



**Board of Trustees
Advancement Committee Meeting
January 13, 2017
10:30 – 11:15 a.m.
FAIRWINDS Alumni Center
Conference call 800-442-5794, passcode 463796**

AGENDA

- I. CALL TO ORDER** Clarence Brown
Chair, Advancement Committee
- II. ROLL CALL** Karen Monteleone
Director, Board Relations
- III. MEETING MINUTES** Chair Brown
- [Approval of the November 17, 2016, Advancement Committee meeting minutes](#)
- IV. NEW BUSINESS**
- University and Government Relations Legislative Update [\(INFO-1\)](#) Dan Holsenbeck
Senior Vice President for University Relations
 - Communications and Marketing
- Communications and Marketing Update [\(INFO-2\)](#) Grant Heston
Vice President for Communications and Marketing
 - Alumni, Development, and Foundation
- IGNITE Campaign Case Statement Presentation [\(INFO-3\)](#)
-IGNITE Campaign video [\(INFO-4\)](#) Mike Morsberger
Vice President for Advancement and CEO, UCF Foundation
- V. OTHER BUSINESS**
- VI. CLOSING COMMENTS**



Board of Trustees
Advancement Committee Meeting
November 17, 2016
UCF *FAIRWINDS* Alumni Center

MINUTES

CALL TO ORDER

Trustee Clarence Brown, chair of the Advancement Committee, called the meeting to order at 10:22 a.m. in the *FAIRWINDS* Alumni Center on the UCF Orlando campus. Committee members Kenneth Bradley, Christopher Clemente, Joseph Conte and Alex Martins were present. Chairman Marchena and Trustees Robert Garvy and Keith Koons were also present. A quorum was confirmed.

MINUTES

The minutes from the September 15, 2016, meeting were approved as written.

ADVANCEMENT COMMITTEE UPDATES

Alumni, Development, and Foundation

UCF Foundation Bylaw Amendments (ADVC-1)

Mike Morsberger, Vice President for Alumni Relations and Development, and Jennifer Cerasa, Associate Legal Counsel for the UCF Foundation, presented a summary of amendments to the UCF Foundation Bylaws. The committee unanimously approved the amendments.

Morsberger provided a report on campaign progress and a summary of the activities taking place with the campaign rollout events planned across the country in 2017. Upcoming markets include Naples, Atlanta, Washington D.C., LA, and Seattle.

University and Government Relations

Dr. Dan Holsenbeck, Senior Vice President for University Relations, provided a summary of the legislative budget request, noting UCF's top priorities for funding. He also shared an update on post-election UCF representation in the Florida House and Senate, highlighting Amber Mariano, a UCF senior who is now the youngest person elected to the Florida House of Representatives.

Communications and Marketing

Grant Heston, Vice President for Communications and Marketing, shared highlights from the most recent edition of *Pegasus* Magazine, including the feature story about UCF's response to the Pulse Night Club shootings.

Chad Binette, Assistant Vice president for News and Information, gave a presentation on UCF's national media presence and discussed the strategies UCF utilizing to receive more media attention a national platform.

OTHER BUSINESS

Second Amended and Restated Advancement Committee Meeting Charter (ADVC-2)

Chair Brown presented the proposed amendments to the Advancement Committee Charter. The committee unanimously approved the changes.

Chair Brown adjourned the meeting at 11:04 a.m.

ITEM: INFO-1

**University of Central Florida
Board of Trustees
Advancement Committee**

SUBJECT: Legislative Update

DATE: January 13, 2017

PROPOSED COMMITTEE ACTION

For presentation at meeting.

Supporting documentation: Attachment A: Legislative Update

Prepared by: University Relations

Submitted by: Dan Holsenbeck, Senior Vice President for University Relations

Attachment A

1

CENTRAL FLORIDA LEGISLATIVE DELEGATION

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West's Florida Statutes Annotated
 Title III. Legislative Branch; Commissions (Chapters 10-13)
 Chapter 11. Legislative Organization, Procedures, and Staffing

West's F.S.A. § 11.061

11.061. State, state university, and community college employee
 lobbyists; registration; recording attendance; penalty; exemptions

Effective: January 7, 2003

Currentness

(1) Any person employed by any executive, judicial, or quasi-judicial department of the state or community college or state university who seeks to encourage the passage, defeat, or modification of any legislation by personal appearance or attendance before the House of Representatives or the Senate, or any committee thereof, shall, prior thereto, register as a lobbyist with the joint legislative office on a form to be provided by the joint legislative office in the same manner as any other lobbyist is required to register, whether by rule of either house or otherwise. This shall not preclude any person from contacting her or his legislator regarding any matter during hours other than the established business hours of the person's respective agency, state university, or community college.

