



**Board of Trustees
Advancement Committee
May 31, 2016
8:30 – 9:15 a.m.
UCF FAIRWINDS Alumni Center
Conference call 800-442-5794, passcode 463796**

AGENDA

- I. CALL TO ORDER** Clarence Brown
Chair, Advancement Committee
- II. ROLL CALL** Lauren Sylvester
Assistant Director, Board Relations
- III. MEETING MINUTES** Chair Brown
- [Approval of the March 24, 2016, Advancement Committee meeting minutes](#)
- IV. NEW BUSINESS**
- Communications and Marketing
Keri Anne DeMott Part I (INFO-1) Grant Heston
Vice President for Communications and Marketing
 - University and Government Relations Dan Holsenbeck
Senior Vice President for University Relations
 - Alumni, Development, and Foundation
Fiscal Year Summary (INFO-2) Mike Morsberger
*Vice President for Alumni Relations and
Development and CEO, UCF Foundation*
- V. OLD BUSINESS**
- VI. CLOSING COMMENTS**



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.

ITEM: INFO-1

ADVANCEMENT COMMITTEE
University of Central Florida

SUBJECT: Fiscal Year Summary

DATE: May 31, 2016

For information only.

Supporting documentation: Attachment A: Fiscal Year Summary

Prepared by: UCF Advancement

Submitted by: Michael Morsberger, Vice President for Alumni Relations and
Development and CEO, UCF Foundation

YEAR IN REVIEW



**MIKE MORSBERGER
BOARD OF TRUSTEES PRESENTATION
MAY 31, 2016**

YEAR IN REVIEW



GOAL #1

Create an advancement team knowledgeable of best practices and committed to the forward progress of UCF

YEAR IN REVIEW

Hire a top alumni relations AVP and development AVPs

Decide on best model to decrease cost-per-dollar raised

Bring together alumni relations and development as one team, accountable for an integrated, shared vision



UCF Advancement



YEAR IN REVIEW

GOAL #2

Begin to build a culture of philanthropy with a focus on principal gifts

YEAR IN REVIEW

Hire AVP for Principal Gifts

Solicit \$100M in principal gifts by campaign launch in
Fall 2016

Identify list of top 50 principal gift prospects for UCF.
Craft individual strategies for each and complete next
move in gift cycle by June 30, 2016

Continue to analyze potential prospect pool
and build a model for growing the major gifts
pipeline

YEAR IN REVIEW



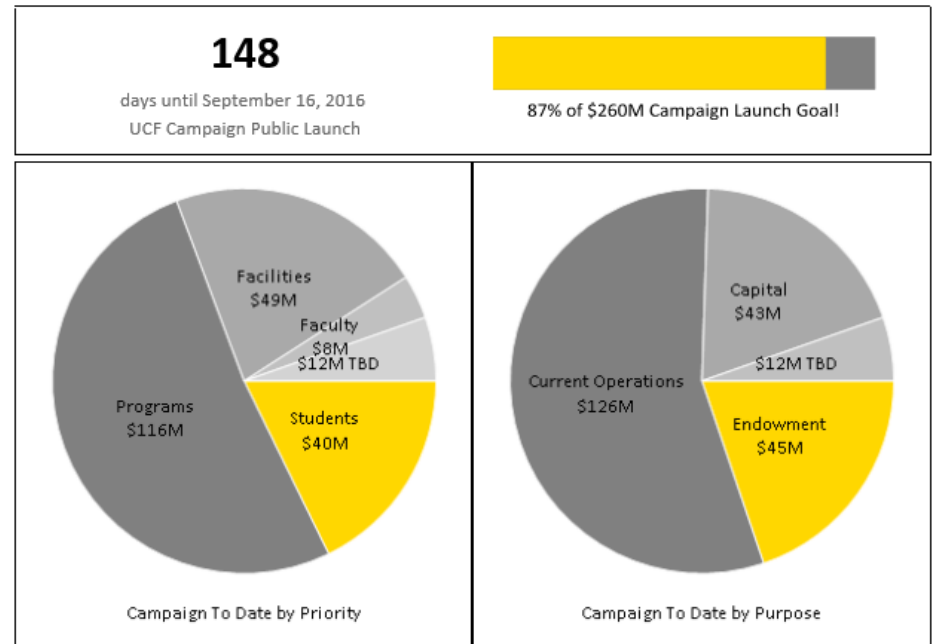
GOAL #3

Campaign Launch

YEAR IN REVIEW

Conceptualize, plan and execute **multi-day campaign launch** in fall 2016

Drive fundraising results to ensure that UCF has **raised at least \$260 million** by the campaign launch



YEAR IN REVIEW

Work with senior leadership across the campus to **identify themes that encompass the ambition and goals of UCF**

Establish **individual goals and philanthropic priorities** for each college or unit



NEXT STEPS

Engage various volunteers in the launch and their role in the campaign

Engage VPs and deans in the launch and their role in the campaign

Produce **campaign case statement** and related materials, and complete communications plan



YEAR IN REVIEW



GOAL #4

Commit to transparency of
expectations and accountability for
staff

YEAR IN REVIEW



GOAL #5

Improve stewardship and
processes

EMERGENT PRIORITIES

UCF Downtown

Strategic Planning

Staffing Transitions

Cross Unit Collaboration

**Focus on Processes and Data
Accuracy**

ON MY MIND

Institute mandatory stewardship for prospects
at the \$50,000 level

Analyze systemic issues and develop strategies
for underutilized endowments, including the
enhancement of impact reporting to donors

Address internal credit issues between
development and research foundation

ON THE HORIZON

VOLUNTEER LEADERSHIP SUMMIT – JUNE 10

ALL STAFF RETREAT – JUNE 27





THANK YOU

