



**Board of Trustees  
Advancement Committee  
July 28, 2016  
9:30 – 10:15 a.m.  
Live Oak Event Center  
Conference call 800-442-5794, passcode 463796**

**AGENDA**

- I. CALL TO ORDER** Clarence Brown  
*Chair, Advancement Committee*
- II. ROLL CALL** Karen Monteleone  
*Director, Board Relations*
- III. MEETING MINUTES** Chair Brown
- [Approval of the May 31, 2016, Advancement Committee meeting minutes](#)
- IV. NEW BUSINESS**
- Communications and Marketing Social Media Overview ([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 Review of Fiscal Year 2015-2016 and IGNITE Campaign Progress ([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**  
May 31, 2016  
UCF *FAIRWINDS* Alumni Center

**MINUTES**

**CALL TO ORDER**

Trustee Clarence Brown, chair of the Advancement Committee, called the meeting to order at 9:31 a.m. in the UCF *FAIRWINDS* Alumni Center on the UCF Orlando campus. Committee members Clarence Brown, Kenneth Bradley, Joseph Conte, and Christopher Clemente were present. Committee member Alex Martins attended via conference call. University President, John C. Hitt, was also present. A quorum was confirmed.

**MINUTES**

The minutes from the March 24, 2016, meeting were approved as written.

**ADVANCEMENT COMMITTEE UPDATES**

Communications and Marketing

Grant Heston, Vice President for Communications and Marketing, began his report by introducing the new Executive Director for WUCF TV, Phil Hoffman. Heston provided several updates regarding activities in the area of WUCF TV. Heston thanked Rita Echeverria for her efforts during her term as WUCF TV's Interim Executive Director.

Heston provided an update of how UCF's brand is strengthening through social media platforms, specifically Facebook. Heston detailed UCF's reach through Facebook nationally and internationally, and discussed the primary demographic of UCF's social media followers.

Heston also gave a brief presentation on the DUI awareness videos that are being produced in response to the death in late 2015 of UCF Student, Keri Anne DeMott. He noted that this initiative originated from the efforts of Ms. DeMott's father, Bill DeMott, and Officer Frank Imparato, a member of the UCF Police Department. The primary message of this campaign is to educate the community about the dangers of drunk driving. Heston introduced Officer Imparato and applauded his effort on this initiative.

### University and Government Relations

Dr. Dan Holsenbeck, Senior Vice President for University Relations, reported that the Florida Board of Governors will be meeting at UCF in June for the annual budget meeting.

Andy Gardiner, current President of the Florida Senate, was on campus recently visiting with Dr. Pamela Carrol, Dean of the College of Education and Human performance.

Holsenbeck provided the committee with an overview regarding the policies and regulations for lobbying on behalf of a state university.

Holsenbeck noted that the International Consortium for Advanced Manufacturing Research (ICAMR) recently approved three new projects related to smart-sensor technology.

### Alumni, Development, and Foundation

Mike Morsberger, Vice President for Alumni Relations and Development, provided a one-year review of his first year as CEO of the UCF Foundation. He began his report by outlining the five goals he set for his team upon his arrival in June of 2015.

Morsberger outlined the goal planning process for UCF's collegiate units in relation to *IGNITE*: The Campaign for UCF. Additionally, he provided the committee with important dates including the Volunteer Leadership Summit, June 10, 2016, and the public launch of *IGNITE* on September 16, 2016.

Morsberger noted UCF Advancement's commitment to continued cultivation, solicitation, and stewardship of gifts for UCF. A large investment in a new donor database platform, CRM, has been made to ensure that donor intent is achieved and that proper donor stewardship occurs.

Chair Brown adjourned the meeting at 9:05 a.m.

**ITEM: INFO-1**

**ADVANCEMENT COMMITTEE**  
University of Central Florida

**SUBJECT:** Social Media Overview

**DATE:** July 28, 2016

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For information only.

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**Supporting documentation:** Presentation to be shown at Advancement Committee Meeting

**Prepared by:** UCF Advancement

**Submitted by:** Grant Heston, Vice President for Communications and Marketing

**ITEM: INFO-2**

**ADVANCEMENT COMMITTEE**  
University of Central Florida

**SUBJECT:** Review of Fiscal Year 2015-2016 and IGNITE Campaign Progress

**DATE:** July 28, 2016

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For information only.

