



**Board of Trustees  
Advancement Committee  
Thursday, January 29, 2015  
9:30 – 10:30 a.m.  
FAIRWINDS ALUMNI CENTER  
Conference call 800-442-5794, passcode 463796**

**AGENDA**

- I. CALL TO ORDER** Rich Crotty  
*Chair, Advancement Committee*
  
- II. ROLL CALL** Karen Monteleone  
*Associate Director, Board Relations*
  
- III. APPROVAL OF MINUTES** Chair Crotty
  
- IV. ADVANCEMENT COMMITTEE UPDATES**
  - University and Government Relations Dan Holsenbeck  
*Vice President for University Relations*
  
  - Alumni, Development, and Foundation Bob Holmes  
*Vice President for Alumni Relations and  
Development and CEO, UCF Foundation*
  
  - Communications and Marketing Grant Heston  
*Vice President for Communications and Marketing*
    - Connecting UCF to Orlando Patrick Burt  
*Interim Associate Vice President for Communications  
and Marketing*
  
- V. CLOSING COMMENTS**



Board of Trustees  
**Advancement Committee Meeting**  
November 20, 2014  
UCF FAIRWINDS Alumni Center

**MINUTES**

**CALL TO ORDER**

Trustee Richard Crotty, chair of the Advancement Committee, called the meeting to order at 9:44 a.m. in the UCF FAIRWINDS Alumni Center on the UCF Orlando campus. Board chair Olga Calvet and committee members Weston Bayes, Clarence Brown, Alex Martins, and Beverly Seay were present. A quorum was confirmed. Trustee Reid Oetjen was also present.

**MINUTES**

The minutes from the September 25, 2014, meeting were approved as written.

**ADVANCEMENT COMMITTEE UPDATES**

University and Government Relations

Dan Holsenbeck, Vice President for University Relations, reported that following the election, there are now eight UCF alumni members of the Florida House and Senate. Senator Andy Gardiner was appointed President of the Senate and Representative Steve Crisafulli was appointed Speaker of the House.

Holsenbeck and Dr. Hitt have started visiting with leaders of the House and Senate to discuss UCF priorities, including the downtown presence, completion of the partnership complex, and the Florida Advanced Manufacturing Research Center in Osceola County.

Holsenbeck encouraged all members of the board to attend the upcoming legislative delegation sessions.

Alumni, Development, and Foundation

Bob Holmes, Vice President for Alumni Relations and Development, reported that two of three sessions have been held with the college deans to enhance fundraising efforts and to advance strategic priorities of each college.

Representatives from the college relations team of the UCF Alumni Association gave a presentation about outreach and engagement programs within each college. The primary purpose of the college

relations program is to connect alumni back to their academic college, department, or program by offering meaningful opportunities for engagement.

Communications and Marketing

Grant Heston, Vice President for Communications and Marketing, reported on the major projects his division is supporting, including UCF Cares, the Florida Consortium, the University Innovation Alliance, the UCF Downtown Presence and the Faculty Hires initiative. Additionally, the 2014 UCF Took Kit that includes facts, figures, and points of pride about UCF is now available.

WUCF TV will be launching a campaign to continue growing support for local programming.

In light of the November shooting incident at Florida State, Heston made the board aware that UCF offered assistance to FSU personnel. He also reported that UCF's Emergency Alert system was tested on September 30, and the university is fully prepared to alert and inform students, faculty, and staff if an emergency situation were to arise.

Chair Crotty adjourned the meeting at 10:26 a.m.

# UCF and Orlando

UNIVERSITY OF CENTRAL FLORIDA



UNIVERSITY OF CENTRAL FLORIDA

# LOCATION, LOCATION, LOCATION

Sure, you know about Disney, Universal and SeaWorld. But did you know that Central Florida has 100-plus theme parks and attractions? There are also miles of beautiful beaches just a short drive away, making this area one of

the top vacation destinations in the world. More and more, Central Florida is becoming a Knight nation. It's a great place to live, work and play. Will you be its next permanent resident?

