



Board of Trustees
Advancement Committee Meeting
January 13, 2017
UCF *FAIRWINDS* Alumni Center

MINUTES

CALL TO ORDER

Trustee Clarence Brown, chair of the Advancement Committee, called the meeting to order at 10:35 a.m. in the *FAIRWINDS* Alumni Center on the UCF Orlando campus. Committee members Kenneth Bradley, Christopher Clemente, and Joseph Conte were present. Chairman Marchena was also present. A quorum was confirmed.

MINUTES

The minutes from the November 17, 2016, meeting were approved as written.

ADVANCEMENT COMMITTEE UPDATES

University and Government Relations

Dr. Dan Holsenbeck, Senior Vice President for University Relations, provided an update on legislative activities, including a summary of Senate Bill 2 and Senate Bill 4 as they pertain to UCF. Holsenbeck also encouraged all board members to review lobbying policies for UCF staff and trustees.

Communications and Marketing

Grant Heston, Vice President for Communications and Marketing, shared highlights from UCF's Giving Tuesday Campaign that raised more than \$33,000 in 24 hours, with 250 donors. This was a university-wide collaboration between Communications and Marketing, the Advancement division, the colleges and units, and many other campus departments.

Heston showed a video announcing the launch of a 24-7 PBS Kids Channel affiliated with WUCF. This is the first channel lineup change since WUCF started in July 2011.

Alumni, Development, and Foundation

Mike Morsberger presented the IGNITE Campaign Case Statement, which provides a high level summary of the campaign's priorities to alumni, friends and potential supporters. Morsberger closed his report by showing a video that will be part of campaign events across the country.

Chair Brown adjourned the meeting at 11:25 a.m.