



**Board of Trustees  
Advancement Committee Meeting  
September 15, 2016  
9:30 – 10:15 a.m.  
UCF FAIRWINDS Alumni Center  
Conference call 800-442-5794, passcode 463796**

**AGENDA**

- |   |   |
|---|---|
| <b>I. CALL TO ORDER</b>   | Clarence Brown<br>Chair, Advancement Committee  |
| <b>II. ROLL CALL</b>  | Karen Monteleone<br>Director, Board Relations   |
| <b>III. MEETING MINUTES</b>   | Chair Brown   |
| <ul style="list-style-type: none"><li>• <a href="#">Approval of the July 28, 2016, Advancement Committee meeting minutes</a></li></ul>  |   |
| <b>IV. NEW BUSINESS</b>   |   |
| <ul style="list-style-type: none"><li>• Alumni, Development, and Foundation<ul style="list-style-type: none"><li>- Naming of the William E. and Mary Jo David Recreation Area at Lake Claire (<a href="#">ADVC-1</a>)</li><li>- <a href="#">IGNITE Campaign Rollout Tour (INFO-1)</a></li></ul></li><li>• University and Government Relations</li><li>• Communications and Marketing<ul style="list-style-type: none"><li>- <a href="#">WUCF TV American Graduate Story (INFO-2)</a></li><li>- <a href="#">UCF 30-second promotional video (INFO-3)</a></li></ul></li></ul> | <ul style="list-style-type: none"><li>Mike Morsberger<br/>Vice President for Alumni Relations and Development and CEO, UCF Foundation</li><li>Julie C. Stroh<br/>Senior Associate Vice President for Alumni Engagement and Annual Giving</li><li>Dan Holsenbeck<br/>Senior Vice President for University Relations</li><li>Grant Heston<br/>Vice President for Communications and Marketing</li></ul> |

**V. OTHER BUSINESS**

- Advancemet Committee Charter Review ([INFO-4](#)) Chair Brown

**VI. CLOSING COMMENTS**



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.

**ITEM: ADVC-1**

**University of Central Florida  
Board of Trustees**

**SUBJECT:** Naming of the William E. and Mary Jo Davis Recreation Area at Lake Claire

**DATE:** September 15, 2016

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**PROPOSED BOARD ACTION**

Approve naming Lake Claire Recreation area the William E. and Mary Jo Davis Recreation Area at Lake Claire. The naming is requested in recognition of William and Mary Jo Davis contributions to the University of Central Florida, as one of the original founders of the university.

**BACKGROUND INFORMATION**

On June 10, 1963, state leaders designated a new university for Central Florida. Supporters of a state university for Central Florida, were William and Mary Jo Davis and 88 other Orlando community leaders who pledged nearly \$1 million of their own cash, securities, and promissory notes to secure the site for the new university. William and Mary Jo made a special contribution by financing a land exchange that was key to acquiring essential property and the right-of-way for the campus.

Both Davises served on the UCF Foundation's Board of Directors. In 1982, Mary Jo Davis was presented with a Doctor of Public Service honorary degree.

The Davis family has made a charitable gift of \$150,000 to establish multiple endowed funds at UCF to benefit the College of Business Administration and the College of Medicine. An endowment has also been established in support of the Recreation and Wellness program for the Lake Claire Recreation Area.

In recognition of William and Mary Jo Davis contributions to the University of Central Florida and as founders of the university, the university will name the Lake Claire Recreational Area in honor of William and Mary Jo Davis. The new name for the area will be the *William E. and Mary Jo Davis Recreation Area at Lake Claire*.

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**Supporting documentation:** Attachment A: Excerpt from the Florida Board of Governor's Naming of Buildings and Facilities

**Prepared by:** Margaret Jarrell-Cole, Legal Counsel, UCF Foundation

**Submitted by:** Michael J. Morsberger, Vice President for Alumni Relations and Development and Chief Executive Officer of the UCF Foundation, Inc.

### **9.005 Naming of Buildings and Facilities**

The naming of any building, road, bridge, park, recreational complex, other similar facility or educational site, as defined in Board regulation 8.009, (collectively referred to as a "University Facility") of a state university for individuals or groups who have made significant contributions to the university or the state of Florida is the prerogative and privilege of the State University System of Florida and is vested in the Board of Governors. The Board of Governors hereby delegates such approval authority to each university board of trustees provided that the board of trustees establishes procedures for the naming of such University Facilities to include the following elements:

- (a) The naming of any University Facility must be approved by the board of trustees as a noticed, non-consent agenda item.
  
- (b) Non-gift related honorary naming of a University Facility should be reserved for individuals who have made significant contributions to the university or to the state of Florida or to the fields of education, government, science or human betterment and who are of recognized accomplishment and character. Honorary naming of a University Facility is not allowed for any active board member or employee of the Board of Governors or any active employee, student, or trustee of the university.
  
- (c) Gift-related naming of a University Facility requires a donation which makes a significant contribution to the cost of the University Facility, or for an existing facility, significant improvements, both as established by the board of trustees' policy. The limitations set forth in paragraph (b) are not applicable to gift-related naming of a University Facility.

