



June 25, 2024 | Strategic Partnerships and Advancement Committee

Board of Trustees
UCF Student Union, Pegasus Ballroom
2024-06-25 10:00 - 11:00 EDT

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June 25, 2024 | Strategic Partnerships and Advancement Committee

Board of Trustees

Tuesday, June 25, 2024, at 10:00 AM EDT to Tuesday, June 25, 2024, at 11:00 AM EDT

UCF Student Union, Pegasus Ballroom

Virtual Link: <https://www.youtube.com/live/osYc6kqGzxA?feature=shared>

Agenda

- I. Opening Actions** **10:00 AM**
- A. Call to Order and Welcome**
Presenter: John Miklos, Chair, Strategic Partnerships and Advancement Committee
 - B. Roll Call and Quorum Confirmation**
Presenter: Janelle Hom, Director, Foundation Board Relations and Advancement
- II. Minutes of the February 22, 2024, meeting**
- III. Action** **10:05 AM**
- A. SPAC-1: External Naming Opportunity**
Presenter: Rodney Grabowski, Senior Vice President, UCF Advancement and Partnerships and Chief Executive Officer, UCF Foundation, Inc.
 - B. SPAC-2: External Naming Opportunity**
Presenter: Rodney Grabowski
- IV. Discussion** **10:35 AM**
- A. DISC-1: Fiscal Year 2023-2024 Attainment & Division Update**
Presenter: Rodney Grabowski
- V. Information**
- A. INFO-1: UCF Specialty License Plate Update**
Presenter: Sean Hartman, Interim Chief Marketing and Communications Officer, UCF Communications and Marketing
 - B. INFO-2: Strategic Communications Activity Update**
Presenter: Sean Hartman
- VI. New Business**
Presenter: Chair Miklos
- VII. Adjournment** **11:00 AM**
Presenter: Chair Miklos



UNIVERSITY OF CENTRAL FLORIDA

Board of Trustees
Strategic Partnerships and Advancement Committee Meeting
February 22, 2024
Rosen College of Hospitality Management

MINUTES

CALL TO ORDER

Trustee Danny Gaekwad, Vice Chair of the Strategic Partnerships and Advancement Committee, called the meeting to order at 10:10 a.m. Vice Chair Gaekwad stated that due to his travel schedule for the morning, he would be handing the presiding of the meeting to Trustee Cardenas.

Trustee Cardenas stated that the meeting was covered by the Florida Sunshine Law and the public and press were invited to attend. Strategic Partnerships and Advancement Committee members in attendance were Trustees Gaekwad, Cardenas, Condello, Conte, Greenaway, and Chair Martins (ex officio). Trustees Altizer, Christy, King, and Okaty attended as guests.

MINUTES

The minutes from the November 16, 2023, meeting were unanimously approved as written.

ACTION

At Trustee Cardenas' request, Youndy Cook, Vice President and General Counsel, confirmed there were no disclosures of conflict of interest from the Trustees.

External Naming Opportunity (SPAC-1)

Rodney Grabowski, Senior Vice President for Advancement and Partnerships and CEO, UCF Foundation, Inc., sought recommendation of approval of the Taylor A. Gerring Football Center naming of the new Football Coaches Administration building.

Trustee Conte motioned and Trustee Greenaway seconded. The external naming opportunity was unanimously recommended for approval.

DISCUSSION

Trustee Cardenas invited Grabowski to share an update about current attainment and progress made towards the fiscal year goal. Grabowski shared reporting related to

fundraising forecasting and current attainment. Advancement and Partnerships is actively focused on \$100 million in annual attainment as well as endowment growth from \$228 million (current) to \$350 million by 2027.

Grabowski shared a brief update regarding the hiring of a new Associate Vice President of Partnerships, the continued search for a new Chief Financial Officer for the UCF Foundation, and information around the campaign feasibility study briefings.

Trustee Cardenas invited Patrick Burt, Chief Marketing and Communications Officer, and Grabowski to provide an update on efforts to align communications and marketing across the university. Burt and Grabowski shared information on the university's partnerships with Ologie, an agency with a specific focus on marketing and branding for education. The project will take approximately 14 months to complete, and began in November 2023.

INFORMATION

Trustee Cardenas noted at the start of the information session that UCF's Day of Giving would be taking place on April 11, 2024, and challenged trustees to achieve 100% board giving across the entire university in partnership with the UCF Foundation Board and UCF Alumni Board. Trustee Altizer asked Trustee Greenaway for the next meeting to share areas from his perspective that trustees could focus on for Day of Giving.

Trustee Cardenas asked if there were any questions concerning the remaining information items. There were no questions.

NEW BUSINESS

No new business was brought before the committee.

ADJOURNMENT

Trustee Cardenas adjourned the meeting at 10:52 a.m.

Reviewed By: _____ Date: _____

Rick Cardenas, Presiding Trustee
Strategic Partnerships and Advancement Committee

Reviewed By: _____ Date: _____

Michael Kilbride, Associate Corporate Secretary



Board of Trustees

Strategic Partnerships and Advancement Committee

June 25, 2024

Agenda Item

SPAC-1: External Naming

Proposed Committee Action

Recommend approval of the proposed naming opportunity to the UCF Board of Trustees.

Authority for Board of Trustees Action

Board of Governors Regulation 9.005

Supporting Documentation Included

N/A

Facilitators/Presenters

Rod Grabowski, Senior Vice President, UCF Advancement and Partnerships, and
Chief Executive Officer, UCF Foundation, Inc.



External Naming Opportunity

EXECUTIVE SUMMARY

Objective

The Board of Trustees and the Strategic Partnerships and Advancement Committee are tasked with reviewing an external naming opportunity resulting from a philanthropic partnership.

Summary of Key Observations/Recommendations

- The proposed naming opportunity has been vetted through the university's internal review process and no concerns were identified.

Additional Background

Board of Governors Regulation 9.005 requires that the naming of any university facility be approved by the Board of Trustees as a noticed, non-consent agenda item. Gift-related naming of a university facility requires a donation which makes a significant contribution to the cost of the university facility.

Rationale

This external naming opportunity is crucial for advancing UCF's strategic goals. Fostering philanthropic partnerships will amplify our global reputation by attracting top-tier talent, supporting impactful programs, and enhancing university infrastructure. These contributions help propel UCF's vision to become the world's leading metropolitan research university.

Implementation Plan

Pending the Board of Trustees' approval of this naming opportunity, staff will leverage this philanthropic investment to strengthen the areas of support outlined in the corresponding gift agreement.

Resource Considerations

The funds associated with this naming opportunity are secured through a philanthropic gift from the donor, whose name will be disclosed during the public meeting for which this executive summary is associated.

Conclusion

Staff recommends approval of the proposed naming opportunity.



Board of Trustees

Strategic Partnerships and Advancement Committee

June 25, 2024

Agenda Item

SPAC-2: External Naming

Proposed Committee Action

Recommend approval of the proposed naming opportunity to the UCF Board of Trustees.

Authority for Board of Trustees Action

Board of Governors Regulation 9.005

Supporting Documentation Included

N/A

Facilitators/Presenters

Rod Grabowski, Senior Vice President, UCF Advancement and Partnerships, and
Chief Executive Officer, UCF Foundation, Inc.



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Board of Trustees

Strategic Partnerships and Advancement Committee

June 25, 2024

Agenda Item

DISC-1: FY2024 Attainment and Division Update

Proposed Committee Action

This report will provide the committee with a high-level strategy overview toward ensuring UCF's revenue sustainability. This report will include attainment, alumni engagement, and endowment performance metrics.

Authority for Board of Trustees Action

N/A

Supporting Documentation Included

Attachment A: Attainment and Divisional Progress Presentation

Facilitators/Presenters

Rod Grabowski, Senior Vice President, UCF Advancement & Partnerships, CEO, UCF Foundation, Inc.



DISC-1: FY2024 Attainment and Division Update

EXECUTIVE SUMMARY

Objective

This report will provide the committee with a high-level strategy overview toward ensuring UCF's revenue sustainability. This report will include attainment, alumni engagement, and other performance metrics.

Summary of Key Observations/Recommendations

- Advancement and Partnerships is actively working to achieve the 2027 Strategic Plan goal of \$100 million in annual attainment. This figure is reflective of the current fiscal year's goal.
- Current attainment as of June 8, 2024, sits at \$94.9 million.