(2)(a) Each state, state university, or community college employee registered pursuant to the provisions of this section shall:

1. Record with the chair of the committee any attendance before any committee during established business hours of the agency, state university, or community college employing the person.

2. Record with the joint legislative office any attendance in the legislative chambers, committee rooms, legislative offices, legislative hallways, and other areas in the immediate vicinity during the established business hours of the agency, state university, or community college employing the person.

(b) Any person who appears before a committee or subcommittee of the House of Representatives or the Senate at the request of the committee or subcommittee chair as a witness or for informational purposes shall be exempt from the provisions of this subsection.

(3) Any state, state university, or community college employee who violates any provision of this section by not registering with the joint legislative office as a lobbyist or by failing to record hours spent as a lobbyist in areas and activities as set forth in this section during the established business hours of the agency, state university, or community college employing the person shall have deducted from her or his salary an amount equivalent to her or his hourly wage times the number of hours that she or he was in violation of this section.

(4) Any person employed by any executive, judicial, or quasi-judicial department of the state or by any community college or state university whose position is designated in that department's budget as being used during all, or a portion of, the fiscal year for lobbying shall comply with the provisions of subsection (1), but shall be exempt from the provisions of subsections (2) and (3).

Select Year: 2016 ▼ Go

The 2016 Florida Statutes

[Title III](#)
LEGISLATIVE BRANCH;
COMMISSIONS

[Chapter 11](#)
LEGISLATIVE ORGANIZATION, PROCEDURES, AND
STAFFING

[View Entire
Chapter](#)

11.062 Use of state funds for lobbying prohibited; penalty.—

(1) No funds, exclusive of salaries, travel expenses, and per diem, appropriated to, or otherwise available for use by, any executive, judicial, or quasi-judicial department shall be used by any state employee or other person for lobbying purposes, which shall include the cost for publication and distribution of each publication used in lobbying; other printing; media; advertising, including production costs; postage; entertainment; and telephone and telegraph. Any state employee of any executive, judicial, or quasi-judicial department who violates the provisions of this section shall have deducted from her or his salary the amount of state moneys spent in violation of this section.

(2)(a) A department of the executive branch, a state university, a community college, or a water management district may not use public funds to retain a lobbyist to represent it before the legislative or executive branch. However, full-time employees of a department of the executive branch, a state university, a community college, or a water management district may register as lobbyists and represent that employer before the legislative or executive branch. Except as a full-time employee, a person may not accept any public funds from a department of the executive branch, a state university, a community college, or a water management district for lobbying.

(b) A department of the executive branch, a state university, a community college, or a water management district that violates this subsection may be prohibited from lobbying the legislative or executive branch for a period not exceeding 2 years.

(c) This subsection shall not be construed to prohibit a department of the executive branch, a state university, a community college, or a water management district from retaining a lobbyist for purposes of representing the entity before the executive or legislative branch of the Federal Government. Further, any person so retained is not subject to the prohibitions of this subsection.

(d) A person who accepts public funds as compensation for lobbying in violation of this subsection may be prohibited from registering to lobby before the legislative or executive branch for a period not exceeding 2 years.

(e) A person may file a written complaint with the Commission on Ethics alleging a violation of this subsection. The commission shall investigate and report its finding to the President of the Senate, the Speaker of the House of Representatives, and the Governor and Cabinet. Based upon the report of the Commission on Ethics or upon its own finding that a violation of this subsection has occurred, a house of the Legislature may discipline the violator according to its rules, and the Governor or the Governor and Cabinet, as applicable, may prohibit the violator from lobbying before the executive branch for a period not exceeding 2 years after the date of the formal determination of a violation. The Commission on Ethics shall adopt rules necessary to conduct investigations under this paragraph.

History.—s. 2, ch. 74-161; s. 4, ch. 93-121; s. 10, ch. 95-147.



Office of the President

SUBJECT: Political and Campaign Activities	Effective Date: 3-19-08	Policy Number: 2-600	
	Supersedes:	Page 1	Of 2
	Responsible Authority: Vice President for University Relations		

APPLICABILITY/ACCOUNTABILITY:

This policy applies to all employees and, in limited situations as noted, students of the university. It is consistent with federal, state, and other laws that pertain to political and campaign activities.

