



UNIVERSITY OF CENTRAL FLORIDA

Board of Trustees
Advancement Committee Meeting
November 15, 2018
UCF *FAIRWINDS* Alumni Center

MINUTES

CALL TO ORDER

Trustee Joseph Conte, chair of the Advancement Committee, called the meeting to order at 8:57 a.m. in the *FAIRWINDS* Alumni Center on the UCF Orlando campus. Committee members Kenneth Bradley, Josh Boloña, and Alex Martins were present. Chairman Marchena and Trustees Lord and Self were also present. A quorum was confirmed.

MINUTES

The minutes from the May 24, 2018 meeting were approved as written.

NEW BUSINESS

Alumni, Development, and Foundation

Mike Morsberger, vice president for Advancement and CEO of the UCF Foundation, provided an IGNITE Campaign update, highlighting progress-to-goal for colleges and units, funds by use, and funds by priority.

Morsberger also noted that he is considering “going dark” with reporting on campaign attainment after December 31, with plans to offer a “grand reveal” of total support raised during Homecoming 2019.

To-date, \$446.5M has been raised in the IGNITE Campaign.

Communications and Marketing

Grant Heston, vice president for communications and marketing, shared a presentation that included several videos from the first week of classes at UCF and featured the innovative ways UCF is engaging its students in social media and around campus.

Grant also highlighted some of President Whittaker's messages to students earlier this semester and shared examples of his approach to strengthening the relationship between the students and administration.

Government Relations

Janet Owen, vice president for government relations provided an update on recent state revenue estimates, and the legislative priorities adopted by the Board of Governors for the State University System, as well as funding issues of significance to UCF.

The Committee was also updated on the Board of Governor's modifications to the performance funding model, approved at November 2018 meeting and the "Your Success is Our Success" campaign which will include messaging activities both in advance of and during the 2019 session.

Chair Conte adjourned the meeting at 9:45 a.m.