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**Supporting documentation:** Attachment A

**Prepared by:** UCF Advancement

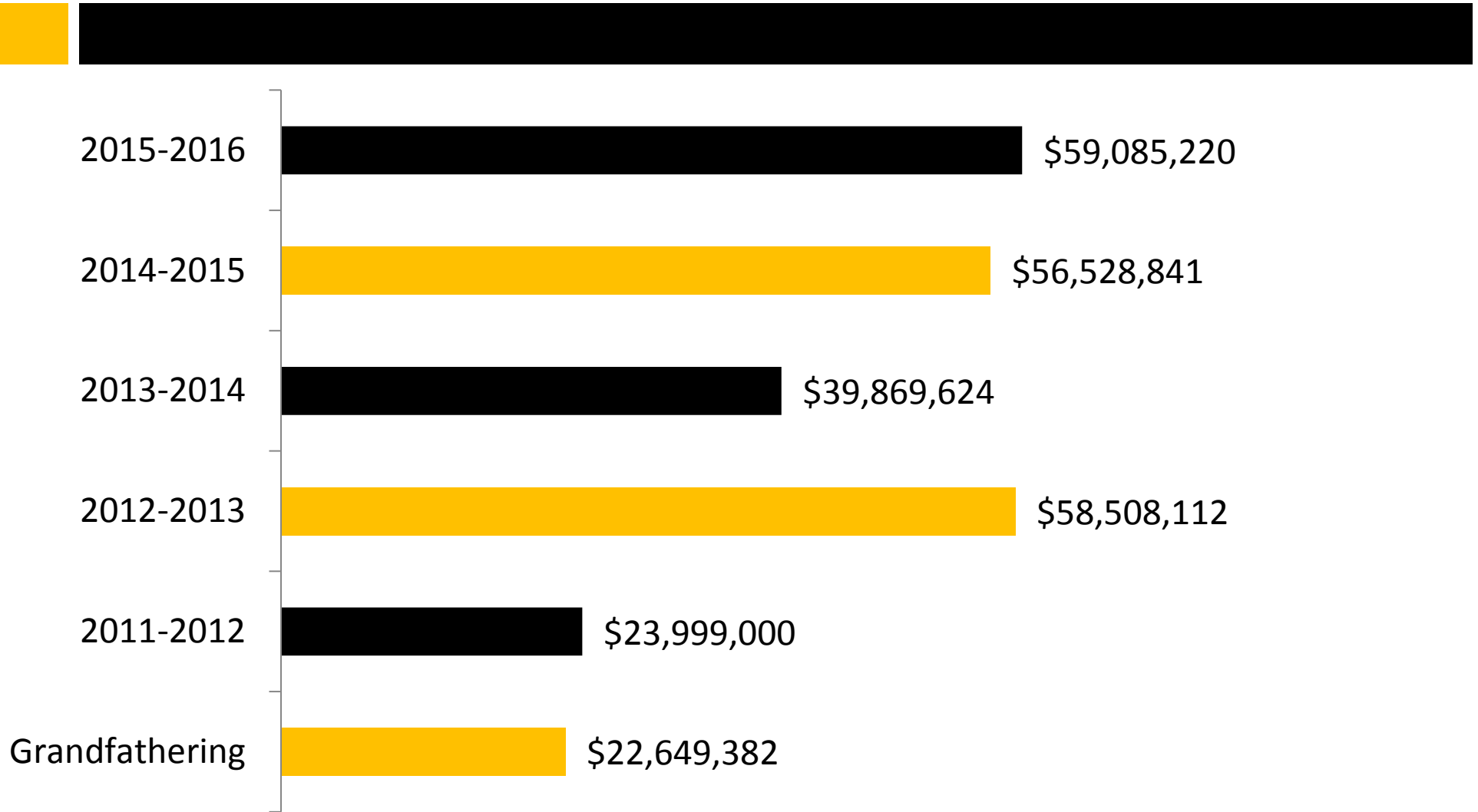
**Submitted by:** Michael Morsberger, Vice President for Alumni Relations and  
Development and CEO, UCF Foundation

