



UNIVERSITY OF CENTRAL FLORIDA

Board of Trustees
Advancement Committee Meeting
June 17, 2020
UCF *FAIRWINDS* Alumni Center

MINUTES

CALL TO ORDER

Trustee Danny Gaekwad, Chair of the Advancement Committee, called the meeting to order at 1:03 p.m. and stated that the meeting was covered by the Florida Sunshine Law and the public and press were invited to attend. Committee members Trustee Alex Martins, Trustee Sabrina La Rosa, and Board Chair Beverly Seay attended via WebEx. Committee members Trustee Joseph Conte and Trustee David Walsh attended in-person. Trustee Joseph Harrington also attended in-person.

MINUTES

The minutes from the April 22, 2020 meeting were unanimously approved as written.

NEW BUSINESS

Trustee Gaekwad shared his continued commitment to enhanced Trustee engagement opportunities and his recent work with the Board Relations Office to establish a framework for engagement. Trustee Gaekwad welcomed Vice President for Government Relations, Janet Owen, and Assistant Vice President for Board Relations, Karen Monteleone, to speak on the subject.

Owen shared a list of large annual events that UCF hosts or sponsors in which Trustee attendance would be beneficial. Owen also provided information on political hobnob events as another opportunity for the Trustees to serve as UCF Ambassadors in the community. Trustee Gaekwad requested that all Trustees utilize the presented events list, make a commitment to serving as UCF Ambassadors within the community, and continue to provide suggestions for additional engagement opportunities.

Monteleone shared that all members of the Advancement Committee and the majority of the remaining Trustees had met with herself, Janet Owen and Assistant Vice President for Community Relations, Maritza Martinez, to discuss their individual areas of interest. Monteleone thanked the Trustees for their time and noted that their feedback would be used to strategically elevate engagement opportunities with each Trustee based on their identified interests. Trustee Gaekwad

thanked Owen and Monteleone for their work and requested that any Trustees with comments or suggestions direct them to Monteleone.

Trustee Gaekwad provided an overview of the fundraising benchmarking data that UCF Foundation CEO and Vice President for Advancement, Mike Morsberger, provided at the April 22, 2020 committee meeting. Past datasets presented included State University System (SUS) colleagues and peers as defined by consultant BWF. Trustee Gaekwad shared that Morsberger would be continuing the benchmarking conversation by providing comparisons between UCF, the members of the University Innovation Alliance (UIA), and the SUS. Trustee Gaekwad thanked Chair Seay for her recommendation to benchmark against the UIA and for her continued guidance to the Advancement Committee.

Morsberger informed the Advancement Committee that UCF received notification that for the second year in a row UCF Advancement won the Council for Advancement and Support of Education (CASE) 2020 Educational Fundraising Award. It was noted that this award recognizes exemplary development programs based on a blind review of data submitted to the CASE Voluntary Support of Education (VSE) survey. Morsberger provided an overview of what is and is not counted in VSE counting guidelines. Rosters of the universities comprising the UIA and SUS were provided; Morsberger continued by sharing fundraising benchmarking data comparing UCF to the institutions identified in the provided rosters. Morsberger shared that estimated FY20 attainment was \$60M to a goal of \$65M.

Trustee Gaekwad shared his enthusiasm for the work the Advancement Committee was doing to assist with establishing connections within the community, including assisting UCF President Alexander Cartwright with building beneficial relationships for UCF. Trustee Gaekwad noted that these connections would be beneficial as UCF prepares for its next fundraising campaign.

Trustee Gaekwad provided the Advancement Committee with a brief overview of recent conversations surrounding the proposed reallocation of UCF License Plate program revenues. Associate Vice President for Communications and Marketing, Patrick Burt, provided an update on the progress of the reallocation planning process and the intent to take advantage of the 2:1 match offered through the State's First Generation Matching Grant Program (FGMG).

Trustee Gaekwad opened the floor for a motion to approve the reallocation of the UCF License Plate revenues as proposed. Trustee Conte made a motion, Trustee Martins seconded the motion. Discussion occurred regarding the flexibility of these allocations once approved by the Florida Board of Governors (BOG). Burt shared that the BOG allows for an annual reallocation of 10% without altering the approved plan. Trustee Gaekwad shared that additional marketing efforts were underway to increase awareness regarding how the purchase of a UCF License Plate benefits UCF students. The motion passed unanimously.

Trustee Gaekwad congratulated Mike Morsberger for being selected as one of only two recipients of the 2020 CASE Commonfund College and University Foundation Award. This national award recognizes individuals who have made valuable contributions through best practices, distinguished service and/or volunteer leadership to the foundation field.

Chair Gaekwad asked the members of the Advancement Committee if there were any additional items of business to bring forward. No new business was presented.

ADJOURNMENT

Trustee Gaekwad adjourned the meeting at 1:43 p.m.

DRAFT