

## MINUTES

**BOARD OF TRUSTEES**  
**University of Central Florida**  
**Advancement Committee Meeting**  
**Live Oak Room**  
**Thursday, May 24, 2012**  
**8:45 – 9:30 a.m.**

Committee members: The Honorable Rich Crotty, Chair  
The Honorable Olga Calvet

The Honorable Meg Crofton  
The Honorable Cortez Whatley

Others in attendance: 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 8:45 a.m. and confirmed a quorum. Chair Crotty welcomed Trustee Cortez Whatley, president of the Student Government Association to the committee.

### **Alumni, Development, and Foundation Update**

Robert Holmes, Vice President for Development and Alumni Relations, announced that the *I Believe* faculty and staff campaign raised over \$610,000. Holmes also announced that the Student Giving Program effort will be launched this year throughout the colleges. Holmes reported that the campaign effort has raised to date \$38.6 million. He reported on the formation of the Campaign Cabinet which will provide leadership, as well as identify, cultivate, and solicit top prospects for campaign gift commitments. Holmes and President Hitt are visiting key areas around the country with a high concentration of alumni to convey the UCF message and vision.

### **University and Government Relations Update**

Dan Holsenbeck, Vice President for University Relations, announced several upcoming university and government relations activities that UCF will be hosting in the coming weeks, including an orientation for the Board of Governors, the Board of Governors meeting in June, and a meeting of the governor and his cabinet at the Medical College in August.

### **Strategy, Marketing, Communications, and Admissions Update**

Al Harms, Vice President for Strategy, Marketing, Communications, and Admissions, reported that the strategic and analytical teams are in the process of updating the university's Strategic Plan and Work Plan. Harms reported that progress is being made on the university's 50<sup>th</sup> anniversary celebration. Harms reported on the launch of *Pegasus Magazine* in partnership with Marketing, the Foundation, and the Alumni Association. Harms announced the magazine will be available in print, on the web, and via iPad application. Harms reported UCF News and Information is upgrading technical and operational support of WUCF TV.

Harms reported that student enrollment is expected to reach 60,000 this fall. He noted SAT scores continue to rise, as well as the diversity of incoming students. He also noted that UCF aspires to stay competitive with financial aid packages.

Chair Crotty adjourned the meeting at 9:28 am.

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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