Additional Background

Attainment of \$28.8 million was reported at the February 22, 2024, meeting, with closing projections forecasted to land between \$82 million and \$106 million by June 30, 2024. Historical attainment figures from the past three (3) fiscal years have been included below:

Fiscal Year 2020-2021	\$77.5 million
Fiscal Year 2021-2022	\$75.8 million
Fiscal Year 2022-2023	\$114.3 million

Rationale

The Board of Trustees oversight of strategic partnerships and advancement communications aligns with the UCF Strategic Plan, which includes an annual attainment goal of \$100 million (achieved by 2027).

Implementation Plan

Advancement & Partnerships is working toward \$100 million in annual, sustained attainment as well as growth of the endowment. The attainment goal for the current fiscal year is \$100 million.

Resource Considerations

The impact of successful fundraising will expand access to higher education and help to make it affordable through scholarships and resources. This discussion item will not result in any additional costs to the University.

Conclusion

Trustees are encouraged to engage in discussion with leadership regarding UCF's philanthropic goals for FY 2023-2024, including how they can engage as philanthropic advocates utilizing their networks to assist in achieving sustainable university support.



UCF ADVANCEMENT & PARTNERSHIPS UPDATE

Rodney Grabowski, CFRE

Senior Vice President for Advancement & Partnerships and CEO, UCF Foundation, Inc.

June 2024



ATTAINMENT UPDATE

FY24 ATTAINMENT TO DATE

College/Unit	Goal	Attainment	Percentage to Goal
Arts & Humanities	\$10,000,000	\$1,344,636	13%
Athletics	\$35,000,000	\$39,619,773	113%
Burnett Honors College	\$400,000	\$157,887	39%
Business Administration	\$6,000,000	\$1,948,516	32%
Community Innovation & Education	\$1,500,000	\$371,346	25%
Engineering & Computer Science	\$3,000,000	\$2,002,235	67%
Health Professions & Sciences	\$600,000	\$349,408	58%
Medicine	\$5,000,000	\$1,856,216	37%
Nursing	\$4,000,000	\$2,042,976	51%
Optics, Photonics, CREOL	\$500,000	\$291,421	58%
Rosen College of Hospitality Management	\$1,000,000	\$197,803	20%
Sciences	\$4,000,000	\$3,205,651	80%
SSWB	\$4,000,000	\$5,083,407	127%
Undergraduate Studies	\$200,000	\$54,116	27%
WUCF	\$4,000,000	\$3,084,780	77%
Divisions/All Other	\$20,800,000	\$33,378,413	160%
Grand Total	\$100,000,000	\$94,988,583	95%

Data as of 6/8/2024.

FY22-24 YTD PERFORMANCE SUMMARY

KPI	FYTD22	FYTD23	FYTD24
Total Attainment	\$64,730,571	\$107,150,948	\$94,988,583
Total Donors	44,989	46,349	50,016
Total Alumni Donors	n/a*	19,998	32,092
Average Giving	\$1,438	\$2,311	\$1,503
Median Gift	\$70	\$70	\$60
Largest Gift	\$17,598,402	\$18,249,896	\$19,535,894

Data as of 6/8/2024.

*FY22 year-end count was 26,046.

FY24 FUNDRAISER PRODUCTIVITY GOALS

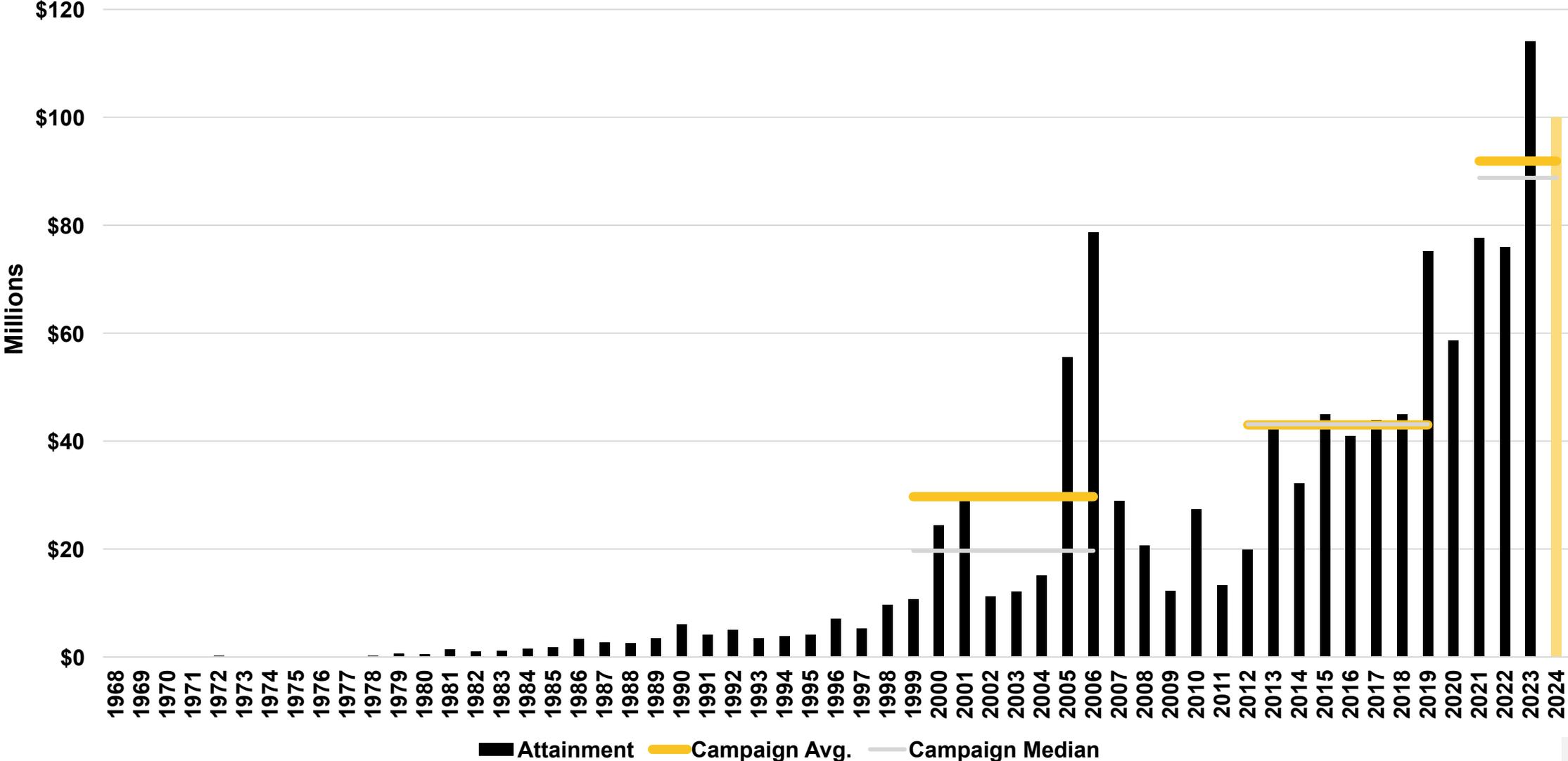
CATEGORY	FY24 GOAL	FY24 YTD	FY24 % TO GOAL
Proposals Submitted	898	733	82%
<i>Excluding Vacant Positions</i>	658	664	101%
Proposals Funded	507	331	65%
<i>Excluding Vacant Positions</i>	360	294	82%
Visits	5,685	3,842	68%
<i>Excluding Vacant Positions</i>	3,985	3,438	86%
Qualifications	3,615	1,969	54%
<i>Excluding Vacant Positions</i>	2,740	1,822	66%



