

Second Amended and Restated 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 engagement and development, and Communications and Marketing.

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

Communications and Marketing

- 4.9 support recruitment
- 4.10 communicate with marketing, news, radio, and TV units on noteworthy people and programs
- 4.11 support fundraising efforts
- 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
- 4.14 assist Communications and Marketing in accomplishing UCF initiatives

Alumni Engagement and Development

- 4.15 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 new donor prospects and be aware of opportunities for transformational gifts to UCF
- 4.17 support the university's strategic plan goals related to Alumni Engagement and Annual Giving
- 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
- 4.19 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 *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 Second Amended and Restated charter at its regularly scheduled meeting on November 17, 2016.

Secretary
University of Central Florida Board of Trustees