration deadline.

University and Government Relations

Dr. Dan Holsenbeck, Senior Vice President for University Relations, reported that Senator Joe Negron has requested a campus visit. Senator Negron is President-Elect of the Florida Senate and has stated his interest in supporting Florida's universities.

Adam Putnam, Florida's Commissioner of Agriculture, has also requested a visit to the Central Florida Research Park to see the simulation and training activities taking place.

Holsenbeck also commented on the strength of UCF's brand, as he has received a number of campus visit requests from senior government officials, whose children and grandchildren are considering attending UCF.

Alumni, Development, and Foundation

Mike Morsberger, Vice President for Alumni Relations and Development, began his report by sharing an update on the IGNITE campaign for UCF. He and his team are working towards aggressive fundraising targets to end this fiscal year, in addition to exceeding the halfway mark of the campaign goal by the public launch date of September 16, 2016. Priorities and goals for the various colleges and units have been recalibrated with the deans and will align with the organizing principles that have been identified for the campaign. Those principles include the Student Experience, the Academic Enterprise, and Special Opportunities.

Morsberger noted that he accompanied Albert Manero of the Limbitless team to a world leaders summit in Dubai, where Albert gave an inspiring talk and demonstration of the robotic arms. His presentation was well-received and is an example of UCF being on a world stage.

Morsberger announced a new model for the Alumni Association, as well as a name change, it will now be known as "Alumni Engagement and Annual Giving." The goal of this new integrated model is to underscore the goal of creating a culture of philanthropy at UCF. Julie Stroh, Senior Associate Vice President for Alumni Engagement and Annual Giving, presented the department's new strategy.

Chair Brown adjourned the meeting at 10:19 a.m.