



Board of Trustees
Advancement Committee Meeting
November 17, 2016
UCF *FAIRWINDS* Alumni Center

MINUTES

CALL TO ORDER

Trustee Clarence Brown, chair of the Advancement Committee, called the meeting to order at 10:22 a.m. in the *FAIRWINDS* Alumni Center on the UCF Orlando campus. Committee members Kenneth Bradley, Christopher Clemente, Joseph Conte and Alex Martins were present. Chairman Marchena and Trustees Robert Garvy and Keith Koons were also present. A quorum was confirmed.

MINUTES

The minutes from the September 15, 2016, meeting were approved as written.

ADVANCEMENT COMMITTEE UPDATES

Alumni, Development, and Foundation

UCF Foundation Bylaw Amendments (ADVC-1)

Mike Morsberger, Vice President for Alumni Relations and Development, and Jennifer Cerasa, Associate Legal Counsel for the UCF Foundation, presented a summary of amendments to the UCF Foundation Bylaws. The committee unanimously approved the amendments.

Morsberger provided a report on campaign progress and a summary of the activities taking place with the campaign rollout events planned across the country in 2017. Upcoming markets include Naples, Atlanta, Washington D.C., LA, and Seattle.

University and Government Relations

Dr. Dan Holsenbeck, Senior Vice President for University Relations, provided a summary of the legislative budget request, noting UCF's top priorities for funding. He also shared an update on post-election UCF representation in the Florida House and Senate, highlighting Amber Mariano, a UCF senior who is now the youngest person elected to the Florida House of Representatives.

Communications and Marketing

Grant Heston, Vice President for Communications and Marketing, shared highlights from the most recent edition of *Pegasus* Magazine, including the feature story about UCF's response to the Pulse Night Club shootings.

Chad Binette, Assistant Vice president for News and Information, gave a presentation on UCF's national media presence and discussed the strategies UCF utilizing to receive more media attention a national platform.

OTHER BUSINESS

Second Amended and Restated Advancement Committee Meeting Charter (ADVC-2)

Chair Brown presented the proposed amendments to the Advancement Committee Charter. The committee unanimously approved the changes.

Chair Brown adjourned the meeting at 11:04 a.m.