



UNIVERSITY OF CENTRAL FLORIDA

**Board of Trustees  
Advancement Committee  
UCF Rosen College of Hospitality Management  
January 24, 2019, 8:15 - 9:15 a.m.  
Conference call 800-442-5794, passcode 463796**

**AGENDA**

- I. CALL TO ORDER** Joseph Conte  
*Chair, Advancement Committee*
  
- II. ROLL CALL** Karen Monteleone  
*Director, Foundation Board Relations*
  
- III. MEETING MINUTES** Chair Conte
  - [Approval of the November 15, 2018](#)  
Advancement Committee meeting minutes
  
- IV. NEW BUSINESS**
  - Government Relations Janet Owen, *Vice President for Government Relations*  
-Government Relations Update ([INFO-1](#))
  
  - Alumni, Development, and Foundation Mike Morsberger, *Vice President for Advancement and CEO, UCF Foundation*  
-Naming of Adam M. Rosen Hall ([ADVC-1](#))  
-IGNITE Campaign Update ([INFO-2](#))
  
  - Communications and Marketing Grant Heston, *Chief of Staff and Vice President for Communications and Marketing*  
-Building a UCF Online Brand ([INFO-3](#))  
  
Patrick Burt, *Associate Vice President for Communications and Marketing*
  
- V. OTHER BUSINESS**
  
- VI. CLOSING COMMENTS**



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.

Heston 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.

Reviewed by: \_\_\_\_\_  
Joseph Conte, Chair, Advancement Committee

Date: \_\_\_\_\_

Submitted by: \_\_\_\_\_  
Grant J. Heston, Associate Corporate Secretary

Date: \_\_\_\_\_

ITEM: INFO-1

**University of Central Florida  
Board of Trustees  
Advancement Committee**

**SUBJECT:** Government Relations Update

**DATE:** January 24, 2019

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For information only.

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**Supporting documentation:** For presentation at meeting.

**Prepared by:** Government Relations

**Submitted by:** Janet Owen, Vice President for Government Relations

**ITEM: ADVC-1**

**University of Central Florida  
Board of Trustees  
Advancement Committee**

**SUBJECT:** Naming of Adam M. Rosen Hall

**DATE:** January 24, 2019

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**PROPOSED COMMITTEE ACTION**

Approve naming of the building expansion project at the Rosen College of Hospitality Management as Adam M. Rosen Hall. The naming is requested in loving memory of Adam M. Rosen '15 and in honor of the Rosen family's generosity to the University of Central Florida.

**BACKGROUND INFORMATION**

Adam Rosen was the son of Orlando hotelier and philanthropist Harris Rosen. Adam was a 2015 graduate of UCF, receiving his Hospitality Management BS. He was employed in Rosen Hotels & Resorts' Rosen Standards Department, where "he excelled in maintaining and improving the quality of service our guests know and love and where his touch and care can still be felt," according to the company's Facebook page. Adam passed away in November 2018 after a fight with cancer.

The Rosen family has made transformational gifts to the Rosen College, among other areas at UCF. Most recently, they made a \$10 million commitment to benefit the building expansion project. In addition, the Rosen family is well known for their gifts to provide college scholarships and for education programs in the Tangelo Park neighborhood, among many other areas of philanthropic support.

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**Supporting Documentation:** Attachment A: 9.005 Naming of Buildings and Facilities

**Prepared by:** Christine Rutherford, Director of Donor Relations and Stewardship, UCF Foundation, Inc.

**Submitted on behalf of:** Michael J. Morsberger, Vice President for Advancement and Chief Executive Officer of the UCF Foundation, Inc.

Attachment A

**9.005 Naming of Buildings and Facilities**

The naming of any building, road, bridge, park, recreational complex, other similar facility or educational site, as defined in Board regulation 8.009, (collectively referred to as a "University Facility") of a state university for individuals or groups who have made significant contributions to the university or the state of Florida is the prerogative and privilege of the State University System of Florida and is vested in the Board of Governors. The Board of Governors hereby delegates such approval authority to each university board of trustees provided that the board of trustees establishes procedures for the naming of such University Facilities to include the following elements:

- (a) The naming of any University Facility must be approved by the board of trustees as a noticed, non-consent agenda item.
  
- (b) Non-gift related honorary naming of a University Facility should be reserved for individuals who have made significant contributions to the university or to the state of Florida or to the fields of education, government, science or human betterment and who are of recognized accomplishment and character. Honorary naming of a University Facility is not allowed for any active board member or employee of the Board of Governors or any active employee, student, or trustee of the university.
  
- (c) Gift-related naming of a University Facility requires a donation which makes a significant contribution to the cost of the University Facility, or for an existing facility, significant improvements, both as established by the board of trustees' policy. The limitations set forth in paragraph (b) are not applicable to gift-related naming of a University Facility.

Authority: Section 7 (d), Art. IX, Fla. Const., History-Formerly 6C-9.005, 11-3-72, Amended 12-17-74, 8-11-85, Amended and Renumbered as 9.005, 3-27-08. Amended 11-21-13.

ITEM: INFO-2

**University of Central Florida  
Board of Trustees  
Advancement Committee**

**SUBJECT:** IGNITE Campaign Update

**DATE:** January 24, 2019

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For information only.

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**Supporting documentation:** For presentation at meeting.

**Prepared by:** UCF Advancement

**Submitted by:** Michael J. Morsberger, Vice President for Advancement and Chief Executive Officer of the UCF Foundation, Inc.

ITEM: INFO-3

**University of Central Florida  
Board of Trustees  
Advancement Committee**

**SUBJECT:** Building a UCF Online Brand

**DATE:** January 24, 2019

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For information only.

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**Supporting documentation:** For presentation at meeting.

**Prepared by:** Communications and Marketing

**Submitted by:** Grant Heston, Chief of Staff and Vice President for Communications and Marketing