



UNIVERSITY OF CENTRAL FLORIDA

**Board of Trustees
Advancement Committee
President's Board Room, Millican Hall
November 22, 2019, 10-10:30 a.m.
Conference Call-In Phone #1-800-442-5794, passcode 463796**

AGENDA

- | | |
|---|--|
| I. CALL TO ORDER | Danny Gaekwad
<i>Chair, Advancement Committee</i> |
| II. ROLL CALL | Karen Monteleone
<i>Assistant Vice President, Board Relations</i> |
| III. MEETING MINUTES | Chair Gaekwad |
| <ul style="list-style-type: none">• Approval of the July 18, 2019 Advancement Committee meeting minutes | |
| IV. NEW BUSINESS | |
| <ul style="list-style-type: none">• 2020 Advancement Committee Priorities (INFO-1) | Chair Gaekwad |
| V. OTHER BUSINESS | Chair Gaekwad |
| VI. CLOSING COMMENTS | Chair Gaekwad |



UNIVERSITY OF CENTRAL FLORIDA

Board of Trustees
Advancement Committee Meeting
July 18, 2019
UCF *FAIRWINDS* Alumni Center

MINUTES

CALL TO ORDER

Trustee Joseph Conte, chair of the Advancement Committee, called the meeting to order at 10:52 a.m. in the Grand Ballroom at the UCF *FAIRWINDS* Alumni Center. Committee members Danny Gaekwad, Kyler Gray, and Alex Martins were present at the time of roll call. Trustee Bradley was present beginning at 10:56 a.m. Trustees Conte and Martins participated by phone. Chairman Garvy and Trustee Yeargin were also present. Trustees Self and Walsh were present beginning at 10:57 a.m. A quorum was confirmed.

MINUTES

The minutes from the January 24, 2019 meeting were approved as written.

NEW BUSINESS

Alumni, Development, and Foundation

- Naming of the James M. Seneff Plaza at UCF Downtown
(ADVC-1)

Chair Conte presented the naming of the James. M Seneff Plaza at UCF Downtown.

On June 20, 2019, Mr. James M. Seneff documented a \$1.25M charitable commitment to the UCF Downtown Building fund. In accordance with the gift agreement, the first \$250,000 installment was received prior to June 30, 2019 and was being presented for the committee's approval to recognize Mr. Seneff's contribution by naming the James M. Seneff Plaza at the UCF Downtown campus.

Chair Conte acknowledged that the Board of Governors delegates approval of the external naming of any University Facility to the Board of Trustees.

Chair Conte called for questions and discussion from the Trustees and asked Karen Cochran, senior associate vice president for development, to address any questions.

Trustee Gaekwad asked how the terms in the gift agreement were written if the donor does not fulfill the commitment. Cochran deferred to Jennifer Cerasa, legal counsel for the foundation, to address this question. Cerasa stated that the gift agreement includes protective language regarding the removal conditions of the naming should the donor not fulfill the commitment. She also stated that this is standard language in all gift agreement associated with an external naming.

Gaekwad asked if there is a term on the naming. Cerasa stated that the gift agreement permits the naming 'for the life of the building.'

There was further discussion regarding the process and conditions for external namings and the committee agreed to address naming policy and process at the next meeting.

The Advancement committee unanimously approved the naming of the James M. Seneff Plaza at UCF Downtown.

Chair Conte adjourned the meeting at 11:02 a.m.

Reviewed by: _____
Joseph Conte, Chair, Advancement Committee

Date: _____

Submitted by: _____
Janet Owen, Associate Corporate Secretary

Date: _____

ITEM: INFO-1

**UCF BOARD OF TRUSTEES
Advancement Committee
November 22, 2019**

Title: 2020 Advancement Committee Priorities

Background:

Chair Gaekwad would like to facilitate a discussion about the committee's priorities for 2020. The Advancement Committee Charter is attached for reference to the committee's current structure, roles and responsibilities.

Issues to be Considered:

N/A

Alternatives to Decision:

N/A

Fiscal Impact and Source of Funding:

N/A

Recommended Action:

N/A

Authority for Board of Trustees Action:

N/A

Contract Reviewed/Approved by General Counsel:

N/A

Committee Chair or Chairman of the Board approval:

Chair Gaekwad has approved this agenda item.

Submitted by:

Karen Monteleone, Assistant Vice President, Board Relations

Supporting Documentation:

Attachment A: Second Amended and Restated Advancement Committee Charter

Facilitators/Presenters:

Danny Gaekwad, Chair, Advancement Committee

Attachment A

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