# UCF Advancement

## *Review of Fiscal Year 2016 and **IGNITE** Campaign Progress*

*Data as of 7/18/2016*

# Total Attainment



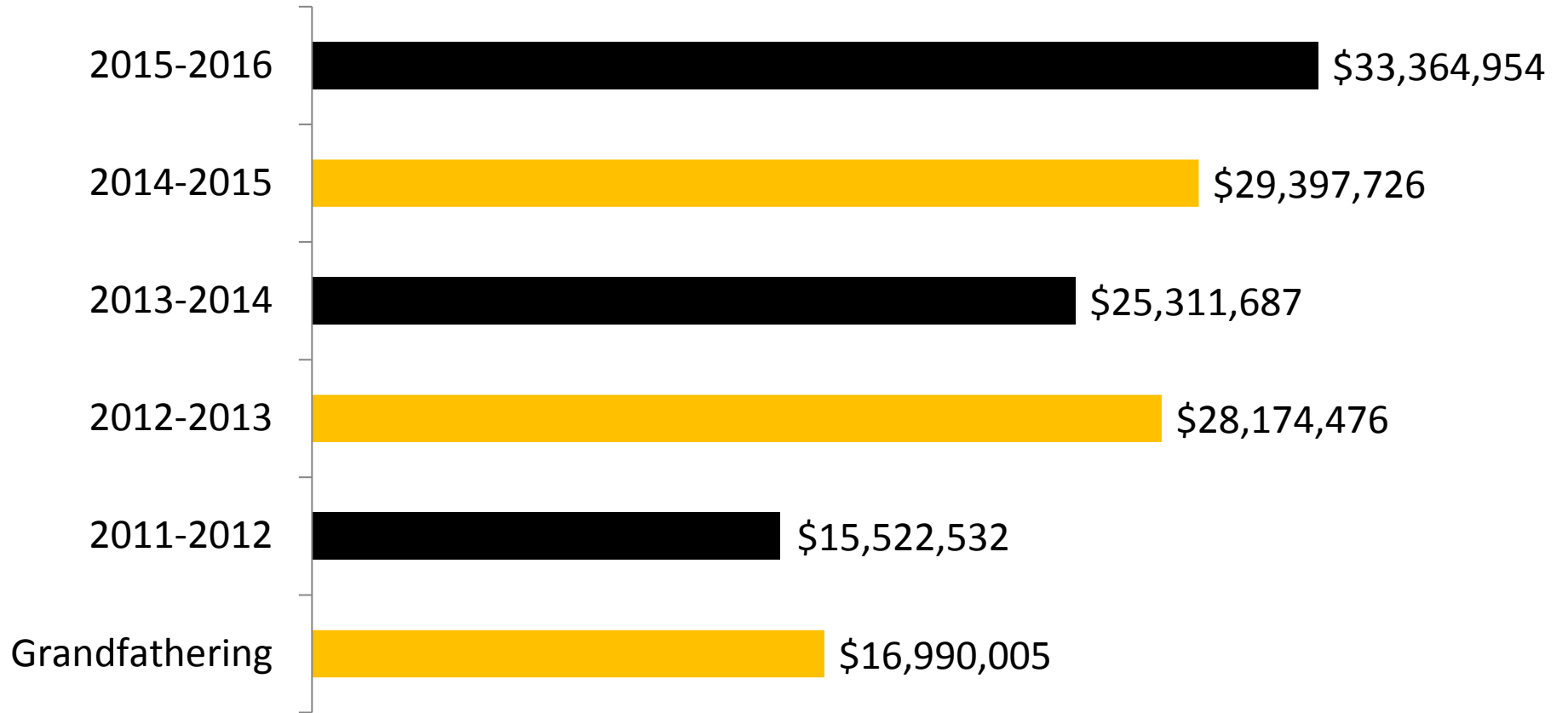
# Gifts by the Numbers



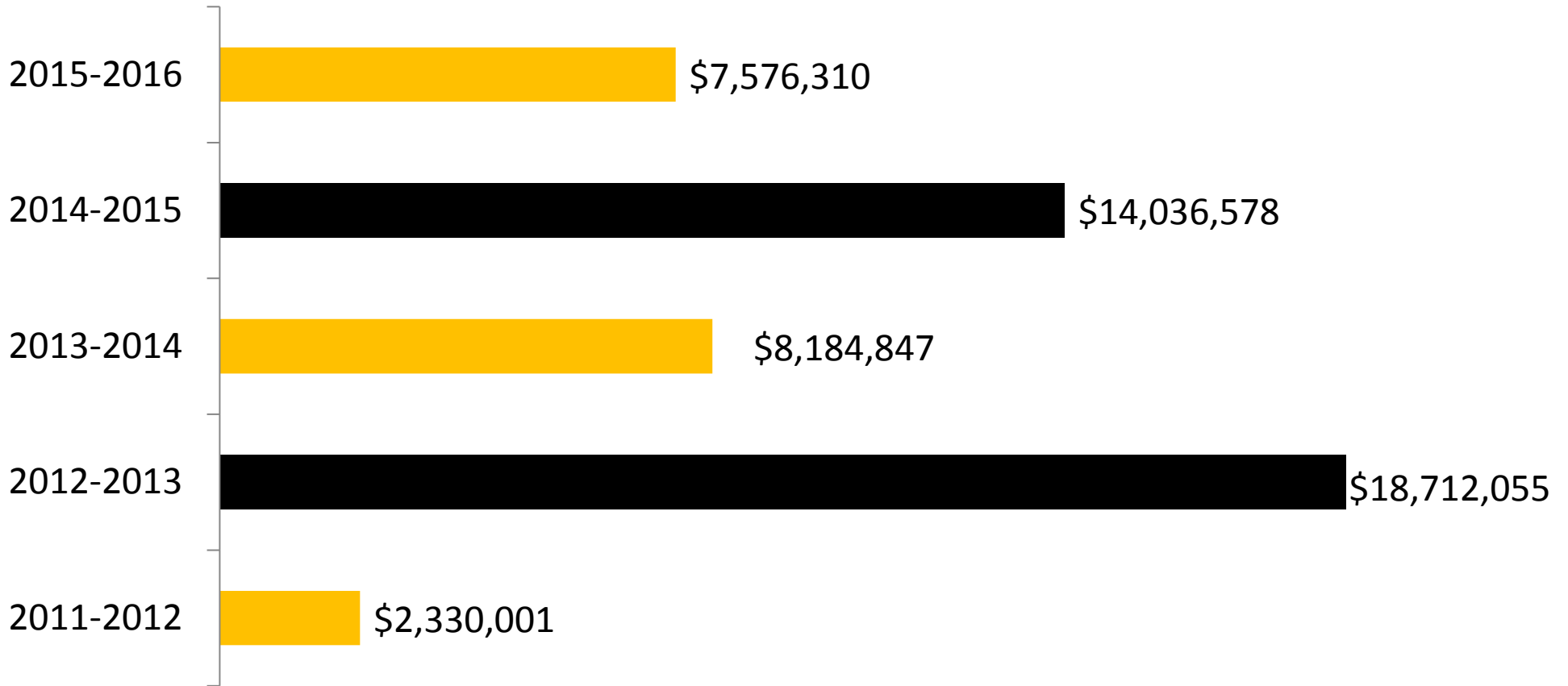
- **Number of gifts processed** between July 1, 2015, and June 30, 2016: **48,556**
- **Largest gift received** in 2015-2016: **\$7,500,000**
- **Average gift amount** for 2015-2016: **\$1,911.87**



# Cash



# Planned Gifts



# Alumni Giving



Number of alumni who have  
never given a gift to UCF:

**154,635**

**59%** of the UCF alumni population

# Alumni Giving

**UCF is at the forefront**  
OF AN "INSURGENCY IN HIGHER EDUCATION," SAYS THE WASHINGTON POST, CREATING OPPORTUNITY ON A GRAND SCALE. TOGETHER, WE CAN CHANGE THE LIVES OF GENERATIONS OF PROMISING STUDENTS—AND THE FUTURE OF OUR REGION AND OUR WORLD.

