



Agenda

**University of Central Florida
Board of Trustees
Advancement Committee**
Thursday, January 26, 2012
10:30 – 11:15 a.m.
Live Oak Room

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| I. | Approval of September 28, 2011, minutes | Rich Crotty, Chair
Advancement Committee |
| II. | Alumni, Development, and Foundation update | Robert Holmes, Vice President for
Alumni Relations and Development |
| III. | University and Government Relations update | Dan Holsenbeck, Vice President
for University Relations |
| IV. | Strategy, Marketing, Communications, and
Admissions update | Al Harms, Vice President for
Strategy, Marketing, Communications,
and Admissions |

MINUTES

**BOARD OF TRUSTEES
University of Central Florida
Advancement Committee Meeting
Live Oak Room
Wednesday, September 28, 2011
9:00 – 9:45 a.m.**

Committee members: The Honorable Rich Crotty, Chair
The Honorable Alan Florez, Vice Chair
The Honorable Olga Calvet
The Honorable Meg Crofton
The Honorable Michael Grindstaff
The Honorable Matt McCann

Others in attendance: The Honorable Ida Cook
President John C. Hitt
Vice President Alfred Harms
Vice President Robert Holmes, Jr.
Vice President Daniel Holsenbeck

Chair Rich Crotty called the meeting to order at 9:00 a.m. and confirmed a quorum.

Minutes

The minutes from the July 21, 2011, meeting were approved as corrected.

University and Government Relations Update

Dan Holsenbeck, Vice President for University Relations, reported that 31 percent of all Associates of Arts and Associate of Science transfer students in Florida enroll at UCF. He announced that on December 1, UCF will co-host the Central Florida Legislative delegation event with Speaker Dean Cannon and Senator Mike Haridopolos. On January 12, 2012, UCF will host a National Science Foundation event for the state of Florida at the request of the Florida Board of Governors.

Alumni, Development, and Foundation Update

Robert Holmes, Vice President for Development and Alumni Relations, reported that as stated in UCF Regulations 4.034, Florida Statute 1004.28, and the UCF Foundation Bylaws any amendments to the UCF Foundation Bylaws must be submitted to the Board of Trustees for approval prior to becoming effective. Holmes presented ADV-1, University of Central Florida Foundation amended bylaws for committee approval.

A motion was made and passed to recommend the approval of the University of Central Florida Foundation amended bylaws to the full board.

Holmes presented an update on the planning for the university's comprehensive campaign. Holmes noted a 2009 CASE Campaign Report which stated that in all campaigns the top 10 percent of donors give 89 percent of total dollars and the top 1 percent of donors give 73 percent of total dollars. Holmes reported that there will be three phases to the campaign 1) campaign planning, which is currently underway, 2) nucleus and leadership gifts, and 3) general gifts.

Holmes stated that involvement of the leadership of the university is very important. Members of the UCF leadership team will be meeting with top prospects to articulate campaign priorities and the ways in which they will impact the people of Central Florida and beyond.

Strategy, Marketing, Communications, and Admissions Update

Al Harms, Vice President for Strategy, Marketing, Communications, and Admissions, reported that fall enrollment could reach 58,700, a four percent increase over last year. The average SAT score for the incoming class is 1250, up 12 points from last year. UCF enrolled 74 National Merit Scholars, 12 Hispanic Scholars, and five National Achievement Scholars. The Fall 2012 recruiting target will be for students with SAT averages above 1300.

Chair Crotty adjourned the meeting at 9:45 a.m.

Respectfully submitted,

Robert J. Holmes, Jr.
CEO, UCF Foundation,
Vice President for Alumni
Relations and Development

Daniel C. Holsenbeck
Vice President for
University Relations

Alfred G. Harms, Jr.
Vice President for Strategy,
Marketing, Communications
and Admissions

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