



**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

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For information only.

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**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

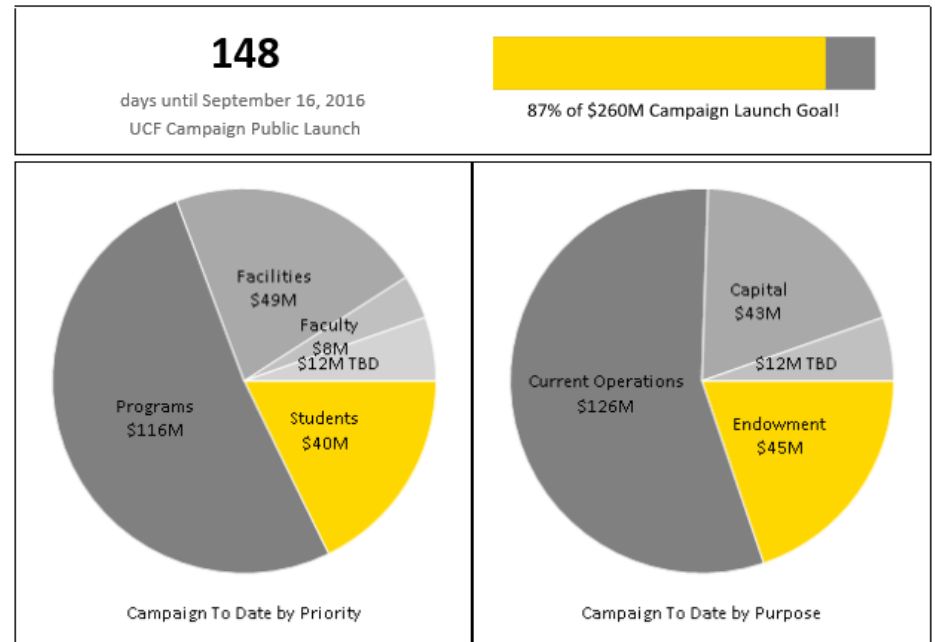


## GOAL #3 Campaign Launch

# 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