**UCF is on the rise**  
AND YOUR SUPPORT CAN HELP FUEL OUR ASCENT. INVEST IN OUR VISION OF OPPORTUNITY AND EXCELLENCE TODAY WITH A GIFT TO THE UCF FUND.

**on the rise**  
THE UNIVERSITY OF CENTRAL FLORIDA

*The* **UCF Fund**  
UCF FOUNDATION HOME

**STRONGER, GREENER, BETTER**

UCF is a leader in creating a greener college campus. In 2007, Dr. Hitt committed to making UCF climate neutral — reducing our carbon footprint and offsetting carbon emissions — by the year 2050.

Since that time, we have made great progress. We design our buildings more efficiently, have an on-campus power generator and chilled water cooler, employ the latest energy-saving technologies, use cleaner energy and conserve our natural resources. As a result, our existing buildings use 38 percent less energy than when we started.

**UCF Foundation, Inc.**

UCF Alumni, Faculty, Staff and Friends,

This past Sunday afternoon, a fire destroyed 24 units in buildings 5 and 6 of the Tivoli Apartments near the UCF campus. A total of about 75 residents lost their homes, including some 25 UCF students. Most escaped with little more than the clothes they were wearing when the alarms sounded. The cause of the fire remains undetermined, but it is believed to be accidental.

All students now have temporary housing, but most also urgently need food, clothing, housewares and more. The Knights Helping Knights Pantry has taken the lead in gathering and distributing donations of food and goods.

In the coming weeks and months, many students also will need to replace computers, textbooks and other study aids and materials. Those who did not have renter's insurance face the prospect of having to do so out of their own pockets. Even those who were insured will need to come up with their deductibles.

If you would like to help these Knights get back on their feet and on with their education, please consider making an online gift. Knights Helping Knights has also been designated to receive and distribute these donations.

Thank you for your generosity. And Charge On!

*Mike Morsberger*  
Vice President for Alumni Relations and Development  
CEO, UCF Foundation, Inc.