Authority: Section 7 (d), Art. IX, Fla. Const., History-Formerly 6C-9.005, 11-3-72, Amended 12-17-74, 8-11-85, Amended and Renumbered as 9.005, 3-27-08. Amended 11-21-13.

**ITEM: INFO-1**

**University of Central Florida  
Board of Trustees  
Advancement Committee**

**SUBJECT:** IGNITE Campaign Rollout Tour

**DATE:** September 15, 2016

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**PROPOSED COMMITTEE ACTION**

For presentation at meeting.

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**Supporting documentation:** Attachment A

**Prepared by:** UCF Advancement

**Submitted by:** Julie C. Stroh, Senior Associate Vice President for Alumni Engagement and Annual Giving



# Campaign Rollout Strategy



**September 15, 2016**

# Integration of Collective Impact Strategic Plan

- Increase alumni participation from 8,000 to 16,000
- Increase alumni annual donors from 15,000 to 30,000
- Increase endowed chairs from 64 to 80
- Build the Foundation endowment to \$175 million
- Successfully complete \$500 million campaign
- Increase \$500,000+ donors from 16 to 30+
- Lower the cost to raise a dollar from \$.33 to \$.20

# Parallel Strategy for Campaign Rollout

- Increase alumni participation from 8,000 to 16,000
- Increase alumni annual donors from 15,000 to 30,000
- Major gifts strategy toward the *IGNITE* Campaign goal of \$500 million

# Houston – October 28, 2016

- Hilton University of Houston
  - Black and Gold Business Casual
- College of Sciences Pre-Reception 5–6 p.m.
- *IGNITE* Campaign Reception 6–8 p.m.
  - Nelson Marchioli, '72, Chair, UCF Foundation Board of Directors
  - John C. Hitt, President, UCF
  - Julie C. Stroh, Senior Associate Vice President, UCF Advancement
- UCF Football at Houston Saturday, October 29, 2016
  - Game time to be announced

# Orlando – November 9, 2016

- Downtown Orlando Venue
- *IGNITE* Campaign Reception from 6–8 p.m.
  - ▣ Sara Bernard, '00, Chair, UCF Alumni Board of Directors
  - ▣ John C. Hitt, President, UCF
  - ▣ A. Dale Whittaker, Provost and Executive Vice President, UCF
  - ▣ Mike Morsberger, CEO, UCF Foundation
  - ▣ Julie C. Stroh, Senior Associate Vice President, UCF Advancement
- Target market will be unassigned prospects in central Florida

# UCF Faculty and Staff – December 1, 2016

- UCF Student Union, Pegasus Ballroom
- *IGNITE* Campaign Breakfast from 8–10 a.m.
  - ▣ John C. Hitt, President, UCF
  - ▣ A. Dale Whittaker, Provost and Executive Vice President, UCF
  - ▣ Mike Morsberger, CEO, UCF Foundation
  - ▣ Julie C. Stroh, Senior Associate Vice President, UCF Advancement
- The faculty and staff will be invited for a target of 500 attendees

# Naples – January 23, 2017

- Naples Grande Beach Resort (anticipated)
  - ▣ AGB Conference January 22-24
- *IGNITE* reception from 6–8 p.m.
  - ▣ Nelson Marchioli, '72, Chair, UCF Foundation Board of Directors
  - ▣ John C. Hitt, President, UCF
  - ▣ Mike Morsberger, CEO, UCF Foundation
  - ▣ Julie C. Stroh, Senior Associate Vice President, UCF Advancement

# Remainder of Fiscal Year 2017

## □ Anticipated Markets

- Los Angeles, San Jose, or Seattle
- Washington, D.C., and Baltimore
- Atlanta
- Reserved for Charge On Coaches Tour
  - May 2017
- Volunteer Leadership Summit
  - June 2017

## □ Anticipated Speakers

- Richard Walsh, '77, '83, Chair, IGNITE Campaign Cabinet
- Nelson Marchioli, '72, Chair, UCF Foundation Board of Directors
- A. Dale Whittaker, Provost and Executive Vice President, UCF
- Mike Morsberger, CEO, UCF Foundation
- Julie C. Stroh, Senior Associate Vice President, UCF Advancement





**ITEM: INFO-2**

**University of Central Florida  
Board of Trustees  
Advancement Committee**

**SUBJECT:** WUCF TV American Graduate Story

**DATE:** September 15, 2016

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**PROPOSED COMMITTEE ACTION**

For presentation at meeting.

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**Supporting documentation:** Presentation to be shown at committee meeting

**Prepared by:** UCF Communications and Marketing

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

**ITEM: INFO-3**

**University of Central Florida  
Board of Trustees  
Advancement Committee**

**SUBJECT:** UCF 30 second promotional video

**DATE:** September 15, 2016

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**PROPOSED COMMITTEE ACTION**

For presentation at meeting.

