



# Advancement Committee Meeting

Aug 12, 2020 1:00 PM - 2:00 PM EDT

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**Board of Trustees  
Advancement Committee  
Virtual Meeting  
August 12, 2020, 1:00-2:00 p.m.**

**Livestream:**

<https://ucf.webex.com/ucf/onstage/g.php?MTID=e37caf896f11f0a652de3d842eca9db4b>

**Conference call number: 1-408-418-93882, access code: 132 703 2351#**

**AGENDA**

- |   |  |
|---|--|
| 1. Call to order                        | Danny Gaekwad, <i>Chair, Advancement Committee</i>   |
| 2. Roll Call                            | Lauren Ferguson, <i>Director, Foundation Board Relations</i>   |
| 3. Minutes of the June 17, 2020 meeting | Chair Gaekwad  |
| 4. Reports                              | Chair Gaekwad  |
| INFO-1                                  | FY21 Advancement Committee Annual Plan<br><i>Chair Gaekwad</i>   |
| 5. New Business                         | Chair Gaekwad  |
| INFO-2                                  | Building a Coalition for Legislative Advocacy<br><i>Janet Owen, Vice President for Government Relations</i>                          |
| INFO-3                                  | FY20 Fundraising Performance and FY21 Goal Setting<br><i>Mike Morsberger, Vice President for Advancement and CEO, UCF Foundation</i> |
| 6. Adjournment                          | Chair Gaekwad  |



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.

Reviewed by: \_\_\_\_\_  
Danny Gaekwad, Chair, Advancement Committee

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

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

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

**UCF BOARD OF TRUSTEES**  
**Advancement Committee**  
**August 12, 2020**

**Title:** FY21 Advancement Committee Annual Plan

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**Background:**

In response to trustee feedback, the Board Office, in coordination with the President's Office and committee staff, have drafted a template for all committees to use in developing plans for strategic discussions, informational presentations, and actionable items that come before the committees on an annual basis. The draft template was presented to all committee chairs for their input and direction on strategic discussions to address in FY21.

Chair Gaekwad will present the Advancement Committee's Annual Plan and open the floor for discussion and committee input.

**Issues to be Considered:**

If members of the committee have additional input for agenda items to be added to the annual plan.

**Alternatives to Decision:**

This item is being provided for information only.

**Fiscal Impact and Source of Funding:**

N/A

**Recommended Action:**

This item is being provided for information only.

**Authority for Board of Trustees Action:**

N/A

**Contract Reviewed/Approved by General Counsel:**

N/A

**Committee Chair or Chair of the Board approval:**

Chair Gaekwad has approved adding this item to the agenda.

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**Submitted by:**

Janet Owen, Vice President for Government Relations  
Mike Morsberger, Vice President for Advancement and CEO, UCF Foundation  
Patrick Burt, Associate Vice President for Communications and Marketing

**Supporting Documentation:**

Attachment A: FY21 Advancement Committee Annual Plan

**Facilitators/Presenters:**

Danny Gaekwad, Chair, Advancement Committee



UNIVERSITY OF CENTRAL FLORIDA

## UCF Board of Trustees Advancement Committee Annual Plan

**Fiscal Year 2021 (July 1, 2020–June 30, 2021)**

*Last updated: July 24, 2020*

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### **Mission Statement:**

The University of Central Florida is a public multi-campus, metropolitan research university that stands for opportunity. The university anchors the Central Florida city-state in meeting its economic, cultural, intellectual, environmental and societal needs by providing high-quality, broad based education and experienced-based learning; pioneering scholarship and impactful research; enriched student development and leadership growth; and highly relevant continuing education and public service initiatives that address pressing local, state, national, and international issues in support of the global community.

### **Charter Summary:**

**Purpose:** The general purpose of the **Advancement Committee** is to provide strategic input and oversight to the areas of Government and Community Relations, Constituent Engagement and Development, and Communications and Marketing.

Minimum Number of meetings: 4

Charter last amended: April 23, 2020

Minimum Number of members: 5

Next charter review: April 14, 2021

### **2020-2021 Committee Priorities:**

**Align actions with approved goals:** Ensure university actions align with the president's strategic goals approved by the Board of Trustees.

