



Board of Trustees
Advancement Committee Meeting
July 28, 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 Live Oak Center on the UCF Orlando campus. Committee members Clarence Brown, Kenneth Bradley, Joseph Conte, and Christopher Clemente were present. Trustee David Walsh was also present. A quorum was confirmed.

MINUTES

The minutes from the May 31, 2016, meeting were approved as written.

ADVANCEMENT COMMITTEE UPDATES

Communications and Marketing

Grant Heston, Vice President for Communications and Marketing, shared an overview of UCF's social media strategy and its impact on engaging students, alumni, and the community.

Heston also announced that a new UCF license plate will be available through the Department of Motor Vehicles. This is the first new design in 29 years, and the hope is that the new look will significantly increase the number of plates purchased. All license plate revenue comes back to the university to benefit students.

University and Government Relations

Dr. Dan Holsenbeck, Senior Vice President for University Relations, reported that his team is currently working with the university's general counsel to develop appropriation agreements for the distributions and funds that were approved in this year's budget.

Holsenbeck noted that many legislative campaigns are underway and reminded the board that UCF remains neutral in all campaign activity. He introduced Greg Schuckman, Assistant Vice President for University Relations and Director of Federal Relations, who lobbies on behalf of UCF in Washington, D.C., and also works on coalitions with other universities on higher-education issues.

Alumni, Development, and Foundation

Mike Morsberger, Vice President for Alumni Relations and Development, presented a review of fiscal year 2016 and an update on the IGNITE campaign for UCF. The campaign has eclipsed the halfway mark in fundraising toward the \$500 million dollar goal, and the public launch is set for September 16.

Chair Brown adjourned the meeting at 10:24 a.m.