

Advancement Committee Meeting

Feb 10, 2021 1:30 PM - 2:15 PM EST

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UNIVERSITY OF CENTRAL FLORIDA

**Board of Trustees
Advancement Committee
Virtual Meeting
February 10, 2021, 1:30 -2:15 p.m.**

Livestream: <https://ucf.webex.com/ucf/onstage/g.php?MTID=e88a262f37316bf78c928f3c0f7e32bcf>
Conference call number: 1-408-418-9388, **access code:** 132 647 9929

AGENDA

- | | |
|---|---|
| 1. Call to Order | Danny Gaekwad, <i>Chair, Advancement Committee</i> |
| 2. Roll Call | Lauren Ferguson, <i>Director of Foundation Board Relations and Development</i> |
| 3. Minutes of the November 19, 2020 meeting | Chair Gaekwad |
| 4. Reports | |
| INFO-1 | Mid-Year Annual Plan Assessment
<i>Chair Gaekwad</i> |
| 5. New Business | |
| INFO-2 | Legislative Update
<i>Janet Owen, Vice President for Government and Community Relations</i> |
| INFO-3 | UCF Foundation Fundraising Update
<i>Karen Cochran, Acting Vice President for Advancement and Acting CEO of the UCF Foundation</i> |
| 6. Adjournment | Chair Gaekwad |



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: _____
Joseph Conte, Vice Chair, Advancement Committee

Date: _____

Submitted by: _____
Janet Owen, Associate Corporate Secretary

Date: _____

UCF BOARD OF TRUSTEES

Agenda Item Summary

Advancement Committee

February 10, 2021

Title: Mid-Year Annual Plan Assessment

 Information **Information for upcoming action** **Action****Meeting Date for Upcoming Action:** _____**Purpose and Issues to be Considered:**

At the beginning of FY21, committee annual plans were developed and shared for trustee input. Currently, at the mid-point in the fiscal year, committee annual plans are being included on all agendas for a brief assessment of the following:

- To acknowledge discussions, informational presentations, or action items that have been moved since the plan was presented in the fall.
- To provide committee members the opportunity to suggest strategic discussion items for the remaining FY21 meetings.

Background Information:

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.

Recommended Action:

This item is being presented as information only.

Alternatives to Decision:

N/A

Fiscal Impact and Source of Funding:

N/A

Authority for Board of Trustees Action:

N/A

Contract Reviewed/Approved by General Counsel N/A
Committee Chair or Chair of the Board has approved adding this item to the agenda
Submitted by:

Karen Monteleone, Assistant Vice President, Board Relations

Supporting Documentation:

Attachment A: FY21 Advancement Committee Annual Plan

Facilitators/Presenters:

Danny Gaekwad, Advancement Committee Chair



UNIVERSITY OF CENTRAL FLORIDA

UCF Board of Trustees Advancement Committee Annual Plan

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

Last updated: January 25, 2021

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**

Committee Meeting Date	Item Type	Agenda Item	Lead(s)
August 12, 2020	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
Committee Meeting Date	Item Type	Agenda Item	Lead(s)
October 14, 2020	Information	Recognition of Outgoing Legislators	Owen
	Information	UCF Health 2020 Marketing Update	Burt
	Motion	Naming approval*	Morsberger
Committee Meeting Date	Item Type	Agenda Item	Lead(s)
November 19, 2020	Information	Planning for Day at the Capitol	Owen
	Information	Pegasus Magazine Update	Burt
	Information	License Plate Revenue Allocations Update	Burt
	Information	Alumni Engagement and Annual Giving: Building a Pipeline for the Future	Junod
	Motion	Naming approval*	Morsberger
Committee Meeting Date	Item Type	Agenda Item	Lead(s)
February 10, 2021	Discussion	Mid-Year Annual Plan Assessment	Gaekwad
	Discussion	Foundation and Alumni Board Chair Strategic Discussion	Morsberger
		UCF Foundation Fundraising Update	Cochran
	Information	WUCF Business Plan	Burt
	Motion	Naming approval*	Morsberger
Committee Meeting Date	Item Type	Agenda Item	Lead(s)
April 14, 2021	Information	Advancement Committee Charter Review	Gaekwad
	Information	Day of Giving and Faculty/Staff Campaign Results	Morsberger
	Motion	Naming approval*	Morsberger
Committee Meeting Date	Item Type	Agenda Item	Lead(s)
June 16, 2021	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

Agenda Item Summary

Advancement Committee

February 10, 2021

Title: Legislative Update

 Information Information for upcoming action Action

Meeting Date for Upcoming Action: _____

Purpose and Issues to be Considered:

2021 State Legislative Session Update

Background Information:

As of the date of this meeting of the Advancement Committee, the Florida Legislature will have completed three of its five weeks of interim committee meetings leading up to the March 2 start of the 60-day regular session. Ms. Owen will provide an update on legislative activities to date, including a brief overview of significant legislation impacting the state universities, and UCF advocacy planning.