COST TO RAISE A DOLLAR

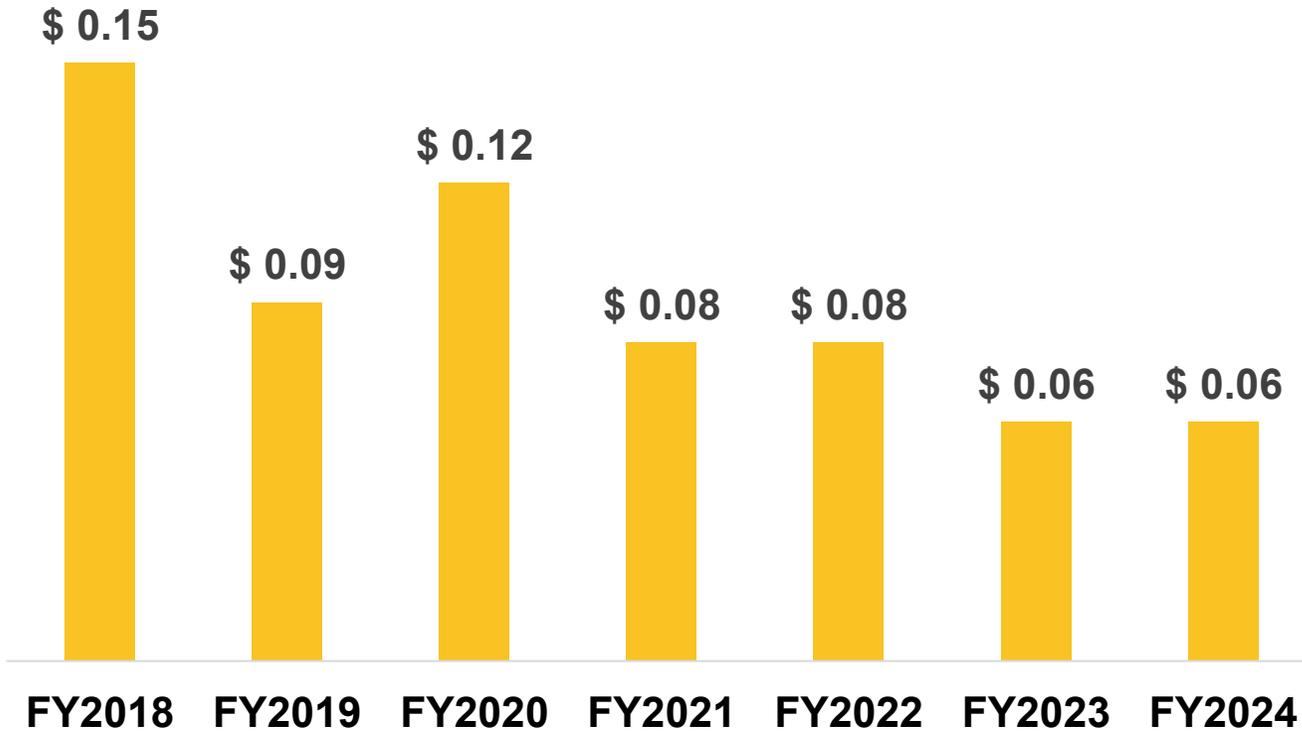
Giving and Budget History

UCF GIVING HISTORY



FY18-FY24 COST OF FUNDRAISING

Total attainment over direct fundraising costs from audited financial statements. Direct fundraising costs are primarily fundraiser salaries, but also include expenses related to donor visits and donor travel.

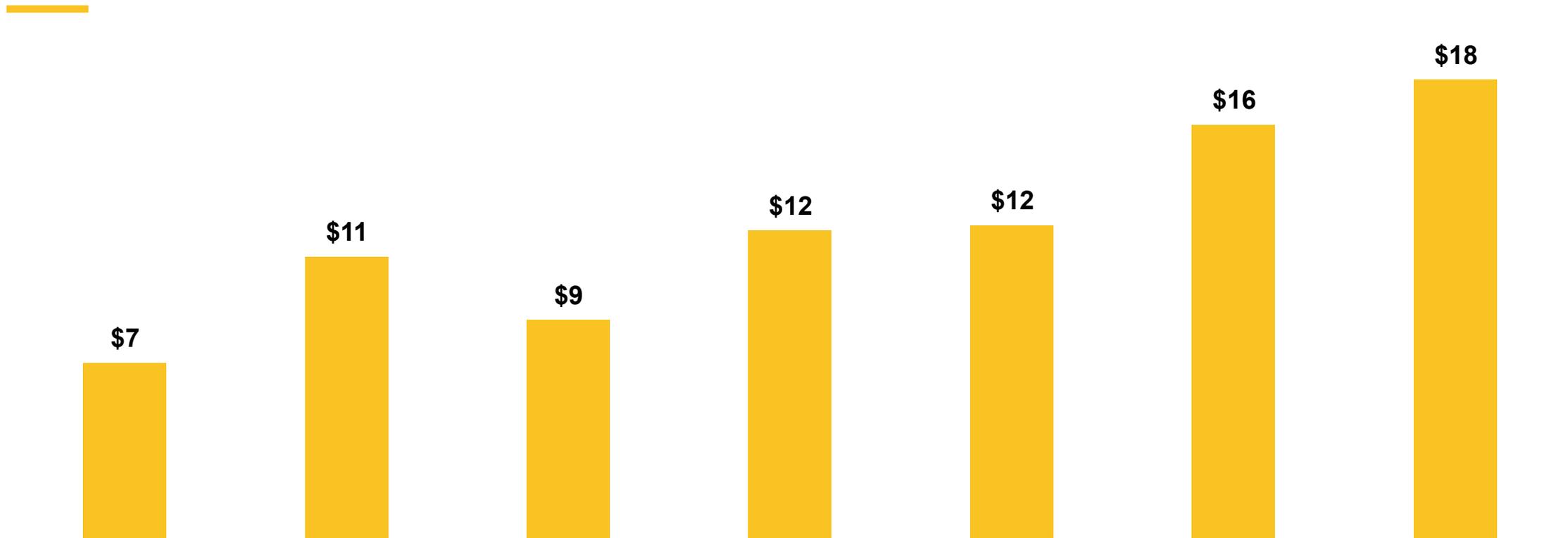


Fiscal Year	Fundraising Expenses	Attainment
FY2018	\$6.4M	\$43.9M
FY2019	\$6.8M	\$75M
FY2020	\$6.8M	\$58.5M
FY2021	\$6.5M	\$77.5M
FY2022	\$6.3M	\$75.9M
FY2023	\$7.1M	\$114.3M
FY2024	\$5.6M	\$100M*

**Projected*

FY18-FY24 FUNDRAISING RETURN ON INVESTMENT

Return based on every \$1 invested in direct fundraising costs from audited financial statements. Direct fundraising costs are primarily fundraiser salaries, but also include expenses related to donor visits and donor travel.



	FY2018	FY2019	FY2020	FY2021	FY2022	FY2023	FY2024
Attainment	\$43.9M	\$75M	\$58.5M	\$77.5M	\$75.9M	\$114.3M	\$100M
Budget	\$6.4M	\$6.8M	\$6.8M	\$6.5M	\$6.4M	\$7.1M	\$5.6M

BUDGET HISTORY

Development

Budget Uses	FY23	FY24	FY25*
Personnel	\$6.07M	\$6.12M	\$7.97M
Other Operating	\$1.02M	\$0.64M	\$1.47M
Total Development	\$7.09M	\$6.76M	\$9.44M

Alumni Engagement & Annual Giving

Budget Uses	FY23	FY24	FY25*
Personnel	\$2.31M	\$2.53M	\$3.67M
Other Operating	\$1.39M	\$1.62M	\$2.69M
Total Alumni	\$3.70M	\$4.15M	\$6.36M

Administration

Budget Use	FY23	FY24	FY25*
Personnel	\$6.64M	\$8.43M	\$9.02M
Other Operating	\$2.90M	\$4.27M	\$5.12M
Total Administration	\$9.54M	\$12.70M	\$14.14M



DEVELOPMENT OVERVIEW

FY24DEVELOPMENT GOALS AND KEY OBJECTIVES

Goal: Strengthen Philanthropy

Sustain \$100M in attainment and increase by \$10M+ for FY25.

- Build the bench...
- *AND the pipeline.*
- *AND the ownership.*

FY24 OUTCOME TARGETS BY FUNDRAISING POSITION

Title	Attainment as Salary Multiplier	Suggested Ask Level (threshold)	Attainment Range as Salary Multiplier
Associate Director	10-15+ Times Salary	\$25,000+	\$770,000 - \$1,125,000+
Director	15-20+ Times Salary	\$25,000-\$50,000+	\$1,000,000-\$3,000,000+
AVP	20-25+ Times Salary	\$100,000+	\$4,000,000 - \$6,000,000+

GROWTH MODELING – WHERE TO INVEST FTE?

