



**Board of Trustees  
Advancement Committee  
Thursday, March 26, 2015  
10:15 – 11:00 a.m.  
FAIRWINDS ALUMNI CENTER  
Conference call 800-442-5794, passcode 463796**

**AGENDA**

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| <b>I. CALL TO ORDER</b>                  | Rich Crotty<br><i>Chair, Advancement Committee</i>   |
| <b>II. ROLL CALL</b>                     | Karen Monteleone<br><i>Associate Director, Board Relations</i>                                       |
| <b>III. APPROVAL OF MINUTES</b>          | Chair Crotty   |
| <b>IV. ADVANCEMENT COMMITTEE UPDATES</b> |  |
| • University and Government Relations    | Dan Holsenbeck<br><i>Vice President for University Relations</i>                                     |
| • Alumni, Development, and Foundation    | Bob Holmes<br><i>Vice President for Alumni Relations and<br/>Development and CEO, UCF Foundation</i> |
| • Communications and Marketing           | Grant Heston<br><i>Vice President for Communications and Marketing</i>                               |
| <b>V. CLOSING COMMENTS</b>               |  |



Board of Trustees  
**Advancement Committee Meeting**  
January 29, 2015  
UCF FAIRWINDS Alumni Center

**MINUTES**

**CALL TO ORDER**

Trustee Richard Crotty, chair of the Advancement Committee, called the meeting to order at 9:31 a.m. in the UCF FAIRWINDS Alumni Center on the UCF Orlando campus. Board chair Olga Calvet and committee members Weston Bayes, Clarence Brown, and Alex Martins were present. A quorum was confirmed. Trustee Reid Oetjen was also present.

**MINUTES**

The minutes from the November 20, 2014, meeting were approved as written.

**ADVANCEMENT COMMITTEE UPDATES**

University and Government Relations

Dan Holsenbeck, Vice President for University Relations, provided a summary of the governor's current budget recommendations related to higher education. There are no recommended tuition increases; however, the governor has recommended that performance-based funding be continued, with a target of \$100 million in new recurring funds. A new item this year is the recommendation of a \$500,000 allocation to fund business start-up plans for student entrepreneurs.

Holsenbeck also reported that the Florida Board of Governors has made three budget recommendations to the Governor's office related to UCF projects, including funds to build an Interdisciplinary Research Center, funds to renovate the Engineering I building, and an amount to be determined for UCF Downtown.

Alumni, Development, and Foundation

Bob Holmes, Vice President for Alumni Relations and Development, reported that the Foundation exceeded the December 31 campaign milestone by donors responding to the university with \$40 million in commitments for the first half of the fiscal year. Additionally, Holmes noted that signed commitments to the endowment totaling \$22 million will be fulfilled in the next fiscal year. Adding to this number is \$40 million in open solicitations expected to close by June 30.

Holmes recapped the "Share the Knight" alumni event that was held in conjunction with the Southwest Florida Alumni Chapter. Dr. Hitt and members of the Alumni Board, Foundation Board, and staff hosted this reception to talk about UCF Downtown.

Holmes reminded the committee of the March 20 joint workshop between the UCF Board of Trustees and the board of the Foundation.

Communications and Marketing

Grant Heston, Vice President for Communications and Marketing, introduced Patrick Burt, Interim Associate Vice President for Communications and Marketing, who gave a presentation about how UCF has included Orlando into branding and marketing campaigns. These efforts include print, broadcast, and online platforms.

Heston informed the committee that parking revenue collected from Garage H on UCF game days was contributed to the First Generation Scholarship Fund. With the state match, the total exceeded \$130,000 this past football season and a total of \$400,000 since the program started.

The committee was also shown a video of ESPN broadcast billboards where various aspects of UCF's campus were highlighted during commercial segments.

Chair Crotty adjourned the meeting at 10:13 a.m.