**Emerging Issues Monitoring:** Communications and Marketing

## **Types of Agenda Items:**

Currently, agenda items fall into three categories: Discussion, Information, and Motion.

**Discussion:** These items may include a specific theme that carries through several meetings. The chair develops these items with committee staff and presentations are structured to engage the Committee in strategic discussion.

**Information:** These items are brought before the Committee to educate, but also to engage the committee members in discussion that will set the background for a future action. Except for extenuating circumstances, the Committee should never be asked to act on a decision with significant fiscal or reputational impact without prior discussion as a full body.

**Motion (Action):** These items require committee approval as required by federal or state laws, external standards, Board of Governors' Regulations, Board policies, and/ or university regulations. These items require a motion and a vote, but approval is never assumed. Staff bring recommendations to the Committee, but the approval lies within the Committee's decision-making authority.

**Advancement Committee  
Annual Plan Detail – FY21**

<b>Committee Meeting Date</b>	<b>Item Type</b>	<b>Agenda Item</b>	<b>Lead(s)</b>
<b>August 12, 2020</b>	Information	FY21 Advancement Committee Annual Plan	Gaekwad
	Discussion	Building a Coalition for Legislative Advocacy	Owen
	Information	FY20 Fundraising Performance FY21 Fundraising Goal Setting	Morsberger
	Motion	Naming approval*	Morsberger
<b>Committee Meeting Date</b>	<b>Item Type</b>	<b>Agenda Item</b>	<b>Lead(s)</b>
<b>October 14, 2020</b>	Information	Recognition of outgoing legislators	Owen
	Information	UCF Health Communications and Marketing Update	Burt
	Motion	Naming approval*	Morsberger
<b>Committee Meeting Date</b>	<b>Item Type</b>	<b>Agenda Item</b>	<b>Lead(s)</b>
<b>November 19, 2020</b>	Information	Planning for Day at the Capitol	Owen
	Information	Pegasus Magazine Update	Burt
	Information	License Plate Revenue Allocations Update	Burt
	Motion	Naming approval*	Morsberger
<b>Committee Meeting Date</b>	<b>Item Type</b>	<b>Agenda Item</b>	<b>Lead(s)</b>
<b>February 10, 2021</b>	Discussion	Mid-Year Annual Plan Assessment	Gaekwad
	Discussion	Foundation and Alumni Board Chair Strategic Discussion	Morsberger
	Information	WUCF Business Plan	Burt
	Motion	Naming approval*	Morsberger
<b>Committee Meeting Date</b>	<b>Item Type</b>	<b>Agenda Item</b>	<b>Lead(s)</b>
<b>April 14, 2021</b>	Information	Advancement Committee Charter Review	Gaekwad
	Information	Day of Giving and Faculty/Staff Campaign Results	Morsberger
	Motion	Naming approval*	Morsberger
<b>Committee Meeting Date</b>	<b>Item Type</b>	<b>Agenda Item</b>	<b>Lead(s)</b>
<b>June 16, 2021</b>	Discussion	End-of-Year Annual Plan Assessment	Gaekwad
	Motion	Advancement Committee Charter Amendments	Gaekwad
	Information	FY21 Fundraising progress to goal	Morsberger
	Motion	Naming approval*	Morsberger

\*Item can be every meeting, as needed

**UCF BOARD OF TRUSTEES**  
**Advancement Committee**  
**August 12, 2020**

**Title:** Building a Coalition for Legislative Advocacy

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**Background:**

Janet Owen, on behalf of the Office of Government & Community Relations, will update the Committee on a new relationship between Government Relations, Alumni Engagement and Phone2Action, which will provide a digital platform for a strategic state and federal advocacy program.

**Issues to be Considered:**

This item is being provided for information only.

**Alternatives to Decision:**

This item is being provided for information only.

**Fiscal Impact and Source of Funding:**

N/A

**Recommended Action:**

This item is being provided for information only.

**Authority for Board of Trustees Action:**

N/A

**Contract Reviewed/Approved by General Counsel:**

N/A

**Committee Chair or Chair of the Board approval:**

Chair Gaekwad has approved adding this item to the agenda.