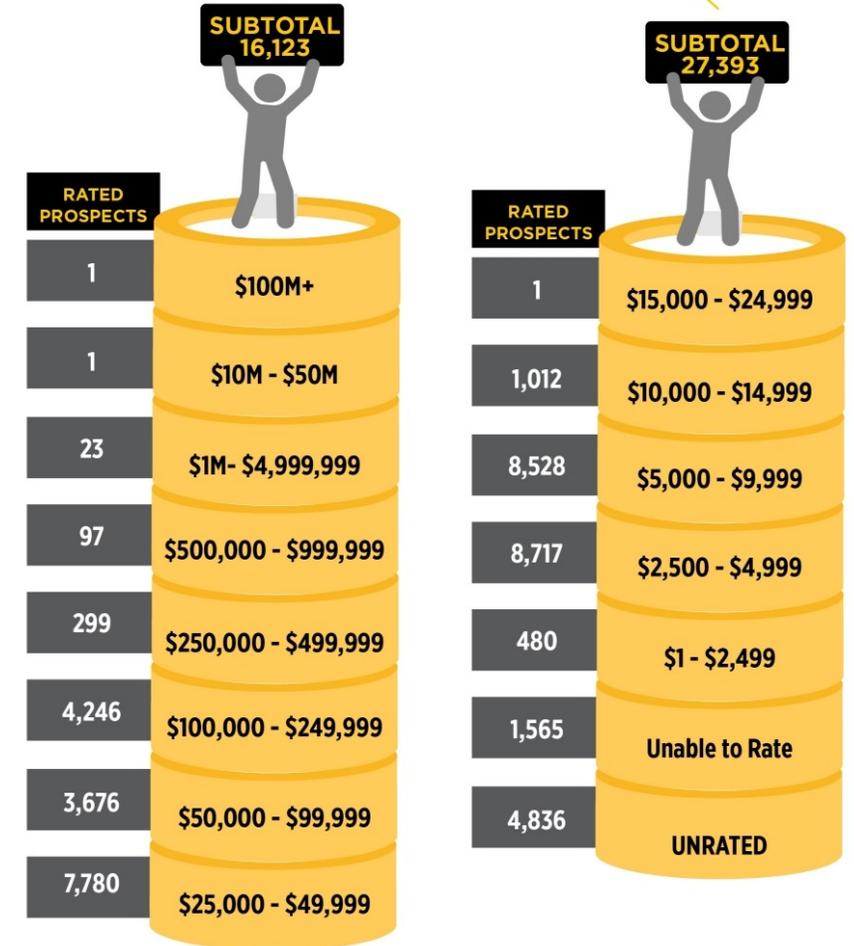
Philanthropic Capacity Building: By Unit Growth Planning								
	Annual Baseline Targets \$MM/year	FY23 Count of Units achieving baseline targets	FY23 Count of Units achieving baseline targets, average of last three years	FY24-27 Baseline	FY28 Future State	Future State (Sustainable) Attainment	Reorganization/FTE Investments	Conceptual Campaign Priorities and Programs
Tier 1	\$25-\$50+	2	1		2	\$60 million	Athletics (+3), Central Programs (R+5)	Facilities, Space, Endowment/Scholarship Initiative
Tier 2	\$8-10+	1	1	TBD	4	\$36 million	COS (+2), COB (+2), CECS/CREOL (+3), Annual Giving	Facilities, Space, FinTech, Corporate and Foundation Giving
Tier 3	\$5-8	0	3	TBD	4	\$28 million	COM/CON/CHPS (R)/CAH*, SSWB (+1)	Facilities, new departments, Day of Giving
Tier 4	\$3-5	4	2	TBD	4	\$8 million	WUCF, CCIE	Endowment/Immediate use
Tier 5	\$1-3	1	2	TBD	2	\$4 million	CUGS, GRAD, LIB, BHC, RCHM	Endowment/Immediate use
Start Up	>\$1	8	7		0			
Total		16	16		16			

DATA INFORMED TIERS – EXAMPLE: COLLEGE OF SCIENCES

Role/Level	Ask Level	Benchmark Portfolio	Current Portfolio	Portfolio Gap	# Discovery Prospects Needed (3:1 ratio)	# General Leads Needed (4:1 ratio)	# Leads in Pool
Executive Director	\$100k+	100	63	37	111	444	16,123
Assoc. Director	\$25k+	125	60	65	195	780	
New Major Gifts	\$25k+	125	0	150	450	1,800	
New LAG	\$1k+	150	0	150	450	1,800	27,393
Total		500	123	402	1,206	4,824	43,516

UNIT UNMANAGED PROSPECT POOL

GRAND TOTAL 43,516





CAMPAIGN PLANNING

CAMPAIGN ROADMAP



Dr. Cartwright becomes UCF's sixth President

FY20



Campaign counting begins
\$40M received from Mackenzie Scott

FY21



Advancement & Partnerships division formed, merging Advancement, University Marketing and Communications, and a newly-created partnerships area.

FY22



Rod Grabowski hired as new SVP, Advancement & Partnerships.

Gina Sholtis hired as Chief Development Officer.

FY23



Campaign feasibility study launched.
Needs assessment initiated.
Ologie hired to conduct brand refresh.
Recruitment/hiring blitz for engagement officers and fundraisers.
"Big Idea" framework solidified.
Feasibility study completed.
Volunteer structure outlined.
Campaign policies finalized.
Data management plan created.
Volunteer workshop executed.
CFO and AVP, Partnerships hired.



Philanthropic training series launched for academic leaders, fundraisers, and communicators

FY23



Regional leadership briefings resume.
Big Idea collection continues by unit.
Campaign brand, messaging and communications plan established.
Campaign volunteer structure finalized.
Case statement and campaign priorities finalized.

FY25



Public campaign launch (minimum of \$600M raised).

