



UNIVERSITY OF CENTRAL FLORIDA

Board of Trustees
Advancement Committee Meeting
February 10, 2021
Virtual Meeting

MINUTES

CALL TO ORDER

Trustee Danny Gaekwad, Chair of the Advancement Committee, called the meeting to order at 1:30 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 Joseph Contee, Trustee Joseph Harrington via WebEx. Trustee Jeff Condello and Trustee John Sprouls were not in attendance.

MINUTES

The minutes from the November 19, 2020 meeting were unanimously approved as written.

REPORTS

Trustee Gaekwad shared that all standing committees of the UCF Board of Trustees were undergoing review of their respective annual plans established at the beginning of FY21. The floor was opened for comments and future topic suggestions related to the presented FY21 Advancement Committee plan. No comments or suggestions for revision were provided by the members of the committee. Trustee Gaekwad thanked the committee members for their review.

NEW BUSINESS

Trustee Gaekwad welcomed Janet Owen, Vice President for Government and Community Relations, to provide a legislative update. Owen shared that her office was closely coordinating with UCF Marketing and UCF Advancement to progress toward the goals set forth by President Cartwright.

Owen provided the following legislative updates:

Federal

- UCF engaged Whitmer & Worrall, a bi-partisan government relations and strategic consulting firm, to enhance UCF's brand and reputation within Washington D.C.
- Representatives from Whitmer & Worrall recently engaged with UCF faculty leadership via Zoom to advise them of potential opportunities – such as identifying federal entities relevant to UCF's academic and research strengths.
- UCF has completed more than 25 congressional meetings with the offices identified by Whitmer & Worrall since late September of 2020.
- UCF's Office of Government and Community Relations is planning opportunities for members of congress to visit and tour UCF. Janet Owen invited interested Trustees to participate in these visits. Trustee Gaekwad requested that Janet Owen share the list of visit dates and congressional attendees with the Trustees once confirmed.
- On February 10, 2021, the United States House of Representatives' Education and Labor Committee approved an \$170B Coronavirus relief package for schools. While exact figures were not known at the time of this meeting, it was estimated the approved relief package would contain roughly \$40B for higher education.

Local/Community Relations

- Orange County's Board of Commissioners approved a campus development agreement between UCF and Orange County. This agreement covered the next decade of UCF's expected growth and the associated infrastructure needs, such as transportation.
- Maritza Martinez, Assistant Vice President of Community Relations, and her team have developed deeper bonds with key economic entities within Volusia County and Brevard County to strengthen UCF's brand and reputation in those areas. A day on the Space Coast is being developed and planned for President Cartwright.
- Key speaking engagements and introductions to community leaders and organizations are ongoing as part of President Cartwright's onboarding process.
- A four-part program series, titled "This is Downtown", is being developed with the Downtown Orlando Economic Partnership. It was noted that the series was intended to highlight major Downtown Orlando and UCF Downtown assets.

State

- The 60-day legislative session starts on March 2, 2021.
- On January 28, 2021, Governor Ron DeSantis released his Florida Leads budget proposal for FY 2021-2022. DeSantis proposed a \$96.6B, an increase of \$4B from the FY 2020-2021 budget.
 - No reduction was proposed for performance funding.
 - A 3% non-recurring reduction to university-based budgets was proposed.
 - UCF's university budget reduction would total roughly \$5M.
 - No reduction to medical school funding was proposed.
- Governor DeSantis stated that state universities may not raise tuition in the upcoming fiscal year.
- Janet Owen shared information regarding which state positions are currently filled by UCF Alumni. Trustee Gaekwad requested a list of these alumni legislators be shared with the Advancement Committee members.
- Janet Owen shared an update on UCF's Legislative Scholars program.

Patrick Burt, Associate Vice President for Communications and Marketing, shared an update on UCF's efforts to share UCF's message with State of Florida legislators virtually during the pandemic.

Trustee Gaekwad inquired if State Representative Randy Fine would participate in President Cartwright's visit to the Space Coast. Janet Owen noted that logistics for President Cartwright's visit were still in development. Trustee Conte also inquired if Governor DeSantis' statement to not raise tuition also applied to graduate school and College of Medicine credit hours. Janet Owen responded that the language provided did not distinguish between types of tuition, and unless further clarification is made, is a blanket statement applied to all forms of tuition.

