



UNIVERSITY OF CENTRAL FLORIDA

Board of Trustees  
Advancement Committee Meeting  
November 19, 2020  
Virtual Meeting

MINUTES

**CALL TO ORDER**

Trustee Joseph Conte, Vice Chair of the Advancement Committee, called the meeting to order at 3:32 p.m. and stated that the meeting was covered by the Florida Sunshine Law and the public and press were invited to attend. Trustee Sabrina La Rosa, Trustee Alex Martins, Trustee John Sprouls, Trustee Michael Okaty and Board Chair Beverly Seay attended via WebEx. Trustee Danny Gaekwad was not in attendance.

**MINUTES**

The minutes from the October 14, 2020 meeting were unanimously approved as written.

**NEW BUSINESS**

Trustee Conte welcomed Associate Vice President for Alumni Engagement and Annual Giving Heather Junod, will provide an overview of the work being done to leverage UCF's large alumni body in order to build a pipeline for UCF's future success.

Heather Junod presented the Advancement Committee with information on the number of UCF Alumni. Junod noted that UCF has 326,873 alumni, 322,006 of which are living. Out of the number of living UCF Alumni, 79% reside in the State of Florida and 50% live within the Central Florida area. Junod shared that the top five (5) states with regard to UCF Alumni population were the following:

1. Florida
2. Georgia
3. California
4. North Carolina

5. Texas

The top five (5) Florida counties with regard to UCF Alumni population were:

1. Orange
2. Seminole
3. Brevard
4. Volusia
5. Broward

Junod informed the Advancement Committee that at the time of the November 19, 2020 meeting, the UCF Alumni population was 43% male and 57% female, with an average alumnus/a age of 41.6.

An overview of traditional alumni engagement, constituent groups, and the use of virtual communities and online platforms was provided. Junod shared that the following categories of engagement were utilized by UCF to track engagement. The categories were adopted from the Council for Advancement and Support of Education (CASE) and are considered industry standard.

1. Volunteer
2. Experimental
3. Philanthropic
4. Communication

Junod shared background information on UCF's annual giving program, noting that annual gifts are defined as cash gifts from alumni and friends under \$25,000. The time period from 2017-2020 experienced a 79% rate of growth in annual giving dollars raised. Junod discussed alumni participation in the IGNITE Campaign and the potential to grow this group's participation in the future.

Junod discussed counting and reporting in relation to alumni engagement. She noted that in order to bring UCF in alignment with the majority of its FL SUS peers, two additional engagement indicators would be included in UCF's future alumni engagement data – cap and gown program data and UCF license plate sales. Junod noted that UCF Alumni participation would be calculated using three factors moving forward:

1. Outright Gifts and Pledge Payments
2. Cap and Gown Program Participants
3. UCF License Plate Sales

Junod presented a 3-year projection detailing FY21-FY23 alumni donor count and alumni participation percentage utilizing the new engagement measurement model. Junod also shared an overview of the

omni-channel mass solicitation strategy utilized by UCF Advancement. It was noted that leadership annual giving, which falls in the purview of alumni engagement and annual giving, serves as the bridge between annual giving and UCF's major gifts program. At UCF, Leadership Annual giving is defined as outright gifts between \$1,000 and \$25,000.

Junod provided an overview of UCF's annual giving recognition societies, which include:

1. **President's Circle** – Recognizes those who give between \$1,000 - \$25,000 in any given year.
2. **Black and Gold Loyal** – Honors alumni, parents, and friends who have demonstrated long-term commitment to UCF through consecutive years of giving.
3. **1963 Society** - Honors student donors who have made a philanthropic commitment to their soon to-be alma mater.

Junod shared highlights from UCF Alumni Engagement and Annual Giving's comprehensive plan. These highlights included:

- Create a custom digital strategy
- Invest in scalable engagement platforms
- Focus on gift impact
- Enhance the student to alumni transition
- Reassess young alumni engagement and philanthropy strategy

Junod noted that her team planned to host roundtable listening sessions in FY22 on their preferences for communication, engagement, and philanthropy. The results of these roundtable sessions will be provided to a taskforce focused on reshaping UCF's young alumni and philanthropy program.

Junod concluded her presentation and inquired if any Trustees had questions regarding the information presented. Trustee Conte shared his appreciation for Junod's presentation. Trustee Conte noted that it would be likely that other universities will improve concurrently as UCF improves in ranking numbers. Trustee Conte inquired why UCF was previously counting alumni engagement differently from many of its SUS peers. Mike Morsberger, CEO of the UCF Foundation, shared that this difference was due to past CASE standards.

Chair Beverly Seay commented that all fundraising should be centered around university needs and how we are going to raise the funds to meet those needs. Chair Seay also suggested a different approach to the Advancement Committee that will help the Board better understand these needs.

Morsberger commended Junod and her team for their exemplary work navigating the COVID-19 pandemic. Morsberger noted the work done to enhance the utilization of social media and discover the interests of UCF alumni and friends in order to better present relevant philanthropic and engagement

opportunities.

Karen Monteleone provided an update on Trustee engagement. Monteleone thanked the Trustees for their time and commitment.

**ADJOURNMENT**

Trustee Conte adjourned the meeting at 4:37 p.m.

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

Submitted by: \_\_\_\_\_ Date: \_\_\_\_\_  
Janet Owen, Associate Corporate Secretary