Recommended Action:

This item is being presented as information only.

Alternatives to Decision:

N/A

Fiscal Impact and Source of Funding:

N/A

Authority for Board of Trustees Action:

N/A

Contract Reviewed/Approved by General Counsel N/A **Committee Chair or Chair of the Board has approved adding this item to the agenda** **Submitted by:**Janet D. Owen, *Vice President for Government & Community Relations***Supporting Documentation:**

N/A

Facilitators/Presenters:Janet D. Owen, *Vice President for Government & Community Relations*

UCF BOARD OF TRUSTEES

Agenda Item Summary

Advancement Committee

February 10, 2021

Title: UCF Foundation Fundraising Update

 Information **Information for upcoming action** **Action****Meeting Date for Upcoming Action:** _____**Purpose and Issues to be Considered:**

The Advancement Committee is charged, per its charter, with providing strategic input and oversight to the areas of Government & Community Relations, Constituent Engagement and Development, and Communications and Marketing. As part of this oversight responsibility, the UCF Foundation regularly reports fundraising progress and metrics to the Advancement Committee.

Background Information:

Karen Cochran, Acting Vice President for Advancement and Acting CEO of the UCF Foundation, will provide information on the following:

- Progress toward FY21 Goals
- Ten-year fundraising comparison
- The UCF Foundation's focus on assisting to elevate UCF to one of the nation's Top 50 best research universities per *US News & World Report*.
- The UCF Foundation's bifurcated strategy to build a culture of philanthropy and support.

Recommended Action:

This item is being presented as information only.

Alternatives to Decision:

N/A

Fiscal Impact and Source of Funding:

N/A

Authority for Board of Trustees Action:

N/A

Contract Reviewed/Approved by General Counsel N/A
Committee Chair or Chair of the Board has approved adding this item to the agenda
Submitted by:

Karen Cochran, *Acting Vice President for Advancement and Acting CEO of the UCF Foundation*

Supporting Documentation:

Attachment A: UCF Foundation Fundraising Update

Facilitators/Presenters:

Karen Cochran, *Acting Vice President for Advancement and Acting CEO of the UCF Foundation*