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**Supporting documentation:** Presentation to be shown at committee meeting

**Prepared by:** UCF Communications and Marketing

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

**ITEM: INFO-4**

**University of Central Florida  
Board of Trustees  
Advancement Committee**

**SUBJECT:** Review of Advancement Committee Charter

**DATE:** September 15, 2016

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**PROPOSED COMMITTEE ACTION**

Discuss the Advancement Committee charter and suggested updates.

**BACKGROUND INFORMATION**

One of the functions of the Advancement Committee is to review the charter of the Advancement Committee annually.

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**Supporting documentation:** Attachment A: Advancement Committee Charter

**Prepared by:** Karen Monteleone, Advancement Committee Administrative Support

**Submitted by:** Karen Monteleone, Advancement Committee Administrative Support

## Advancement Committee Charter

### 1. Overall Purpose and Objectives

The Advancement Committee is appointed by the University of Central Florida Board of Trustees to provide strategic input and oversight to the areas of university relations, alumni ~~relations-engagement~~ and development, and ~~Communications and Marketing. marketing, communications, and admissions.~~

### 2. Authority

The Board authorizes the committee to:

- 2.1 perform activities within the scope of its charter
- 2.2 engage advisers as it deems necessary to carry out its duties
- 2.3 have unrestricted access to management, faculty, and employees of the University of Central Florida and its direct support organizations and affiliates, as well as to all books, records, and facilities of each
- 2.4 review strategic initiatives and policies for the divisions performing the university's Advancement role

### 3. Organization

#### Membership

- 3.1 The chair of the Board will appoint the chair and members of the committee.
- 3.2 The committee will consist of at least five members, including chair of the committee. The chair of the Board of Trustees will serve as an ex-officio member of the committee in addition to the five members.
- 3.3 Members will serve on the committee until their resignation or replacement by the chair of the Board.

#### Meetings

- 3.4 A majority of the members of the committee will constitute a quorum for the transaction of business.

- 3.5 Meetings will be held not less than four times per year.
- 3.6 The committee will maintain written minutes of its meetings.
- 3.7 The committee may request special reports from university or DSO management on topics that may enhance its understanding of their activities and operations as it relates to the Advancement mission.

#### 4. Roles and responsibilities

With regard to each topic listed below, the committee will:

##### University Relations

##### Policy Review and Input

- 4.1 review and ensure that a written policy exists for guidance on general political involvement of individuals affiliated with the university
- 4.2 review and ensure that a written policy exists for guidance on involvement in political process related to use of campus facilities and other assets
- 4.3 review and ensure that a written policy exists for ethical guidelines related to the lobbying process
- 4.4 review the mission of the division

**Action** (information and counsel as appropriate by BOT):

- 4.5 periodically receive information on staffing and operational environment and provide appropriate counsel
- 4.6 provide appropriate counsel on communication techniques
- 4.7 actively participate in building relationships with relevant government officials and other appropriate publics, with the intent to advocate the university's goals
- 4.8 provide counsel on legislative session strategy, priorities and practices

##### ~~Marketing, Communications, and Admissions~~ **Communications and Marketing**

- 4.9 support recruitment ~~of National Merit, National Achievement, and National Hispanic Scholars~~

- 4.10 communicate with marketing, news, radio, and TV units on noteworthy people and programs
- 4.11 support fundraising efforts ~~for First Generation Matching Grants and other need-based and merit-based scholarship programs.~~
- 4.12 enhance UCF's visibility and prestige among target audiences locally, statewide and nationally

4.13 participate in media interviews and UCF television programs

~~4.134.14~~ assist Communications and Marketing in accomplishing UCF initiatives

#### **Alumni ~~Relations~~ Engagement and Development**

~~4.144.15~~ make a gift at the minimum level determined by the Board. This requirement excludes ex-officio members

4.16 ~~in consultation with the Vice President for Advancement, help to identify at least three new donor prospects annually and be aware of opportunities for transformational gifts to UCF.~~

~~4.154.17~~ support the university's strategic plan goals related to Alumni Engagement and Annual Giving

~~4.16~~ inform friends, family, and colleagues about membership in the UCF Alumni Association

4.18 ~~in coordination with the Vice President for Advancement, host alumni, cultivation, and stewardship events to promote a culture of service and philanthropy at UCF~~

~~4.174.19~~ be advocates, advisors, and ambassadors for UCF throughout the region and around the nation

#### **5. Governance**

- 5.1 evaluate the committee's own performance, both of individual members and collectively, on a regular basis
- 5.2 evaluate the achievement of the committee's duties specified in the charter and provide an accountability summary to the Board
- 5.3 provide a summary on the Board's *Attendance and Participation Dashboard* and

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*Trustee Self Assessment forms*

- 5.4 review the committee charter annually and discuss any required changes with the Board
- 5.5 ensure that the charter is approved or reapproved by the Board annually

**Adoption of Charter**

I HEREBY CERTIFY that the University of Central Florida Board of Trustees adopted this charter at its regularly scheduled meeting on \_\_\_\_\_ 2008.

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Secretary  
University of Central Florida Board of Trustees