**GIVE NOW**



**IGNITE**  
THE CAMPAIGN FOR UCF

## Goals and Progress

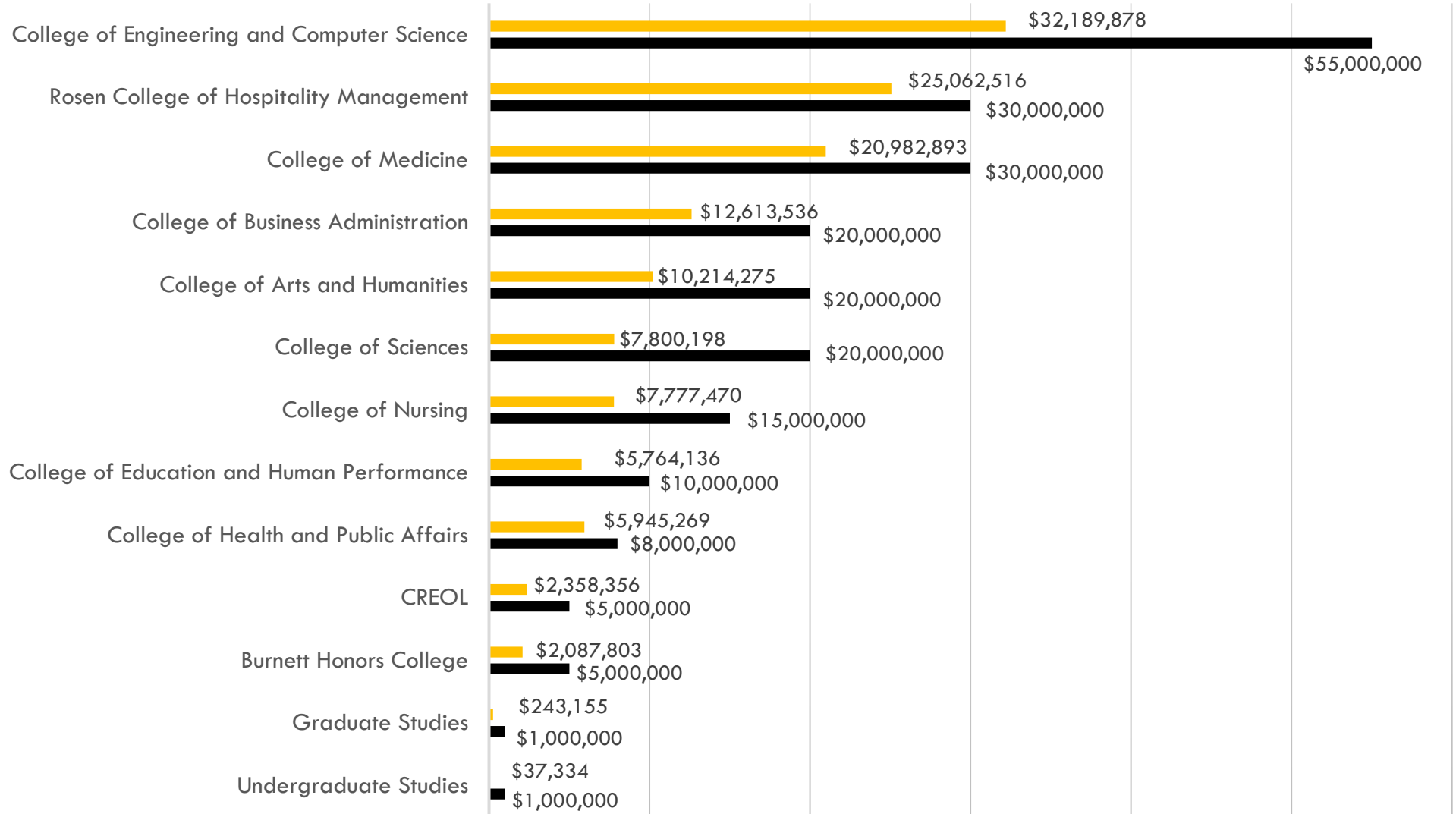
# College-based Campaign Goals (FY12-19)

College	Campaign Goal
College of Engineering and Computer Science	\$ 55,000,000.00
Rosen College of Hospitality Management	\$ 30,000,000.00
College of Medicine	\$ 30,000,000.00
College of Business Administration	\$ 20,000,000.00
College of Arts and Humanities	\$ 20,000,000.00
College of Sciences	\$ 20,000,000.00
College of Nursing	\$ 15,000,000.00
College of Education and Human Performance	\$ 10,000,000.00
College of Health and Public Affairs	\$ 8,000,000.00
CREOL	\$ 5,000,000.00
Burnett Honors College	\$ 5,000,000.00
Graduate Studies	\$ 1,000,000.00
Undergraduate Studies	\$ 1,000,000.00
<b>Total College-based Campaign Goal</b>	<b>\$ 220,000,000.00</b>

\* These goals still reflect a doubling of College-based giving over the next 3+ years.

\* These goals reflect approximately half of the campaign total.

# College-based Progress to Date



# Other Fundraising Goals

<b>Student Development and Enrollment Services (SDES)</b>	<b>\$55M</b>
<b>Athletics</b>	<b>\$55M</b>
<b>Special Opportunities *</b>	<b>\$120M</b>
<b>Other **</b>	<b>\$50M</b>
<b>TOTAL</b>	<b>\$280M</b>
<b>College-based Goals</b>	<b>\$220M</b>
<b>CAMPAIGN TOTAL</b>	<b>\$500M</b>