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**Submitted by:**

Janet Owen, Vice President for Government Relations

**Supporting Documentation:**

Attachment A - Phone2Action Overview

**Facilitators/Presenters:**

Janet Owen, Vice President for Government Relations

# TECHNOLOGY FOR PUBLIC AFFAIRS & GRASSROOTS ADVOCACY

Phone2Action is a comprehensive digital advocacy, communications, and stakeholder management platform that directly powers movements by elevating people’s voices through technology. Nonprofits, trade associations, disruptive startups, and Fortune 1000 companies use Phone2Action to engage supporters on the political and social issues that matter to them.



## Why Organizations Choose Phone2Action



### Identify Supporters

- Mobilize new supporters at events with Advocacy Live
- Find new supporters over social media



### Create Experiences for Your Advocates

- Instant campaign creation
- Embeddable widgets
- APIs



### Broadcast Your Message

- Social media broadcasting
- SMS broadcasting
- Facebook Messenger broadcasting
- Email broadcasting



### Manage Stakeholder Relationships

- Identify key contacts
- Track interactions with decision-makers in real time



### Mobilize Advocates

- Email their elected officials
- Tweet their elected officials
- Call their elected officials
- Post comments to regulatory forms



### Influence Policy

- Regulatory agencies
- All Federal officials
- All State officials
- All local officials in top 350 local municipalities



### Integrate with Existing Technologies

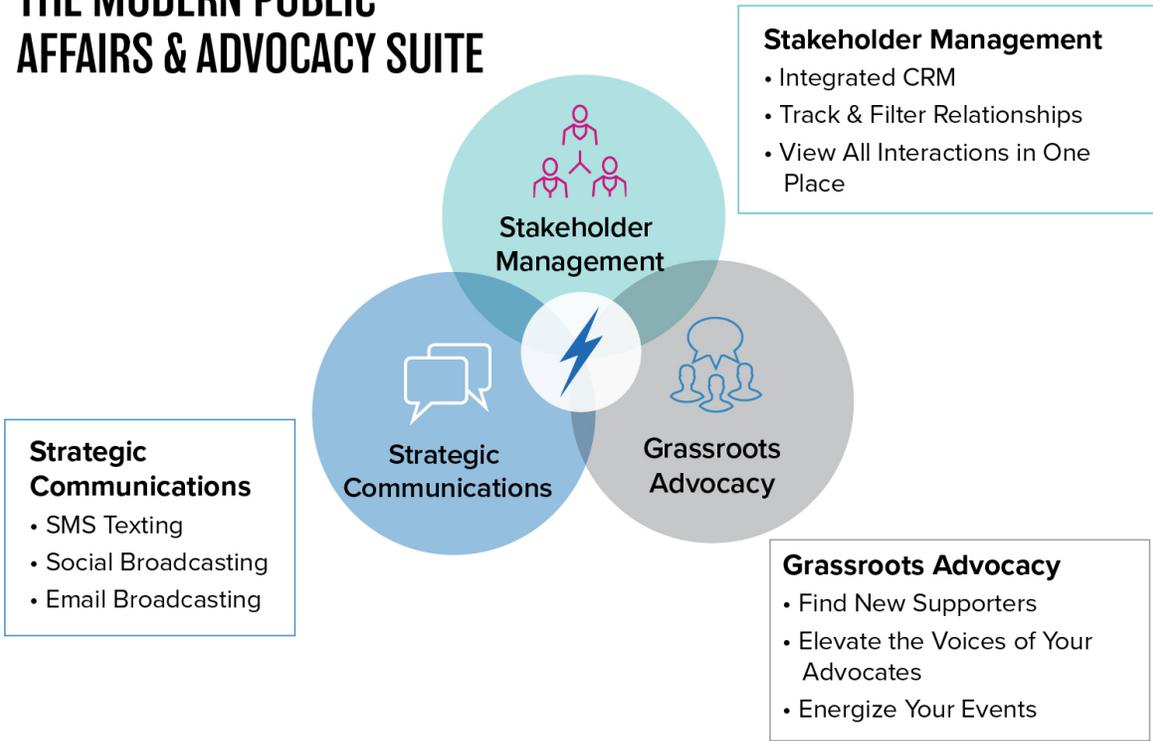
- Salesforce
- NationBuilder
- MailChimp
- ConstantContact
- and more