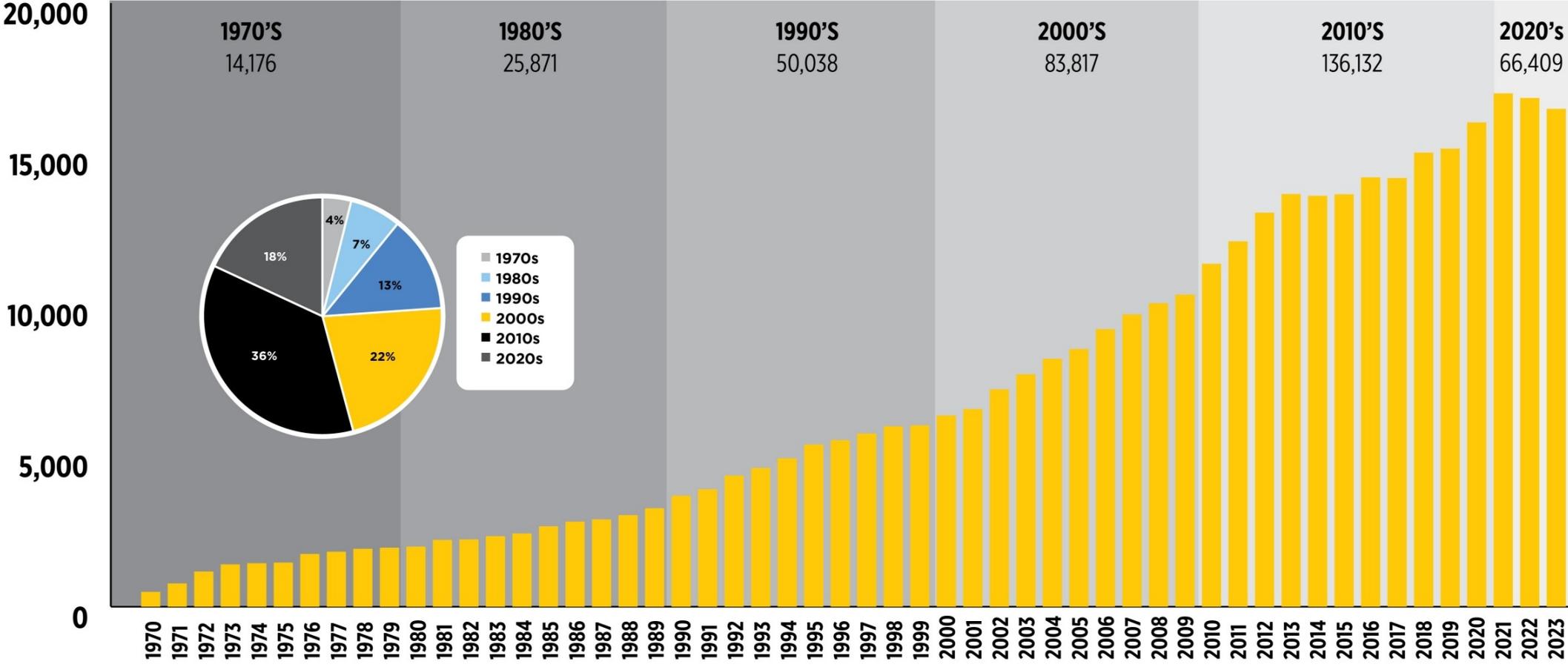
FY26



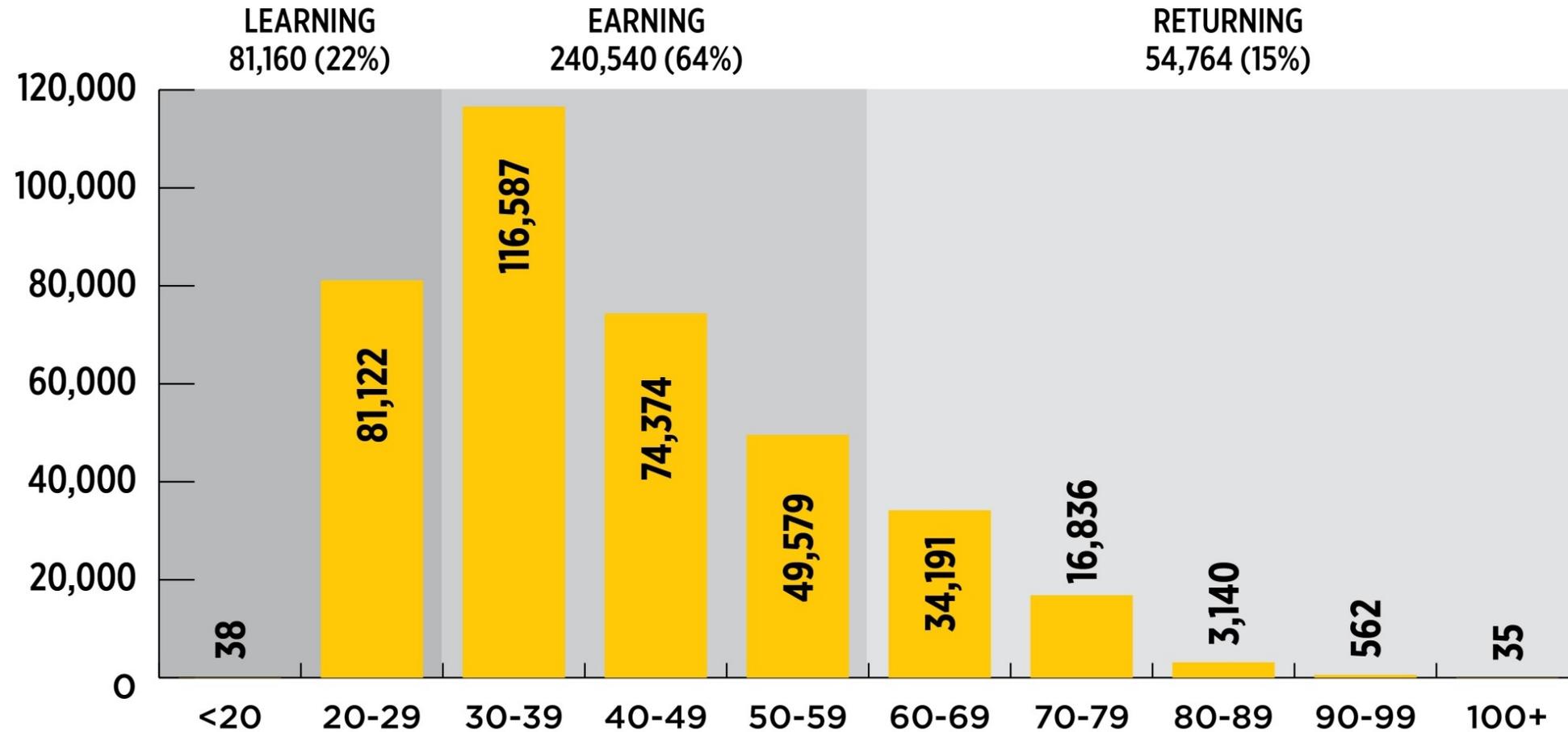
Public campaign phase and successful attainment of \$1B+

FY27-30

UCF ALUMNI – BY PREFERRED CLASS YEAR



UCF ALUMNI – AGE/STAGE OF LIFE





ALUMNI ENGAGEMENT & ANNUAL GIVING OVERVIEW

ALUMNI ENGAGEMENT & ANNUAL GIVING GROWTH STRATEGY

Alumni Engagement

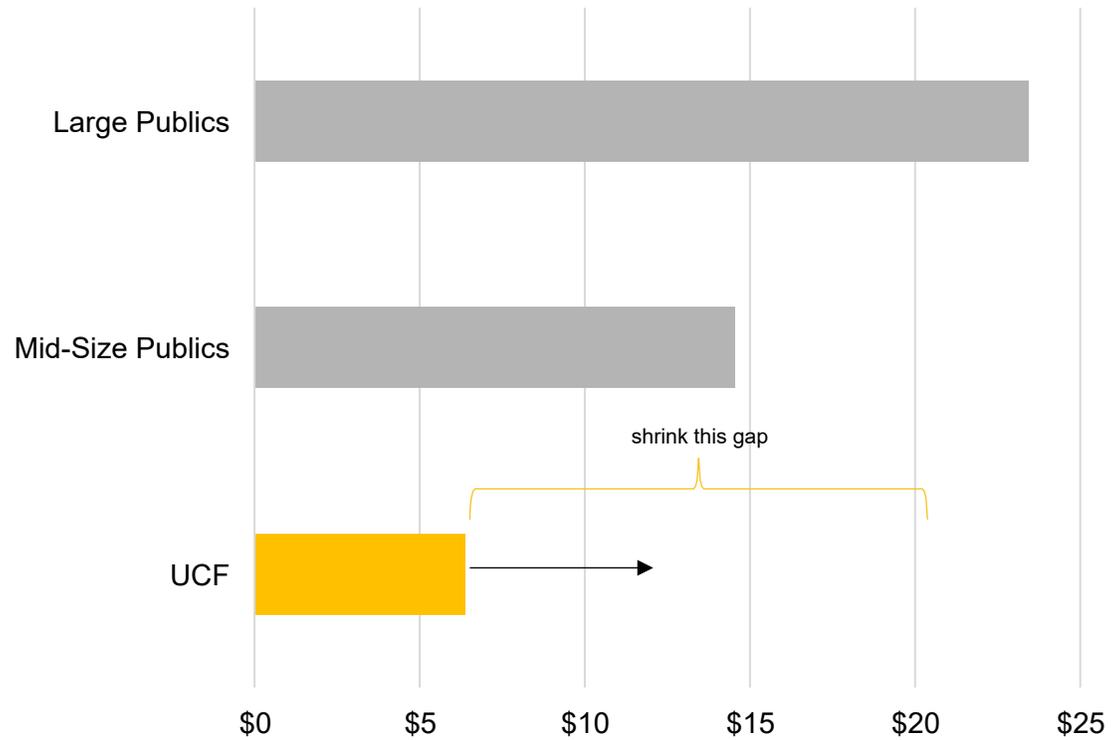
- Design programs to connect alumni to affinity-based groups and activities.
- Enhance the current regional engagement programming to include opportunities geared to more seasoned, higher capacity alumni.
- Expand professional development and engagement opportunities for alumni.
- Expand staffing to develop intentional and high-impact engagement offerings across the colleges.

Annual Giving

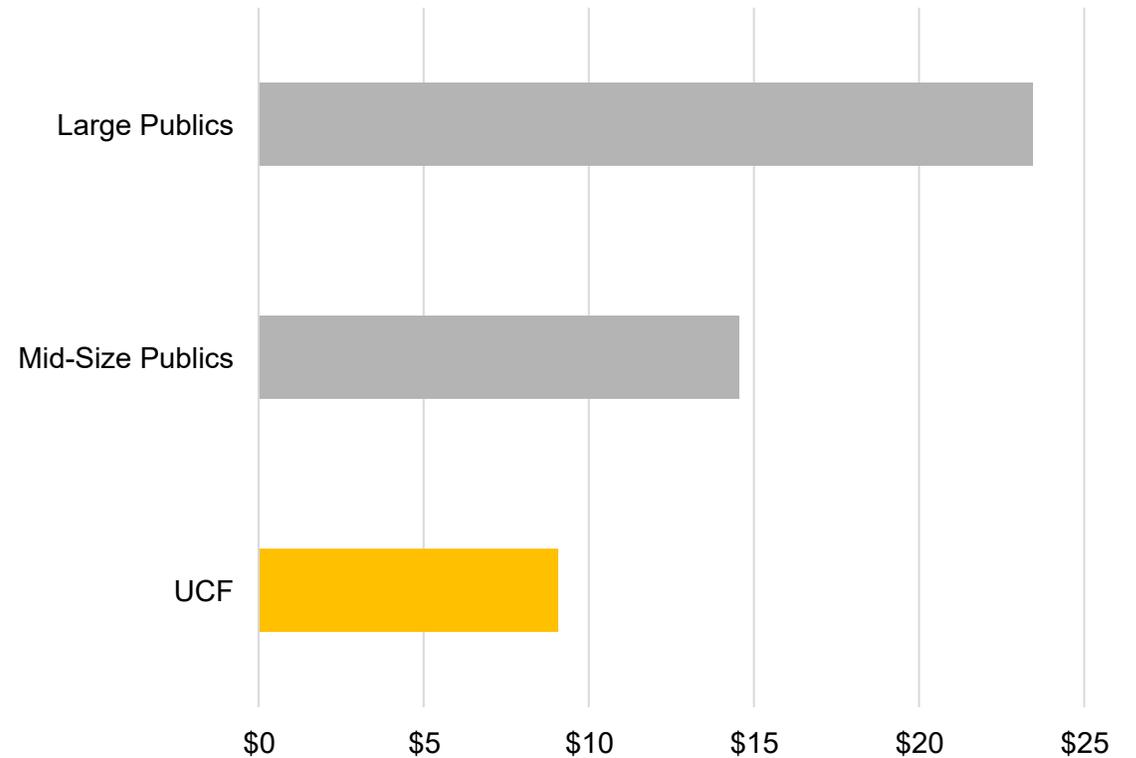
- Increase discovery efforts through strategic outreach via DXO, LAG and direct marketing efforts.
- Refine acquisition strategies and invest in tools to increase first-time donors.
- Build upon the success of current retention strategies and second asks.

