



**Board of Trustees
Advancement Committee
March 24, 2016
9:30 – 10:30 a.m.
FAIRWINDS Alumni Center
Conference call 800-442-5794, passcode 463796**

AGENDA

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|---|---|
| I. CALL TO ORDER | Clarence Brown <i>Chair, Advancement Committee</i> |
| II. ROLL CALL | Karen Monteleone <i>Associate Director, Board Relations</i> |
| III. MEETING MINUTES | Chair Brown |
| <ul style="list-style-type: none">• Approval of the January 28, 2016, Advancement Committee meeting minutes | |
| IV. NEW BUSINESS | |
| <ul style="list-style-type: none">• Communications and Marketing Think 30 (INFO-1) | Grant Heston <i>Vice President for Communications and Marketing</i> |
| <ul style="list-style-type: none">• University and Government Relations | Dan Holsenbeck <i>Senior Vice President for University Relations</i> |
| <ul style="list-style-type: none">• Alumni, Development, and Foundation | Mike Morsberger <i>Vice President for Alumni Relations and Development and CEO, UCF Foundation</i> |
| V. OLD BUSINESS | |
| VI. CLOSING COMMENTS | |



Board of Trustees
Advancement Committee Meeting
January 28, 2016
UCF FAIRWINDS Alumni Center

MINUTES

CALL TO ORDER

Trustee Clarence Brown, chair of the Advancement Committee, called the meeting to order at 10:01 a.m. in the UCF FAIRWINDS Alumni Center on the UCF Orlando campus. Chairman Marcos Marchena and committee members Clarence Brown, Joe Conte, Alex Martins, and Cait Zona were present. A quorum was confirmed.

MINUTES

The minutes from the November 19, 2015, meeting were approved as written.

ADVANCEMENT COMMITTEE UPDATES

University and Government Relations

Fred Kittinger, Associate Vice President for University Relations, reported on general legislative activities for Dan Holsenbeck, who is currently in Tallahassee. Fred noted that this past week was UCF Day at the capital, where the UCF Alumni Association, student representatives, and other university constituents were able to spend a day meeting Florida legislatures and lobbying on subjects that are important to the university.

Fred also shared that Governor Scott signed the bill to approve the Florida Center for Students with Exceptional Abilities, which will be housed at UCF.

Communications and Marketing

Patrick Burt, Assistant Vice President for Communications and Marketing, reported on behalf of Grant Heston, sharing several updates on UCF's Impact marketing campaign. Patrick showed two videos, one entitled "Creating Access" that features Dr. Hitt discussing how UCF students continue to make an impact on our community. The second video was associated with UCF's Limbitless Team, featuring their "12 Arms for Christmas" campaign that gained national media coverage and was aired on the *Today Show* and CNN.

Alumni, Development, and Foundation

Mike Morsberger, Vice President for Alumni Relations and Development, began his report by thanking all members of this board for their leadership and personal support of the fundraising campaign for UCF Downtown. Morsberger noted that 2016 opened with huge momentum for the campaign, and that momentum continues to build each day.

Morsberger's team has formed a special task force to develop the creative ideas for the formal launch of the IGNITE campaign later this year. Morsberger looks forward to sharing more as the September 16 launch date approaches.

Morsberger closed his report by presenting Trustee Martins the 2015 Distinguished Alumnus Award on behalf of the UCF Alumni Association.

Chair Brown adjourned the meeting at 10:28 a.m.

ITEM: INFO-1

ADVANCEMENT COMMITTEE
University of Central Florida

SUBJECT: Think 30

DATE: March 24, 2016

For information only.