## ACT LOCAL

**13**  
miles between UCF and downtown Orlando



Satisfy your taste buds at **5,000** RESTAURANTS

**2.1**  
million people live in Greater Orlando

**WHEEEEE**  
It would take **67 DAYS** to visit all of the entertainment offerings in Orlando

## THE GREAT OUTDOORS

**KAYAK & PADDLEBOARD**  
GRILL • PLAY VOLLEYBALL  
on campuses at Lake Claire



**HIKE OR BIKE**  
on 21 fitness trails

Swim in more than **2,000** lakes, springs and rivers

## ON THE TOWN

Visit a variety of **MUSEUMS FOR FREE** with your student ID

**Take in a CONCERT**  
at the CFE Arena on campus, Amway Center, Dr. Phillips Center for the Performing Arts, House of Blues, The Social or Hard Rock Live

**CHEER ON**  
the Orlando Magic or the Orlando City Lions

Shop til you drop at **12** malls and outlet centers or several boutique-lined avenues

## AFTER COLLEGE

**CENTRAL FLORIDA RESEARCH PARK,** adjacent to UCF, is the nation's seventh largest with more than 120 companies and 10,000 employees



The Lake Nona Medical City will create **30,000 JOBS**

**UCF CAREER SERVICES** helps students and alumni make connections

26





UNIVERSITY OF CENTRAL FLORIDA  

---

ORLANDO

This message furnished by UCF.

## Orlando - A Great Place to Work and Live

Orlando has seen rapid growth and economic expansion in recent years and is a center for the life sciences, medical innovation and technological developments. That's why Orlando ranked No. 9 on *Forbes'* 2014 list of the fastest-growing cities in the U.S., and *Fast Company* magazine has included Orlando in its list of "Best Cities for Innovation." Plus the sunshine and warm climate create a perfect environment to live, work and explore.

### Educated Workforce

Each year UCF graduates 15,000 students. Many stay and enter the workforce armed with an education that translates into greater earning power. Some go out of state, adding to the growing national reputation of UCF and Orlando.

UCF professors also help and work side-by-side with the community on joint projects — from teaching underprivileged children to read to protecting the environment, and from developing health care solutions to finding alternative energy solutions.

### Major Employer

UCF is one of Central Florida's largest employers, with 1,961 faculty members and more than 9,000 staff members. The university impacts more than 112,000 additional jobs and adds \$7.73 billion of value to the economy, according to a 2009-10 study by the Florida Board of Governors.

Many of the 10,000 employees in the adjacent Central Florida Research Park work with UCF researchers and students on projects in the sciences, engineering, photonics and optics, modeling and simulation, and health-related fields.



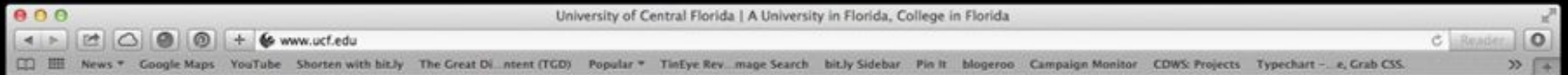
**"I am proud to  
announce a landmark  
decision ... UCF will  
expand in downtown  
Orlando!"**

— President Hitt, Sept. 23, 2014

### EXPLORE CENTRAL FLORIDA

- Cultural venues such as the Morse Museum, the Dr. Phillips Center for the Performing Arts and the Orlando Museum of Art
- More than 100 theme parks, including Walt Disney World, Universal Orlando Resort and SeaWorld
- Kennedy Space Center and beautiful beaches a short drive away
- Hundreds of lakes and rivers for kayaking, canoeing, water skiing and more
- Home to the NBA's Orlando Magic and the newest team to join the MLS — Orlando City Soccer Lions

UCF is an equal opportunity affirmative action employer.



Academics • Admissions • Research • Locations • Campus Life • Alumni & Giving • Athletics

Apply Now...



University of Central Florida | A University in Florida, College in Florida



Academics • Admissions • Research • Locations • Campus Life • Alumni & Giving • Athletics

Apply Now...



SPOTLIGHT



Purchase Your  
Parking Permit

NEWS



UCF's Second President  
Trevor Colbourn Dies at Age

UPCOMING EVENTS

Date

Description



The image is a screenshot of a Google search results page for the query "orlando university". The search bar at the top shows the query and a search button. Below the search bar are navigation tabs for "Web", "Maps", "Images", "News", "Shopping", "More", and "Search tools". The search results show approximately 170,000,000 results in 0.39 seconds. The first result is for Keiser University, followed by Valencia College. The third result is for the University of Central Florida, which is highlighted with a red arrow pointing to it from the left. To the right of the search results is a knowledge panel for the University of Central Florida, also highlighted with a red arrow pointing to it from the right. The knowledge panel includes the university's logo, a map, the name "University of Central Florida", its location in Orlando, Florida, and a brief description. Below the knowledge panel are several other search results for various universities in the Orlando area, including DeVry University, Nova Southeastern University, Everest University, Strayer University, and Walden University.



UNIVERSITY OF CENTRAL FLORIDA  

---

ORLANDO

This message furnished by UCF.