*“After we switched to Phone2Action from another platform, we saw an immediate lift in conversions on our advocacy campaign pages. We ran the numbers—our conversions actually increased 100x—without any changes to the messaging. By doing A/B testing, we could confidently attribute this lift to the superior user experience and design of our Phone2Action campaign pages.”*

—Erica Klinger, Director of Marketing, Association for Accessible Medicines



# THE MODERN PUBLIC AFFAIRS & ADVOCACY SUITE



## Some of Our Partners

### Nonprofits



### Associations



### Companies



*“Phone2Action made it easy to launch our campaign page quickly and integrate it into our website in a seamless, scalable way. It allowed IA to provide our member companies with a place to send consumers looking to make their voices heard on the issue of net neutrality.”*

—Noah Theran, Senior Vice President, Global Public Affairs & Communications, Internet Association

## Contact Us

Learn how Phone2Action can power your organization’s influence on public policy.

**Schedule a demo:**

[Phone2Action.com/schedule-a-demo/](http://Phone2Action.com/schedule-a-demo/)

**UCF BOARD OF TRUSTEES**  
**Advancement Committee**  
**August 12, 2020**

**Title:** FY20 Fundraising Performance and FY21 Goal Setting

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**Background:**

FY20 Fundraising Performance

The UCF Foundation's fiscal year 2020, which ran from July 1, 2019 - June 30, 2020, concluded with \$63.7 million in attainment — 98% of the UCF Foundation's \$65 million goal for the fiscal year. Despite the challenges related to COVID-19, fiscal year 2020 is the third best fundraising year in University history, per the UCF Foundation's current gift counting guidelines.

FY21 UCF Foundation Goal Setting

The UCF Foundation's leadership team annually establishes 4-5 division-wide SMART goals, with overall attainment always coming first. This process typically begins in June and results in finalized goals by early August. Mike Morsberger, Vice President for Advancement and CEO, UCF Foundation, will provide the committee with an overview of the goal setting process for fiscal year 2021.

**Issues to be Considered:**

This item is being provided for information only.

**Alternatives to Decision:**

This item is being provided for information only.

**Fiscal Impact and Source of Funding:**

N/A

**Recommended Action:**

This item is being provided for information only.

**Authority for Board of Trustees Action:**

N/A

**Contract Reviewed/Approved by General Counsel:**

N/A

**Committee Chair or Chair of the Board approval:**

Chair Gaekwad has approved adding this item to the agenda.

