



UNIVERSITY OF CENTRAL FLORIDA

Board of Trustees  
**Advancement Committee Meeting**  
March 16, 2017  
UCF *FAIRWINDS* Alumni Center

MINUTES

**CALL TO ORDER**

Trustee Clarence Brown, chair of the Advancement Committee, called the meeting to order at 11:16 a.m. in the *FAIRWINDS* Alumni Center on the UCF Orlando campus. Committee members Kenneth Bradley and Joseph Conte were present. Chairman Marchena, Vice Chair Garvy, and Trustee Walsh were also present. A quorum was confirmed.

**MINUTES**

The minutes from the January 13, 2017, meeting were approved as written.

**NEW BUSINESS**

Mike Morsberger, Vice President for Advancement and CEO of the UCF Foundation, presented three namings in recognition of the gifts made by the donors.

- Naming of the John Euliano Park (ADV-1)
- Naming of the Garvy Center for Student-Athlete Nutrition (ADV-2)
- Naming of the Dr. Philips Academic Commons (ADV-3)

The Advancement Committee unanimously approved all three items.

**ADVANCEMENT COMMITTEE UPDATES**

University and Government Relations

Dr. Dan Holsenbeck, Senior Vice President for University Relations, gave an update on congressional and legislative activities, including the proposed state budget.

Holsenbeck also informed the board of the date set for UCF Day at the Capitol and encouraged the Trustees' participation.

## Communications and Marketing

Grant Heston, Vice President for Communications and Marketing, gave an update on the board's decision not to participate in the Spectrum auction. Since that time, other markets that sold their affiliated networks received between 5 and 10 percent of the original estimated sales price, affirming the board's decision to decline to sell the spectrum.

Heston also showed a video about the UCF Gather Luncheon that was held on campus. Several campus departments sponsored the opportunity for students to share a meal together, make new friends, and strengthen the UCF Community. Nearly all of the costs were covered by local businesses.

## Alumni, Development, and Foundation

Mike Morsberger provided a report on the campaign progress. Mike and his team have great momentum, highlighted by three facility namings and the \$5 million commitment by alumnus Ken Dixon.

Morsberger noted the success of the recent campaign rollout events in Atlanta and Washington, D.C., and the role the Foundation Board has played in helping to bolster support in these markets.

Morsberger was pleased to announce that more than 2,000 faculty and staff members collectively committed over \$1 million in the annual faculty and staff giving campaign.

Chair Brown adjourned the meeting at 11:47 a.m.