DOLLARS SPENT PER GRADUATE

FY23 Dollars Spent Per Graduate



FY24 Dollars Spent Per Graduate





PARTNERSHIPS UPDATE

PEGASUS PARTNERSHIPS

Four Pegasus Partners as of June 2024:

- Orlando Health
- AdventHealth
- Nemours Children's Health
- Addition Financial



Seven qualified Pegasus Partners in active discussions:

- 2 in Transformative Technologies & National Defense
- 2 in Entertainment & Immersive Experience
- 3 in Energy & Sustainability



QUESTIONS?



Board of Trustees

Strategic Partnerships & Advancement Committee

June 25, 2024

Agenda Item

INFO-1: UCF Specialty License Plate Sales Update

Proposed Committee Action

This report is intended to provide Trustees with an update of current marketing activities and the status of current UCF license plate registrations (with a goal of 40,000) and revenues.

Authority for Board of Trustees Action

N/A

Supporting Documentation Included

None

Facilitators/Presenters

Sean Hartman, Interim Chief Communications and Marketing Officer, UCF Communications and Marketing



INFO-1: UCF Specialty License Plate Sales Update

EXECUTIVE SUMMARY

Objective

This report is intended to provide Trustees with an update on the current marketing activities and the status of current UCF specialty license plate registrations (with a goal of 40,000) and revenues (with a goal of \$1 million).

Summary of Key Observations/Recommendations

- UCF license plate registrations have continued to steadily grow in 2024. UCF specialty license plate registrations total 37,151 as of April 1, 2024.
- According to Florida Highway Safety and Motor Vehicle reports, UCF license plate revenue totaled \$999,925 in calendar year 2023. First quarter 2024 license plate revenue (Jan 1, 2024, through Mar 31, 2024) totaled \$252,925.
- Compared to our SUS peers, UCF continues to increase active registered plates faster than its peers. UCF ranks third among SUS universities for active license plate registrations (Table 1). Additionally, in first quarter 2024 UCF moved from the No. 16 position overall for state issued specialty license plates to No. 15.

Additional Background

In 2016, UCF redesigned its State of Florida specialty license plate with the stacked UCF logo and began marketing to increase sales and renewals to increase revenue used for academic enhancement and scholarship, and drive brand awareness in Central Florida and the state. Each active UCF license plate registration generates \$25 annually and is paid to the UCF Foundation, Inc.

Rationale

Increasing specialty license plate registrations raises the awareness and brand of UCF within Central Florida and the state. Each registration returns \$25 back to the university in operational support. Additionally, captured registrations may also help to achieve 9 percent alumni participation by 2027.

Implementation Plan

UCF Communications and Marketing will continue to promote UCF License Plates to target audiences and work with campus partners for promotion opportunities to continue growth towards 40,000 registrations and \$1M in annual revenue. To reach the target active registrations, the team will retain plate holders by encouraging them to renew, generating revenues over multiple years.

Resource Considerations

This informational item will not result in any additional costs to the university. Each registration returns \$25 to the university in operational support.

Conclusion

UCF specialty license plate registrations continue to grow, increasing annual revenue and brand visibility within Florida. With increased competition from new specialty plates created by local organizations, UCF Communications and Marketing continue to find ways to encourage sales of UCF plates to reach 40,000 active registrations generating \$1M in annual revenue to support fundraising goals.

Table 1: State University Plates by Active Registrations

Table 1: State University Plates by Active Registrations

	State University License Plates - March 2024	Active Plates
1	UNIVERSITY OF FLORIDA	91,770
2	FLORIDA STATE UNIVERSITY	69,419
3	UNIVERSITY OF CENTRAL FLORIDA	37,098
4	FLORIDA A & M UNIVERSITY	16,031
5	UNIVERSITY OF SOUTH FLORIDA	14,299
6	FL INTERNATIONAL UNIVERSITY	3,336
7	FLORIDA ATLANTIC UNIVERSITY	2,520
8	UNIVERSITY OF WEST FLORIDA	1,620
9	FLORIDA GULF COAST UNIVERSITY	1,583
10	UNIVERSITY OF NORTH FLORIDA	1,535
11	NEW COLLEGE OF FLORIDA	525



Board of Trustees

Strategic Partnerships & Advancement Committee

June 25, 2024

Agenda Item

INFO-2: Strategic Communications Activity Update

Proposed Committee Action

This item is provided to inform the committee regarding the progress toward UCF's Strategic Plan goal of brand and national reputation enhancement with USNWR Peer Evaluation Rating of 3.3.

Authority for Board of Trustees Action

N/A

Supporting Documentation Included

Attachment A: Strategic Communications Activity Report

Facilitators/Presenters

Sean Hartman, Interim Chief Communications and Marketing Officer, UCF Communications and Marketing



INFO-2: Strategic Communications Activity Update

EXECUTIVE SUMMARY

Objective

To inform the committee of activities and outcomes related to increasing awareness and growing the reputation of UCF.

Summary of Key Observations/Recommendations

- In the third quarter of Fiscal Year 2023-2024, UCF had more than 30,000 mentions in media outlets that range from local publications to digital and major outlets. UCF earned placements in top-tier publications, including The New York Times, Forbes, CNBC, Fast Company, Newsweek, The Washington Post, and others.
- UCF's main website and brand social accounts experienced typical activity and engagement for the quarter.
- Engagements totaled 231,639 across Facebook, LinkedIn, and Instagram accounts. YouTube experienced 7,000 hours of watch time on UCF's channel.

Additional Background

This item provides data around media reach, website statistics, and social media engagement on top-level UCF brand accounts.

The Q2, report shared that during the first quarter of the current fiscal year, UCF had more than 27,000 mentions in media outlets that range from local publications to digital and major outlets totaling an estimated 674.21M in ad value equivalency. Q3 media reach surpassed the previous number by over 5,000 mentions with a total ad value equivalency of 1.28B, an increase of 525.79M.

Rationale

The UCF Strategic Plan's fourth pillar of Innovation and Sustainability includes the goal of enhancing UCF's brand and national reputation. The priority initiative includes launching targeted and comprehensive marketing initiatives that raise UCF's national profile by highlighting academic excellence, student achievements, research and creative activities, and membership in the Big XII athletic conference.

Implementation Plan

UCF Communications and Marketing continues to identify opportunities within faculty research and innovation, the colleges and student success, alumni outcomes, philanthropy, and athletics to engage followers and broaden audiences for UCF. These opportunities are developed into engaging content, stories, videos, and media pitches to increase engagement with and awareness for the university.

Resource Considerations

This informational item will not result in any additional costs to the University.

Conclusion

The committee is encouraged to review and provide feedback to the Communications and Marketing staff.