*\*University-wide and cross-disciplinary initiatives and developing priorities*

*\*\* Unrestricted, unplanned, unforeseen gifts*

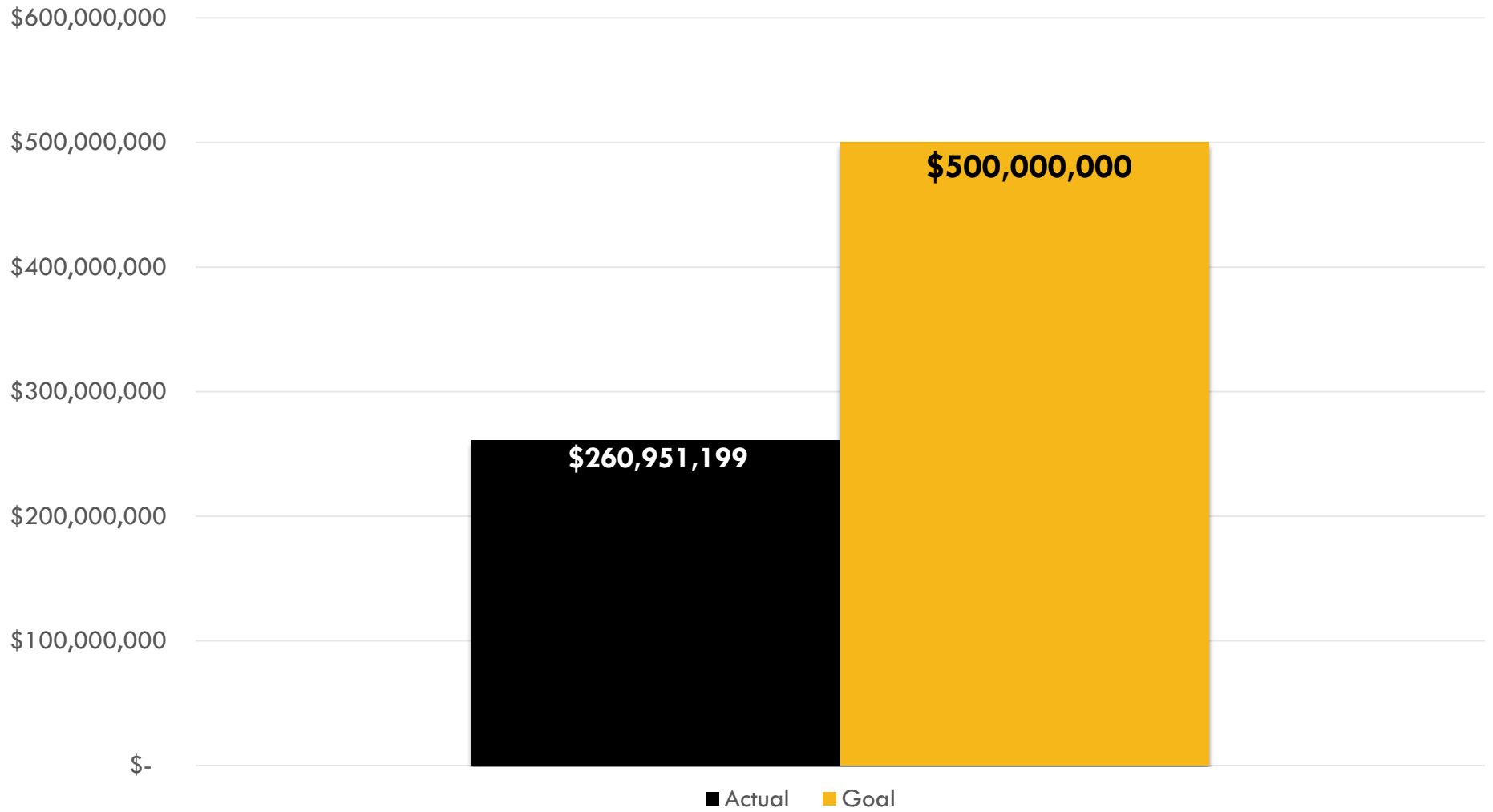


# Special Opportunities



- **UCF Downtown**
- **Athletics Facilities**
- **Military and Veterans**
- **Performing Arts Center**
- **Coastal Recovery Center**

# Progress Toward Goal



# Countdown to Launch

050:00:00

Days                      Hours                      Minutes

**IGNITE**  
THE CAMPAIGN FOR UCF

**CAMPAIGN LAUNCH**  
COUNTDOWN TO **9.16.16**

# Call to Action



- Be extensions of the Advancement Office
- Think about people and organizations with whom you have influence
- Be prepared to share feedback on top donor lists
- Help develop engagement strategies for individuals and organizations