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**Submitted by:**

Mike Morsberger, Vice President for Advancement and CEO, UCF Foundation

**Supporting Documentation:**

Attachment A: FY20 Fundraising Performance and FY21 Goal Setting Presentation

**Facilitators/Presenters:**

Mike Morsberger, Vice President for Advancement and CEO, UCF Foundation

# UCF Advancement Update

Mike Morsberger

*Vice President for Advancement  
and UCF Foundation CEO*

August 14  
August 12, 2020

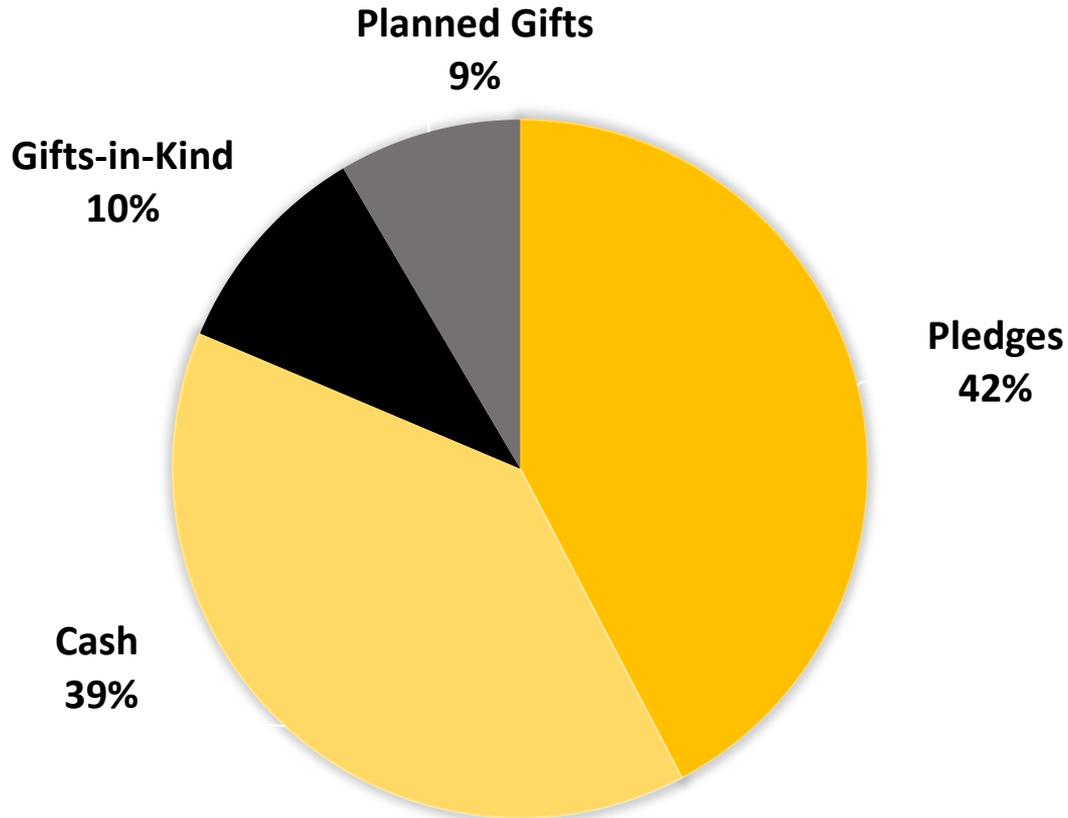