2023-24 Q3 Report

FACULTY AND STAFF EXCELLENCE

Notable Media Placements

- Carolina Cruz-Neira (CECS): [Forbes](#)
- Phil Metzger (FSI): [The New York Times](#), [BBC](#) and [Space Weekly](#)
- Bari Hoffman (CHPS): [Inside Higher Ed](#), [Axios](#) and [MedTech](#)
- Sean Snaith (COB): [Marketplace](#), [Marketplace](#) and [CBS News Radio](#)
- Mary Jean Amon (SMST): [Forbes](#) and [Forbes](#)
- Melanie Coathup (COM): [Ivanhoe Newswire](#) and [Medical News Today](#)
- Noemí Pinilla-Alonso (FSI): [Newsweek](#)
- Josh Colwell (COS): [Salon](#)
- Luis Martinez-Fernandez (CAH): [BBC](#)
- Roger Azevedo (SMST): [Tampa Bay Times](#)
- Kevin Aslett (COS): [NPR Here & Now](#) and [Nature](#)
- Yara Asi (CCIE): [The New York Times](#), [The New York Times](#) and [The Conversation](#)
- Stephen Pratt (RCHM): [The Washington Post](#)
- Alan Fyall (RCHM): [Business Insider](#)
- Adrien Bouchet (COB): [Associated Press](#)
- Jogi Pattisapu (COM): [Times of India](#), [Jerusalem Post](#) and [Pharmacy Times](#)
- Aubrey Jewett (COS): [The Washington Post](#), [Axios](#) and [Axios](#)
- Haidar Khezri (COS): [The Conversation](#)
- Peter Delfyett (CREOL): [Physics World](#)
- Tom Cavanagh (UCF Online): [U.S. News & World Report](#)
- Nathan Bowling (COS): [Forbes](#)
- Ty Matejowsky (COS): [The New York Times](#) and [Dextero](#)
- Kevin Mullally (COB): [Fast Company](#)
- Jim Clark (CAH): [Forbes](#)
- Kelly Stevens (CCIE): [The Guardian](#)
- Cynthia Mejia and Michael Terry (RCHM): [Hotel Business Review](#)
- Carissa Baker (RCHM): [CNBC](#)
- Axel Stock (COB): [WalletHub](#)
- Melanie Coathup and Michael Masternak (COM): [Tampa Bay Times](#), [Miami Herald](#) and [Medical Xpress](#)

Research in 60 Seconds

- [Making Lasers Faster and More Efficient: Peter Delfyett](#) (CREOL)
- [How to Handle Mistreatment in the Workplace: Shannon Taylor](#) (COB)

Best of UCF Today Features

- [UCF Breaks Ground on Dr. Phillips Nursing Pavilion That Will Help Address Critical Shortage, Strengthen Patient Care](#) (CON)
- [Quality and Flexibility: UCF Online Programs Rank Among Top 10 in Nation by U.S. News for 2024](#) (COS, CCIE, COB, CON)
- [UCF Ranks 21st in U.S. Public Universities for Patents with 57 New Inventions in 2023](#)
- [Forever a Knight: UCF Trustee Joseph Conte Inducted into Knighthood](#)
- [Orlando Named Top Sports Event City in U.S.](#) (COB, Athletics)
- [UCF's FIEA Ranks as World's No. 1 Graduate Game Design Program for 4th Time in 5 Years](#) (COS)

Key Projects

- Created print and digital brand advertising assets aimed at higher education leadership, SPIE conference attendees, and Florida legislators, with 49 assets shared on various platforms.

Peer Messaging

- Deployed three sponsored email blasts showcasing UCF's impact in technology and engineering research to 63,660 presidents, provosts, and deans of admissions through *The Chronicle of Higher Education*.

ucf.edu Homepage Features

- [A Powerhouse in Sustainability](#)
- [Providing Talent for Industry with Top-Ranked Online Programs](#)
- [A Powerhouse in Renewable Energy](#)
- [Entertainment and Immersive Experiences](#)
- [Florida's Premier Engineering and Technology University](#) (Cybersecurity)

STUDENT SUCCESS AND EXCELLENCE**Notable Media Placements**

- College of Medicine student Yasmine Ghattas was quoted in several national stories about her research related to pickleball injuries. Coverage included [NBC News](#), [Healio/Orthopedics Today](#) and [HealthDay](#).
- Callie Veelenturf, a Ph.D. student in Conservation Biology who works with UCF's Marine Turtle Research Group, was featured in a [Smithsonian Magazine](#) story about endangered turtles.
- Student Cameron Whitehead was featured in [Security Week](#) for his research related to discovering a vulnerability in an open-source network security monitoring tool.
- [Florida Politics](#) featured The Princeton Review's No. 1 ranking of the Florida Interactive Entertainment Academy and No. 5 ranking of the undergraduate Games and Interactive Media program. The story featured FIEA's success in preparing students well for jobs with some of Central Florida's and the nation's top gaming companies. UCF's ranking as one of the nation's top universities for the quality of online bachelor's degree programs was covered by [Florida Politics](#) and [The Capitolist](#), among others.

Best of UCF Today Features

- [All UCF Class of 2024 Students Match, Record Number in Psychiatry](#) (COM)
- [UCF Collegiate Cybersecurity Competition Team Advances to Nationals for the 'Super Bowl' of Cyber Competitions](#) (COS)
- [UCF Class Spotlight: Healthcare Delivery for Hispanic Populations](#) (CHPS, CON)
- [Limitless Solutions' Gamified Training Student Team Shines at I/ITSEC Conference](#) (CAH)
- [What Is an Astronaut Scholar?](#) (COS)
- [UCF Student Receives National Acclaim for Project Protecting Leatherback Sea Turtles](#) (COS)

Key Projects

- Celebrated our recognition of *U.S. News & World Report* Best Online rankings — including organic social media, a UCF Today article, website updates, and media coverage in select publications.
- Produced and printed five Undergraduate Admissions recruitment assets (40,000).
- Launched three Undergraduate Admissions recruitment web pages.

ALUMNI OUTCOMES, PHILANTHROPY AND ADVANCEMENT**Notable Media Placements**

- Alumna Holly Rivera was featured in the prominent trade publication [Nation's Restaurant News](#) about her start as a franchise owner for the restaurant chain Chick-fil-A.
- More than 100 news stories have aired or been published about the groundbreaking for the Dr. Phillips Nursing Pavilion. Stories have featured how UCF, the state and philanthropic partners have joined to help mitigate the critical nursing shortage, as well as the high quality of UCF's nursing program and how UCF uses modeling and simulation technology in its nursing curriculum. Coverage included several stories on [FOX 35](#) and coverage on [WESH](#), [WKMG](#) and [Florida Politics](#).
- UCF alumnus Taylor A. Gerring's multimillion-dollar gift to Athletics was covered in more than 15 national and local news outlets, including [Sports Business Journal](#), [Athletic Business](#), and the [Orlando Business Journal](#).
- The [Orlando Business Journal](#) featured Florida Blue Foundation's \$1 million gift to the College of Nursing and College of Medicine.

ALUMNI OUTCOMES, PHILANTHROPY AND ADVANCEMENT continued**Best of UCF Today Features**

- [UCF Animation Alum Wins Best Animated Special Emmy](#) (CAH)
- [Inside One Knight's Network to the White House](#) (COS)
- [UCF Alumnus Taylor Gerring Pledges \\$5.5 Million for New Football Building](#) (Athletics, COB)
- [UCF Announces 2024's 30 Under 30 Alumni Award Recipients](#) (CECS, COS, COB, CON, BHC, CHPS, Rosen)
- [Florida Blue Foundation Gives More Than \\$1 Million to Help UCF Address Barriers to Health](#) (COM, CON)
- [5 Things to Know About UCF Day of Giving 2024](#)

Key Projects

- Developed assets supporting alumni philanthropy through Day of Giving, including icon illustrations, animations, digital assets for social media/email/web, print assets, wearable designs, music playlists, communication toolkits, promotional videos, and emails.

PARTNERSHIPS AND OTHER**Notable Media Placements**

- President Cartwright authored an [Orlando Sentinel](#) column highlighting UCF's ambitious vision for the future. He emphasized UCF's commitment to innovation, research, and community engagement, aiming to tackle grand challenges and make a significant impact on society. He also praised the State of Florida for its record investment in higher education that is unmatched nationally.
- CREOL's [Optics Day event](#) was featured in several stories throughout the noon "Noticias en Florida" newscast on WTMO Telemundo Orlando, which was also seen in the Miami and Tampa markets. Interviews with professors Stephen Eikenberry (CREOL), Humberto Campins (COS) and student Alejandro Lopez (CREOL) were featured in segments throughout the newscast.