Charging Forward
Building the Plan for Success

A report to the UCF Advancement Committee

Karen Cochran

Acting Vice President

University Advancement

The Charge

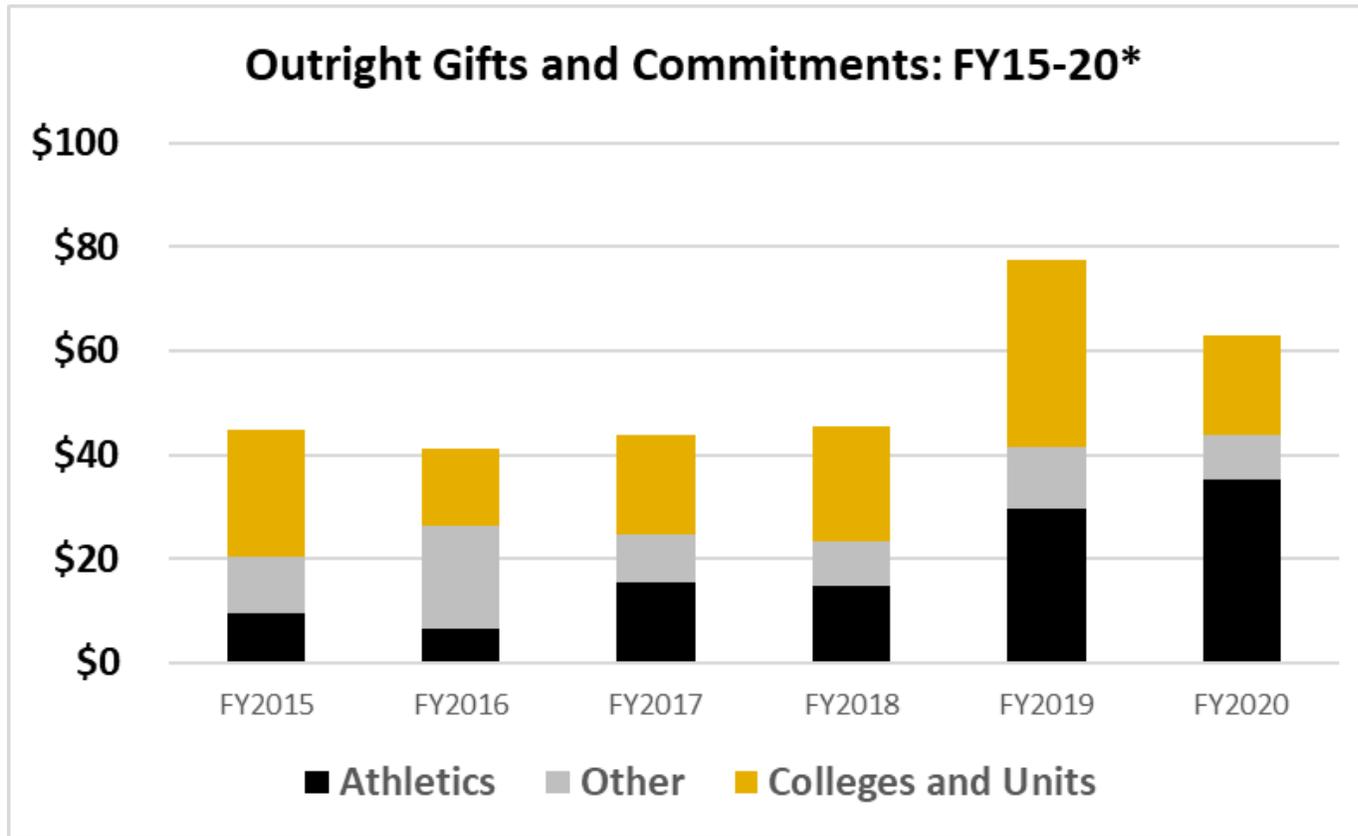
UCF Advancement Will:

- Develop and launch a strategic, philanthropic action plan that will focus on UCF's academic mission and increase investment in student success, research and scholarly activity.



Where We've Been

Six-Year Fundraising Comparison



Of Note:

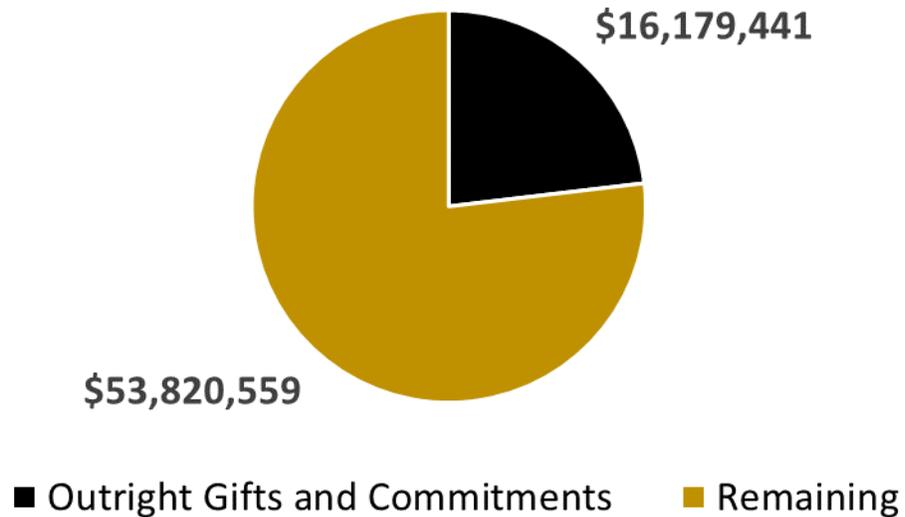
- Dollars represent outright gifts and commitments.
- CASE counting guidelines used (*No software*).
- \$52.7 million yearly average.
- Positive trend: tripled fundraising performance since FY12.

* In millions. Current counting guidelines applied.

