



UNIVERSITY OF CENTRAL FLORIDA

Board of Trustees
Advancement Committee Meeting
January 18, 2018
UCF *FAIRWINDS* Alumni Center

MINUTES

CALL TO ORDER

Trustee Clarence Brown, chair of the Advancement Committee, called the meeting to order at 9:23 a.m. in the *FAIRWINDS* Alumni Center on the UCF Orlando campus. Committee members Kenneth Bradley, Joseph Conte, Nick Larkins, and Alex Martins were present. A quorum was confirmed.

MINUTES

The minutes were approved as written.

ADVANCEMENT COMMITTEE UPDATES

University and Government Relations

Dan Holsenbeck, Senior Vice President for University Relations, shared an update on legislative activities and the budget plans for the 2018 legislative session.

Communications and Marketing

Grant Heston, Vice President for Communications and Marketing, shared an update on UCF's strategy, focused on providing engaging content that will organically find its way to news feeds through "likes" and "shares."

Heston also gave a presentation highlighting UCF's presence at the Peach Bowl. The goal was to showcase UCF's many successes through the use of creative billboards, social media banners, and other media platforms, in both the Orlando and Atlanta markets.

Heston concluded his presentation with an update on UCF license-plate sales since the launch of the new plate in August 2016. The UCF plate has moved from the fifth to the third highest in sales of Florida university license plates sold.

Alumni, Development, and Foundation

Karen Cochran, Senior Associate Vice President for Development, recommended the naming of an athletics center in recognition of a gift made by long-time UCF donor and friend, Jerry Roth.

- Naming of the Roth Athletics Center (ADVC-1)

The Advancement Committee unanimously approved the item.

Cochran also provided an update on the IGNITE Campaign, including several events that were planned during the Peach Bowl to capitalize on the momentum surrounding UCF. More than 30,000 fans traveled to Atlanta to support the Knights, and the Advancement team is continuing to follow-up and cultivate these relationships to strengthen the donor pipeline.

Cochran closed her report by highlighting the “The Hitt Initiative,” a hyper-focused effort within the framework of the IGNITE Campaign to increase endowment and infuse additional support towards the academic enterprise and faculty excellence.

Chair Brown adjourned the meeting at 9:55 a.m.