# UCF Advancement

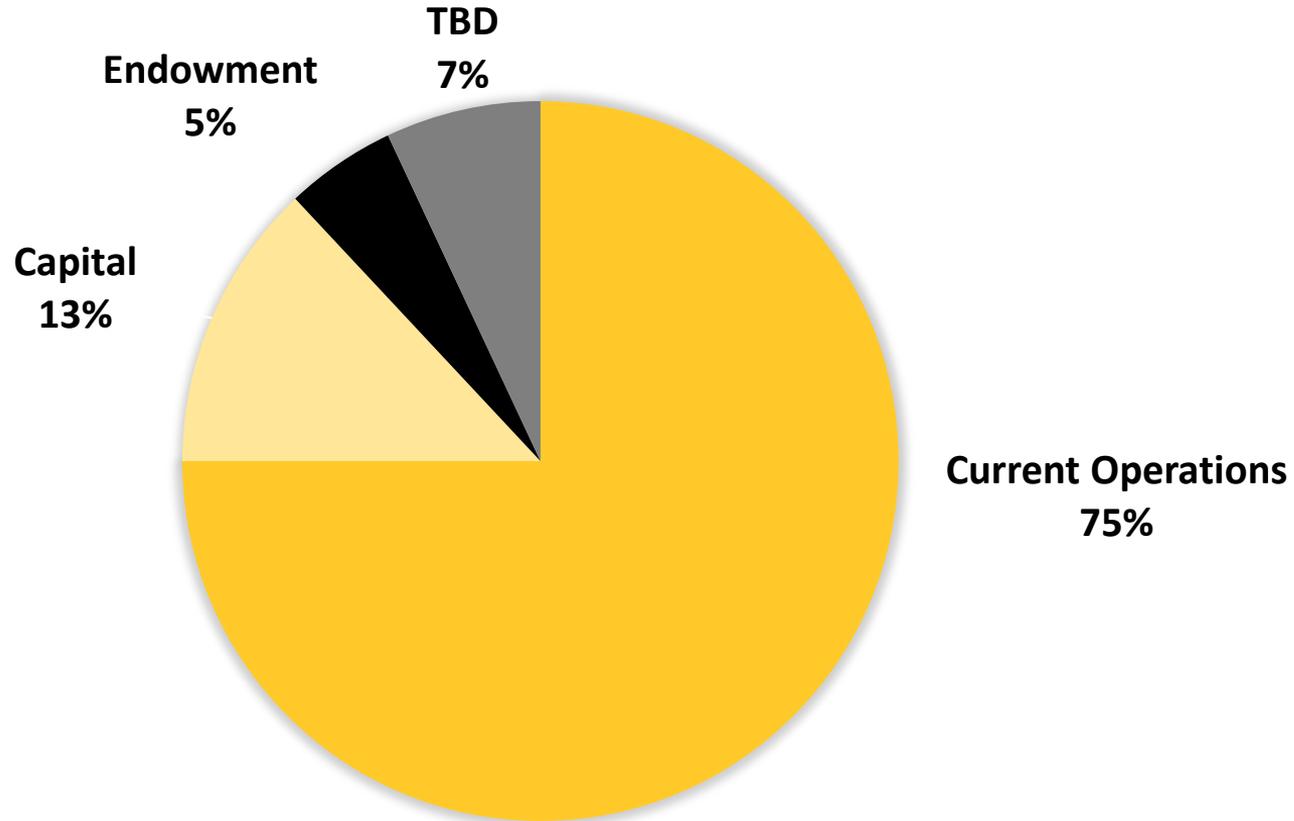
- FY20 Performance Summary -



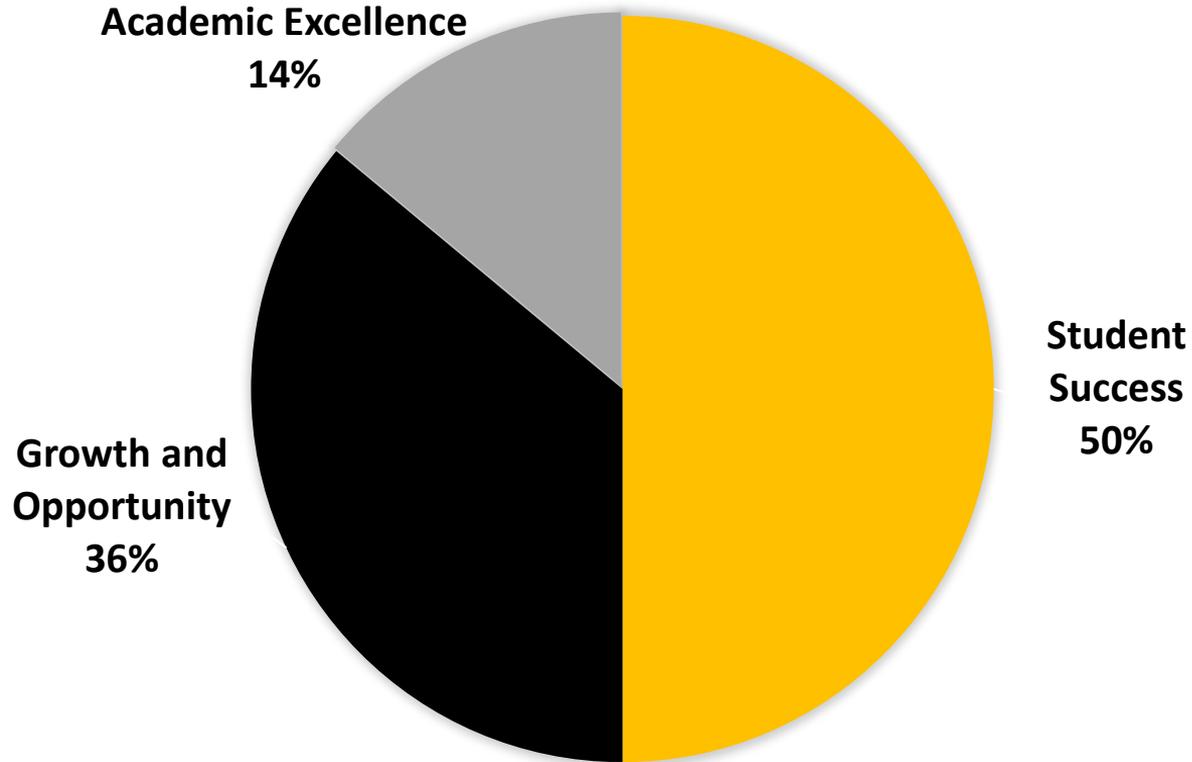
# FY20 Attainment - \$63,693,374



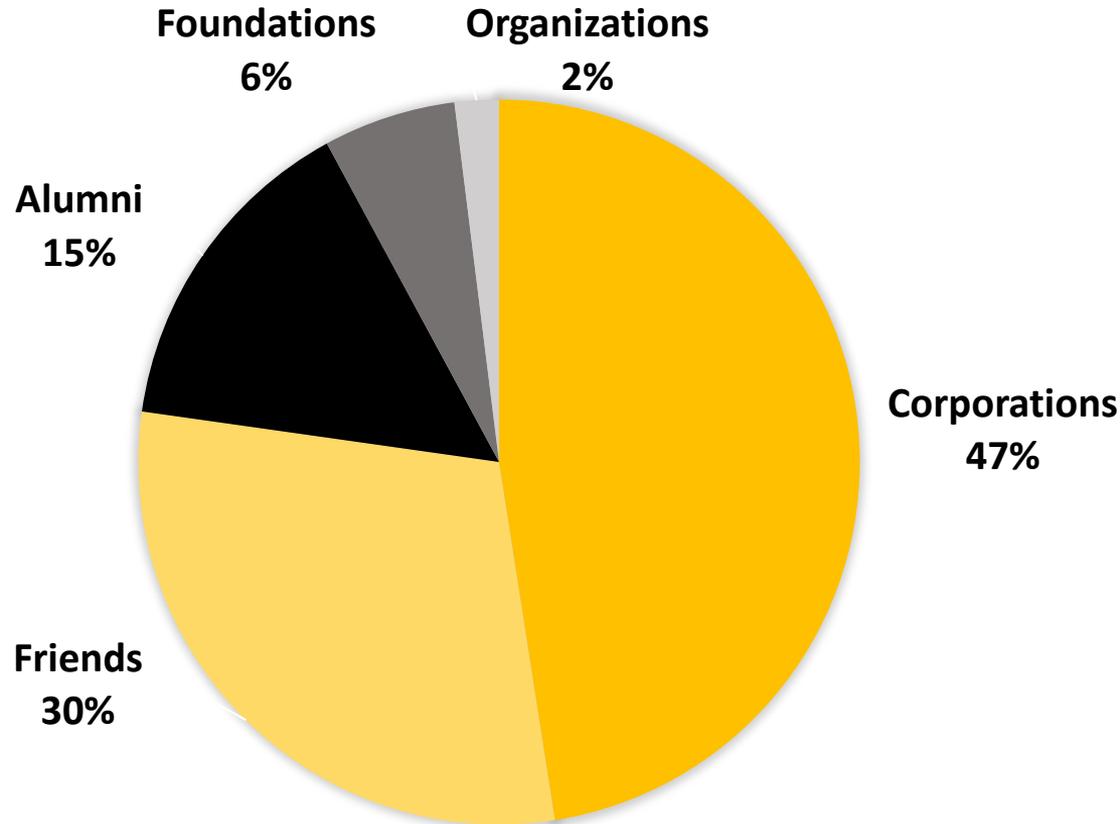
# FY20 Funds by Use



# FY20 Funds by Priority



# FY20 Funds by Source



# FY20 Colleges and Units

## Successful Colleges and Units:

- Athletics
- Burnett Honors College
- College of Arts and Humanities
- College of Health Professions and Sciences
- College of Optics and Photonics and CREOL
- Graduate Studies
- WUCF



# FY20 Gifts, Donors, Visits and Solicitations



- Processed 141,596 gifts from 36,870 donors
- Documented 4,023 virtual or face-to-face visits
- Solicited 752 gifts and closed 406, reflecting a 54% closure rate

# UCF Advancement

- 2021 Goal Setting -



# FY21 Advancement Goals

## Goal 1

Attainment

## Goal 2

Efficiencies  
and  
Effectiveness

## Goal 3

Planning for  
the Next  
Campaign

## Goal 4

Diversity  
and  
Inclusion

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*Goal Planning Timeframe: June 2020 - August 2020*



# Questions