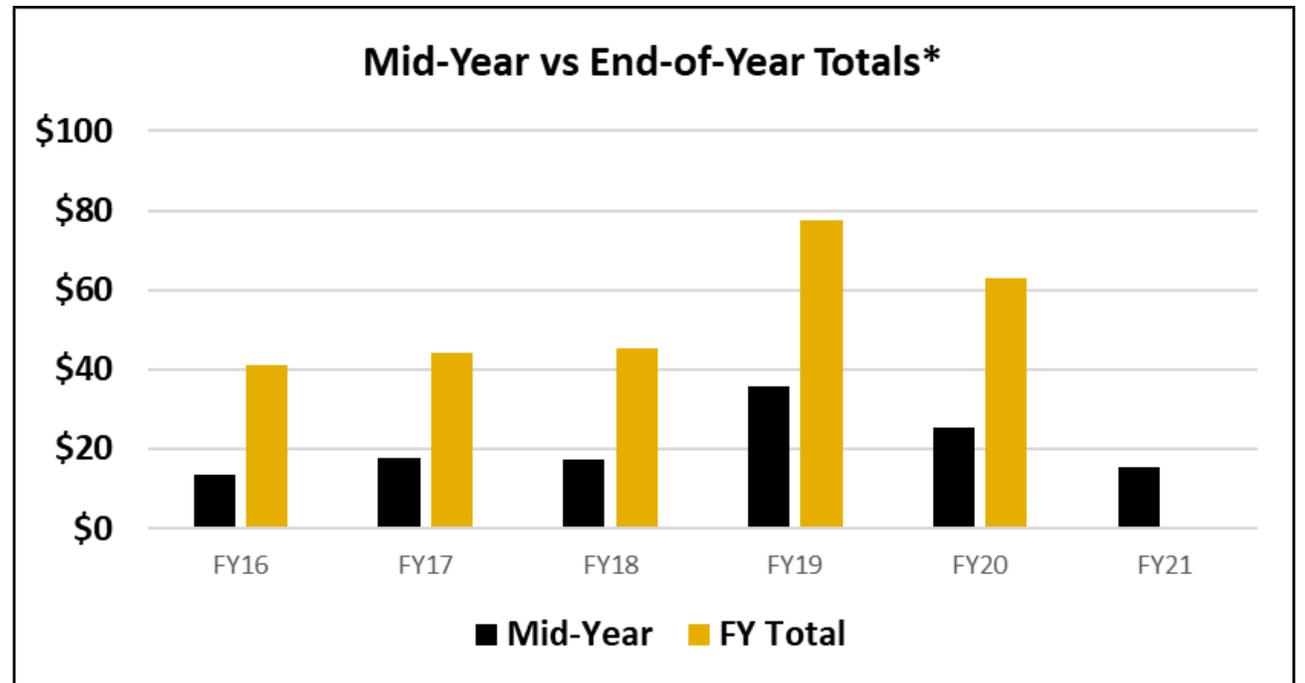
Where We Are

Progress Toward FY21 Goals

FY21: \$70 Million Target Goal*



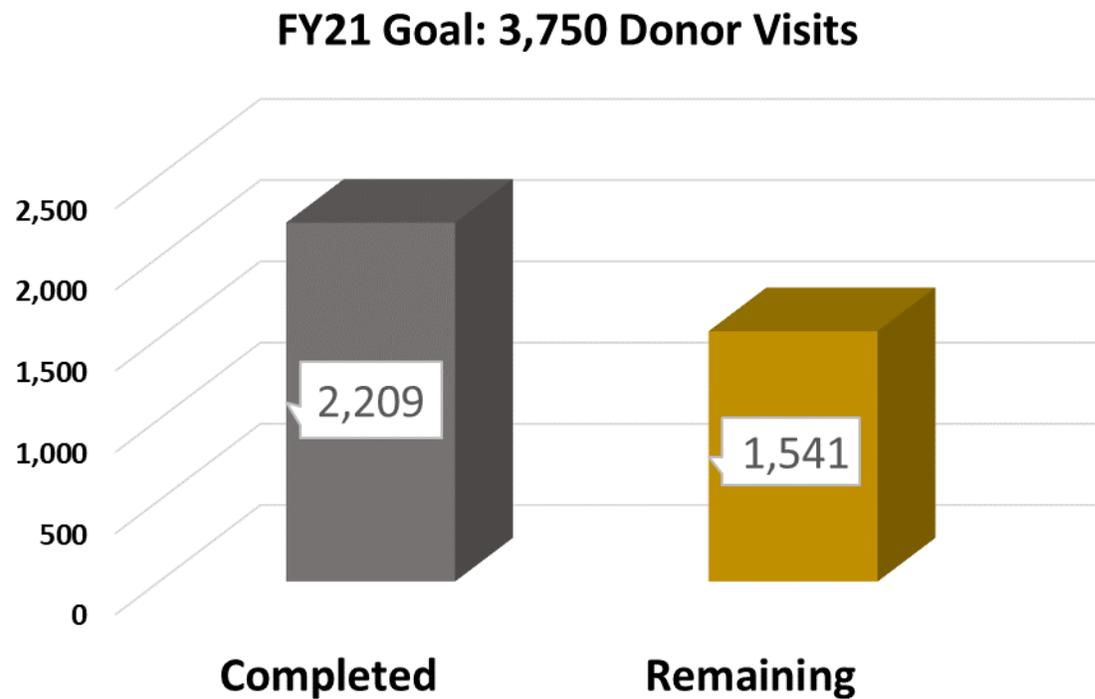
*As of Feb. 5, 2021



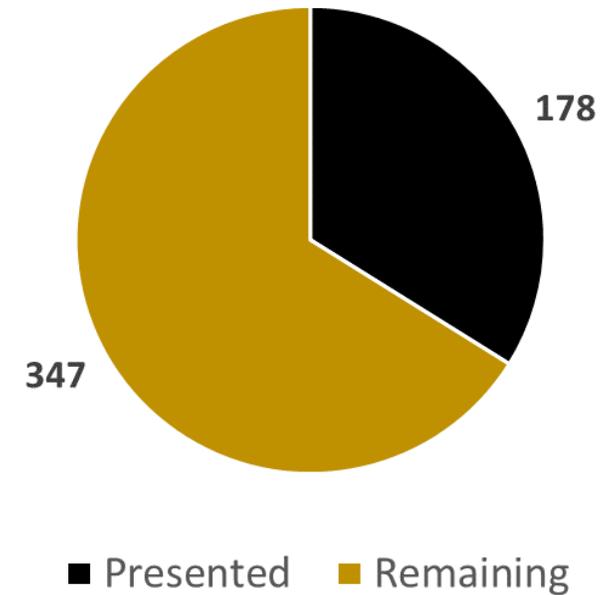
* In millions

Where We Are

Progress Toward FY21 Goals*



Solicit 525 Opportunities of \$25K+



*As of Feb. 5, 2021

Where Are We Going?

- **Our Driving Force**: Elevate UCF to its rightful place on the list of this nation's Top 50 best public research universities.
- **Our Focus**: Specific ranking metrics that drive performance and where Advancement can move the needle.
- **The Action Plan**: A comprehensive blueprint for a hyper-focused fundraising effort that will shift our culture to one of exceptional stewardship and relationship building.



Where Are We Going?

The Benefits

- Increased philanthropic support targeted to university priorities.
- Serve as a catalyst to move Advancement into a more responsive and more nimble fundraising team, leading to improved year-over-year performance.



Where Are We Going?



- Philanthropy is everyone's job.
- Advancement will forge relationships to build a culture of philanthropy.

How Do We Get There?

Benchmark Against Our Operational Peers

6.95%

Peer five-year average
alumni participation rate.



- Arizona State University
- Florida State University
- University of South Florida
- Georgia State University
- University of Kansas
- Louisiana State University and A&M College
- University of Missouri – Columbia
- North Carolina State University
- University of North Carolina - Charlotte
- University of Cincinnati
- Portland State University
- George Mason University
- Florida International University
- University of Houston

Where Are We Going?

The Action Plan: Measures of Success

- \$100 million a year in sustainable philanthropy.
- Alumni participation in the double digits.
- Secure a minimum of three \$10 million gifts each year.

The Recommendations: A Preview

- Launch a three-year initiative in FY22, focused on student experience.
- Build upon philanthropic success for next campaign.
- Engage academic leadership, students, faculty, staff and volunteers.
- Bifurcated strategy.
- Survey constituents.



How Do We Get There?

The Survey: Listen to and Engage Our Constituents

- Engagement survey to go live this week.
- Emailed to all individual constituents with active email addresses in our system (220,000-plus).
- Will focus on engagement and fundraising priorities.
- Results by end of March.



We Can't Get There Without You

How You Can Help

- Complete the survey – let us know what we are doing and where we could improve.
- Introduce UCF to your network; refer potential donors.
- Provide input on fundraising priorities.
- Advocate for UCF in your communities.
- Set an example: Expand your personal support.



Questions?

