



**Board of Trustees
Advancement Committee
November 19, 2015
9:30 – 10:00 a.m.
NorthView
3925 Lockwood Blvd., Oviedo, FL 32765
Conference call 800-442-5794, passcode 463796**

AGENDA

- I. CALL TO ORDER** Clarence Brown
Chair, Advancement Committee
- II. ROLL CALL** Karen Monteleone
Associate Director, Board Relations
- III. MEETING MINUTES** Chair Brown
- [Approval of the September 24, 2015, and October 22, 2015, Advancement Committee meeting minutes](#)
- IV. NEW BUSINESS**
- Alumni, Development, and Foundation Mike Morsberger
Vice President for Alumni Relations and Development and CEO, UCF Foundation
 - University and Government Relations Dan Holsenbeck
Senior Vice President for University Relations
- V. OLD BUSINESS**
- VI. CLOSING COMMENTS**



Board of Trustees
Advancement Committee Meeting
September 24, 2015
UCF FAIRWINDS Alumni Center

MINUTES

CALL TO ORDER

Trustee Clarence Brown, chair of the Advancement Committee, called the meeting to order at 9:03 a.m. in the UCF FAIRWINDS Alumni Center on the UCF Orlando campus. Board chairman Marcos Marchena and committee members Clarence Brown, Alex Martins, Beverly Seay, and Cait Zona were present. A quorum was confirmed.

MINUTES

The minutes from the May 21, 2015, meeting were approved as written.

ADVANCEMENT COMMITTEE UPDATES

Communications and Marketing

Grant Heston, Vice President for Communications and Marketing, noted that that UCF is launching a multi-media branding campaign that will last three to six months and is expected to generate roughly 130 million impressions. The campaign is entitled "IMPACT" and will incorporate outdoor, radio, online, and print media platforms. The goals of this campaign are to:

- increase UCF's brand awareness
- increase UCF's brand loyalty and
- set the stage for the public launch of UCF's comprehensive campaign.

Heston also shared the IMPACT microsite that is currently live, in addition to the three TV commercials that have been shown during nationally televised UCF football games.

Alumni, Development, and Foundation

Mike Morsberger, Vice President for Alumni Relations and Development, gave a presentation that provided the committee with a comprehensive overview of alumni and development efforts over the past ten years. He also discussed where he and his team are headed as they prepare for the public launch of UCF's comprehensive campaign.

University and Government Relations

Dr. Dan Holsenbeck, Vice President for University Relations, reported that his team has started their individual meetings and conferences with legislators slightly earlier this year, because the legislative session begins in January as opposed to March.

Holsenbeck stated that the top three priorities remain the same moving in to the legislative session. Those priorities include:

- proceeding with the plans for UCF Downtown
- completing the process to acquire the Partnership IV building in the Research Park and
- continuing to work with Osceola County to receive more funding to operate the International Center for Advanced Manufacturing Research and Center.

Holsenbeck also briefed the committee on the current status of a proposed gun bill that has been introduced in the legislature. This bill would allow concealed weapons to be brought on campus.

Chair Brown adjourned the meeting at 9:53 a.m.



Board of Trustees
Advancement Committee Meeting
October 22, 2015
UCF FAIRWINDS Alumni Center

MINUTES

CALL TO ORDER

Trustee Clarence Brown, chair of the Advancement Committee, called the meeting to order at 8:33 a.m. in the President's Boardroom in Millican Hall. Chairman Marcos Marchena and committee members Clarence Brown, Joseph Conte, Beverly Seay and Cait Zona were present. A quorum was confirmed.

NEW BUSINESS

Grant Heston, Vice President for Communications and Marketing, showed a video that provided an overview of the Broadband Spectrum Auction.

Vincent Current, Principal with Breakthrough Public Media Consulting, delivered a presentation and answered questions from the committee members.

A request was made to Scott Cole, Vice President and General Counsel for UCF, to confirm whether or not federal law may supersede the Sunshine Law in order for the committee to have a closed session to discuss a minimum bid that would be accepted, if the committee were to recommend that WUCF enter the Broadband Spectrum Auction.

Future action will be determined following a report from Vice President Cole.

Chair Brown adjourned the meeting at 9:46 a.m.