Best of UCF Today Features

- [UCF Research Team Moves to Build Mobile Resilience Hubs for Local Neighborhoods](#) (CCIE, CECS)
- [UCF Earns 2024 Carnegie Community Engagement Classification](#) (CCIE, CHPS, COS, CAH)
- [Plug and Play Partners with UCF for New Orlando Office Focused on Smart Cities](#)

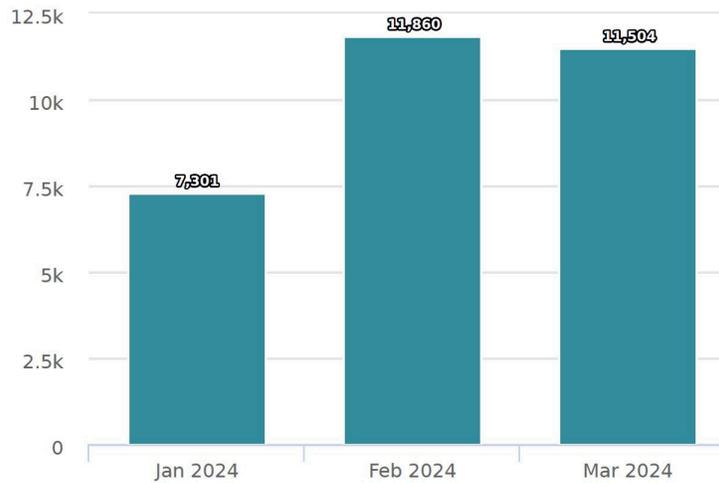
NEWS MEDIA REACH

TOTAL ARTICLE MENTIONS: **30,664**
TOTAL AD VALUE EQUIVALENCY (AVE): **\$1.28B**

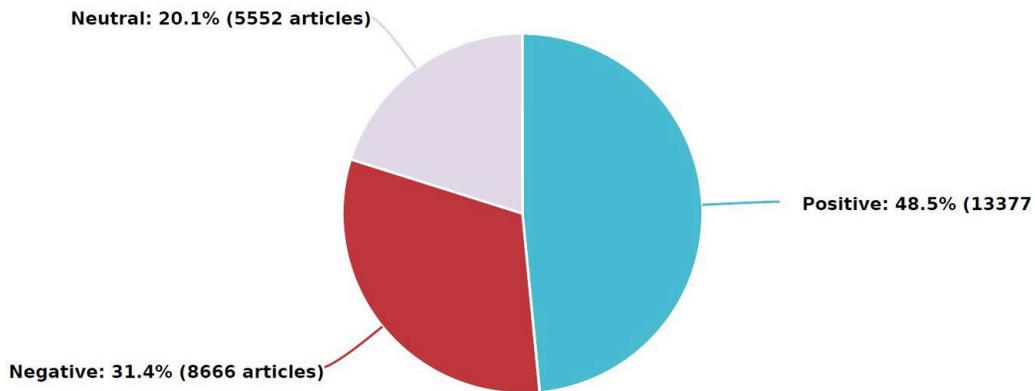
[View the full metrics report here.](#)

This represents online news outlet mentions only and does not include mentions on radio/TV.

NEWS ARTICLES

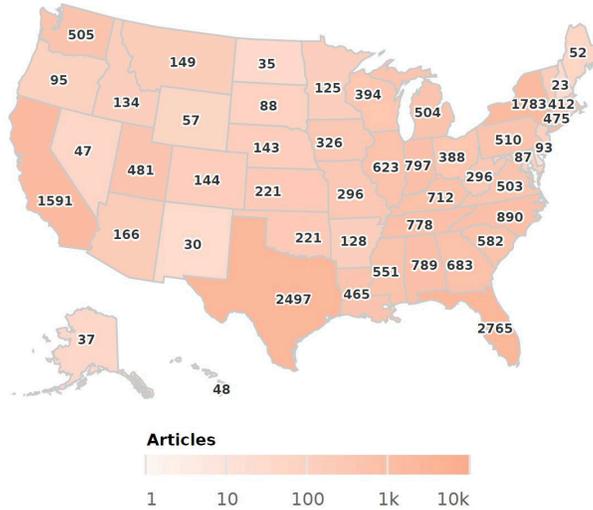


NEWS SENTIMENT



Sentiment ratings reflect how MuckRack rates overall stories, not whether they are positive or negative for UCF. For example, many “negative” stories are those in which UCF faculty experts are quoted on topics that Muck Rack considers negative, even though the story may be positive for UCF.

NEWS MENTIONS



CONTENT

UCF Today

UCF-affiliated individuals mentioned, quoted or used as sources

- 195 faculty (48.6%)
- 36 students (9%)
- 115 alumni (28.7%)
- 52 staff (13%)
- 3 postdocs (0.7%)
- 401 Total

Total Stories	91
Total Pageviews	316,359
Users	237,448

Top 10 Stories by Pageviews

[UCF is Highest Ranked in Florida for Innovation by U.S. News, Rise to No. 14 Driven by Research and Student Success Outcomes](#)

Pageviews: **26,934**

[UCF Football Announces 2024 Schedule](#)

Pageviews: **9,109**

[7 Influential Protests in American History](#)

Pageviews: **7,704**

[How We Use Rhetoric in Everyday Life](#)

Pageviews: **6,397**

[UCF Announces 2024's 30 Under 30 Alumni Award Recipients](#)

Pageviews: **6,003**

[Why is Leap Year a Thing?](#)

Pageviews: **5,840**

[UCF Alumnus Taylor Gerring Pledges \\$5.5 Million for New Football Building](#)

Pageviews: **4,457**

[What is Ramadan?](#)

Pageviews: **3,903**

[New Ethanol Fuel Cell Technology Rivals Fossil Fuels and Electric Car Batteries](#)

Pageviews: **3,425**

[New Drug May Help Prevent Brittle Bones, Weight Gain During Menopause](#)

Pageviews: **3,314**

UCF.EDU WEBSITE

Pageviews	3,541,845
Users	1,027,183

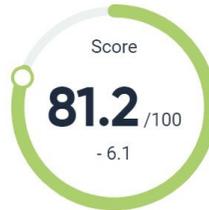
Top Pages Pageviews

Homepage	1,579,412
Academics & Degree Programs	153,893
Become a Knight	111,839
Apply to UCF	84,918
Jobs at UCF	76,620

UCF.EDU PERFORMANCE

as of April 30, 2024

Digital Certainty Index



Quality Assurance Score



SEO Score



Accessibility Score



Digital Certainty Score (DCI)

The DCI Score is calculated based on a website's performance across three categories: Quality Assurance, SEO, and Accessibility. Each category makes up one-third (33.33%) of the Overall DCI Score.

Quality Assurance Score

The measure of a website's credibility and user-facing characteristics: content quality, content freshness, user experience and security.

SEO Score

The measure of how well the user-facing and technical aspects of a site contribute to search engine optimization, and ultimately, higher rankings and organic traffic.

Accessibility Score

A measure of how well a website tests against web accessibility standards set out in WCAG (Web Content Accessibility Guidelines) 2.1.

SOCIAL

Social Posts by Category

Engineering/Technology	34	Space
Community	98	Health
Research	28	Alumni/Philanthropy
Student Experience	39	Academic/Other

Sentiment



X (Twitter)

Published Posts	111
Followers	193,384
Impressions	236,460
Total Engagements	4,319

Top Posts: UCF is a university without borders, where our location in Orlando and our proximity to industry are our superpowers. Go Knights, #ChargeOn 🦄🌟; UCF Alumnus Taylor Gerring Pledges \$5.5 Million for New Football Building; Which UCF Icon Are You; The gang’s all here Big 12 Collab; U.S. News Online Rankings

Facebook

Published Posts	84
Followers	312,920
Impressions	7,446,370
Total Engagements	99,663

Top Posts: UCF Alumnus Taylor Gerring Pledges \$5.5 Million for New Football Building; In Palm Fronds We Trust 🌴; Why I Still Cheer for UCF; UCF Men’s Basketball Final Score; All UCF Class of 2024 Students Match, Record Number In Psychiatry

LinkedIn

Published Posts	67
Followers	431,055
Impressions	1,220,113
Total Engagements	45,236

Top Posts: UCF Research Week Photo Gallery; UCF Cheer Wins D1A Coed Cheerleading Title; 30th Annual Joseph C. Andrews Mentoring Celebration; UCF Awards Optics and Photonics Professor Shin-Tson Wu with Medal of Societal Impact; UCF Alumnus Taylor Gerring Pledges \$5.5 Million for New Football Building

Instagram

Published Posts	265
Followers	118,509
Impressions	4,041,255
Total Engagements	86,740

Top Posts: We can’t help but ❤️ this little life at UCF; We want #SpaceU auroras and not-so-sad prose 🦄🌟; You can’t spell Pegasus without us <3 #HappyValentinesDay; Happy Spring Break; First Day of Spring

YouTube

Subscribers	43,600
Views	473.7K
Watch Time (hours)	7K
Impressions	3.6M

Top Videos: ADHD Study; The Ocoee Massacre; Curing Diabetes with Lettuce; Mini Cows; That moment when you get your favorite study spot on campus

Knights Do That Podcast

Total All-Time Plays	104,522
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