Trustee Gaekwad welcomed Karen Cochran, Acting Vice President for Advancement, to provide a fundraising update to the committee. Karen Cochran provided an overview of the UCF Foundation's work to develop and launch a strategic, philanthropic action plan with a focus on UCF's academic mission. It was shared that the draft philanthropic action plan would be provided to President Cartwright on February 26, 2021. Noted goals of the plan were to increase philanthropic support raised to \$100M annually and align fundraising with university priorities that move UCF toward becoming a Top 50 public research university.

Karen Cochran provided the committee with a snapshot of UCF's past six years of fundraising. It was noted that as of February 5, 2021, UCF Advancement had raised roughly \$16M toward an FY21 target goal of \$70M. Karen Cochran shared that two additional gifts totaling \$5,800,000 collectively were received between February 5 and the February 10 Advancement Committee meeting.

Karen Cochran shared that UCF Advancement would be utilizing a bifurcated strategy to engage alumni and attract principal level prospects. It was noted that the UCF Advancement Team would be engaging with each Trustee individually to identify opportunities in which Trustees can engage in the process of raising philanthropic support for UCF.

Alumni participation benchmarking was presented utilizing data from UCF's operational peers. Trustee Gaekwad requested this information be provided utilizing FL SUS alumni participation data. Karen Cochran acknowledged Trustee Gaekwad's request and committed to providing the requested information in the future. Karen Cochran noted that peer operational institutions had a five-year average alumni participation rate of 6.95%. UCF's five-year average alumni participation rate, as of February 2021, was 3.43%. An analysis of operational peers' programs revealed that USF made significant progress in raising their alumni participation rate over the past five-year period. Karen Cochran shared that UCF would be studying peers, such as USF, to identify strategies that may be configured to inspire engagement among UCF's alumni.

Karen Cochran provided the committee with example measures of success for the philanthropic action plan and a preview of recommendations. The example measures of success included:

- \$100M a year in sustainable philanthropy.
- Alumni participation in the double digits.
- Securing a minimum of three (3) \$10M gifts annually.

Information on an engagement survey UCF would be providing its alumni and friends was presented. It was noted that more than 220,000 individual constituents with active email addresses would be invited to participate. Karen Cochran encouraged the Trustees to take the survey. The results from the engagement survey would be available in March of 2021.

Karen Cochran provided an outline of five ways Trustees can partner with UCF Advancement. The opportunities discussed for Trustee involvement were:

- Completing the engagement survey.
- Introducing UCF to their networks; referring potential donors.
- Providing input on fundraising priorities.
- Advocating for UCF in their communities.
- Setting an example by expanding their personal support

Trustee Gaekwad thanked Karen Cochran for her presentation, noting his appreciation for the strategic process being utilized to build the philanthropic action plan. Trustee Conte inquired about how the engagement survey discussed differed from past surveys implemented by UCF. Karen Cochran noted that the engagement survey is a comprehensive survey not previously utilized by UCF and individual

participant's survey feedback will be stored on their respective records to assist with engaging them based on their preferences. It was noted that the engagement survey was an example of one of many technology-based investments UCF Advancement is making to leverage the alumni base.

Trustee Joe Harrington shared observations related to UCF students' utilization of email. He applauded Athletics for their robust fundraising performance and noted that academics had not seen the same performance. Trustee Harrington shared that marketing materials he has received from UCF in the past provided messaging about Athletics but lacked to highlight academics and research. Trustee Harrington encouraged future messaging that spotlights UCF's research, innovation, expertise, student success, and economic impact. Trustee Harrington and Karen Cochran agreed to have more conversation on this topic at a later date.

Trustee Gaekwad thanked the Trustees for their participation and robust discussion.

ADJOURNMENT

Trustee Gaekwad adjourned the meeting at 2:14 p.m.

Reviewed by: _____

Danny Gaekwad, Chair, Advancement Committee

Date: _____

Submitted by: _____

Janet Owen, Associate Corporate Secretary

Date: _____