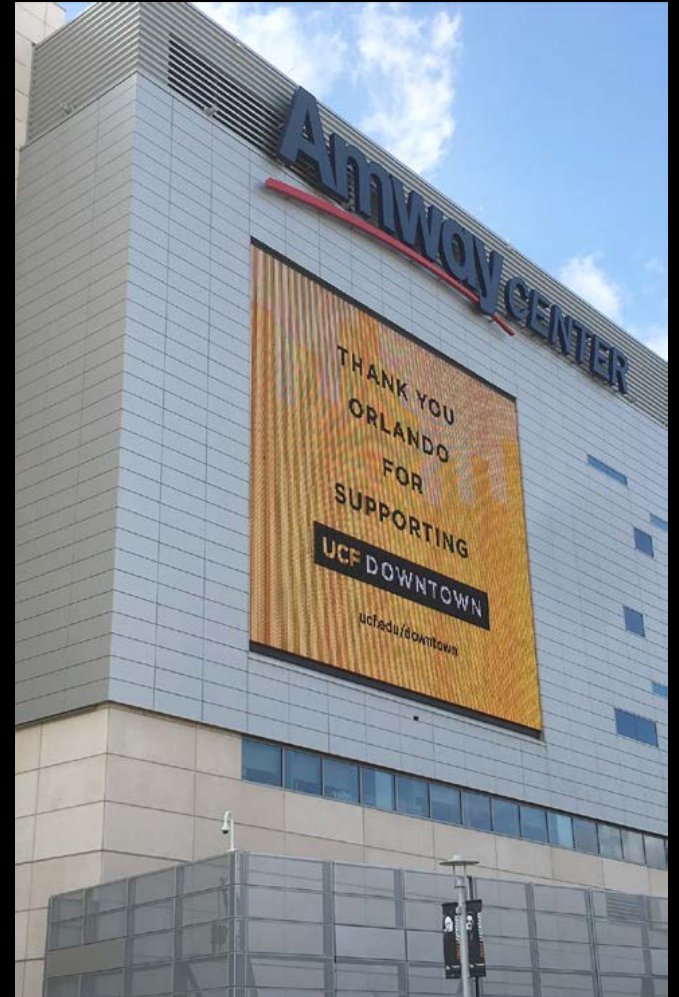
Supporting documentation: Attachment A: Think 30

Prepared by: UCF Marketing

Submitted by: Grant Heston, Vice President for Communications and Marketing



UCF DOWNTOWN





**THINK
30**

Created to encourage
UCF students to
complete 30 credit
hours each year.

GOAL:
**TIMELY GRADUATION
AND DECREASE
EXPENSE**





CAMPAIGN EFFORTS

SUMMER AND FALL 2015

Launch of Think 30 website: May 2015

Launch of Campaign: Summer 2015

Targeted outreach to academic advisors, faculty and staff: Summer 2015

Targeted outreach to students: Summer 2015

THINK
30

EXAMPLES OF OUTREACH



Advisor And
Faculty Guide

THINK
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EXAMPLES OF OUTREACH

Postcards and Posters



THINK
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EXAMPLES OF OUTREACH

Student
Handbook
and Folder

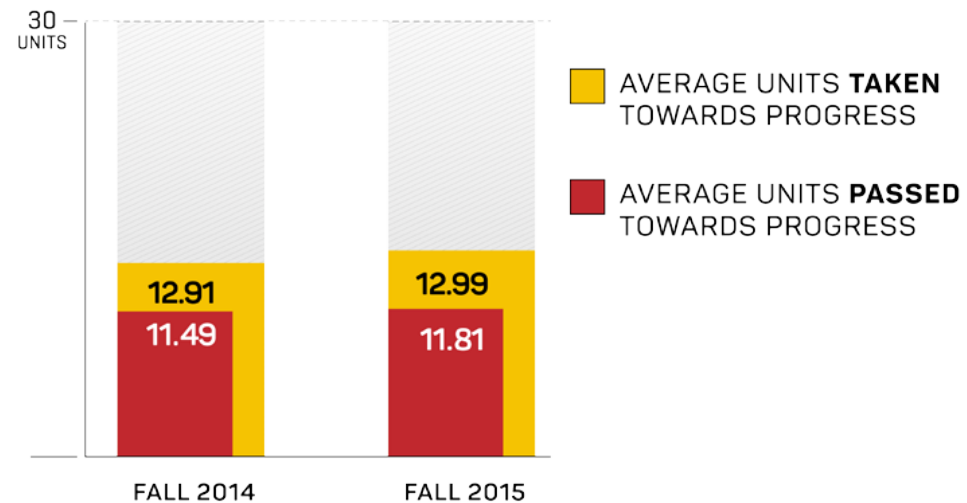


RESULTS

THINK
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Student Awareness is increasing.

Source: First Year Advising and Exploration, Post-Appointment Survey



Source: Institutional Knowledge Management