BACKGROUND INFORMATION:

As a state university, it is imperative that UCF maintain its integrity and credibility in the public forum. This is particularly true of the political process and the manner in which university employees affect or are affected by activities, such as lobbying, holding public office, or engaging in other political activities.

DEFINITIONS:

Government entity. Any state, federal, or local governing or advisory body composed of elected or governmentally appointed officials, or any quasi-public body that holds recognized authority.

POLICY STATEMENT:

Current state laws and regulations prohibit state employees from using state resources to participate in political campaigns or activities including lobbying and political solicitation of any kind. As individuals, UCF employees are encouraged to support candidates or issues of their choice and participate in the democratic process as a privilege of citizenship, but they must not in any way associate these activities as formal representation or endorsement by the university.

Student organizations or activity groups associated with various academic programs cannot participate in campaign activities even if participation is in-kind or reimbursed for actual expenses.

2-600 Political and Campaign Activities 1

For example, it is not appropriate for a UCF music group to display the UCF name while performing at a campaign rally.

Political candidates and their staff or supporters and political organizations are always welcome on campus for tours, briefings, or other related activities, but UCF will neither host nor sponsor a rally or fundraiser. Registered student organizations may invite candidates or sponsor such activities provided they follow prescribed procedure for use of university space including the Student Union building, activity rooms, free assembly areas, or other public university property. The Division of University Relations is always willing to assist, as appropriate, depending upon scheduling and availability of staff and facilities, but under no circumstances is the university responsible for generating press coverage or soliciting attendance at such events.

PROCEDURES:

The UCF Board of Trustees has designated the president of the university as its principal spokesperson and representative on all government relations matters with all levels of government. The president may delegate this authority as appropriate. In no case shall an employee of the university formally represent the president or the Board of Trustees without prior approval and delegation by the president. If an individual employee of the university who is not the president's designee is invited by any government entity to address an issue before it, the employee shall publicly clarify that his or her response and participation is not necessarily the formal position of the president or the Board of Trustees. No state resources may be used to support these activities unless approved by the president or his or her designee in advance of the event.

University employees may run for public office or participate in appointed public service, but it is incumbent on the individual to demonstrate to his or her university supervisor that no conflict of interest or conflict of commitment exists. If the elected or appointed public position adversely affects the duties and responsibilities of the individual relative to the university, appropriate adjustment in compensation, length of contract, or prescribed duties shall be agreed to in writing and approved by the president or his or her designee. The individual's immediate supervisor shall be responsible for any required written forms or approvals.

RELATED DOCUMENTS:

Florida Statute 11.062

Policy 4-504 *Conflict of Interest or Conflict of Commitment* <http://policies.ucf.edu/>

Policy 4-002 *Authorized Use of Information Technologies and Resources* <http://policies.ucf.edu/>



Office of the President

SUBJECT: Political and Campaign Activities	Effective Date: 3-19-08	Policy Number: 2-600	
	Supersedes:	Page 1	Of 2
	Responsible Authority: Vice President for University Relations		

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2-600 Political and Campaign Activities 1

Joyce Mastriani

To: John Hitt; Vice Presidents; Deans; PAS
Subject: Legislative Appropriations Projects
Attachments: DOC010417-01042017115950.pdf

Many of you are aware of the new rules adopted by the Florida House of Representatives relative to Appropriations Project Requests for the budget year 2017-2018. Basically, it is a three step process starting at the university (UCF) local level and ending in the requested project being included in the final budget appropriations bill (GAA). The steps, in general, are:

Step One: Secure approval from the Provost and the President's Designee (Senior Vice President for University Relations) to submit the Appropriations Project Request as per UCF's legislative priorities

Step Two: Complete the Appropriations Project Request form in consultation with the Senior Vice President for University Relations which includes identification of House Member sponsor (see attachment)

Step Three: Stand ready to provide additional information or testimony as the process proceeds

NOTE: THE FOLLOWING WILL BE SENT TO EACH PROJECT DIRECTOR INDIVIDUALLY.

The attachment, **Appropriations Project Request—Fiscal Year 2017-2018**, should be completed by the appropriate UCF faculty or administrator (see attached list of **Project Directors**) and returned to the Senior Vice President for University Relations no later than January 13, 2017. Note that most of the questions are short answer and some may not be applicable to a specific project. Since all UCF approved Legislative Priorities were submitted in **LBR Form** (see attached for specific project) to the BOG in late summer, that data should be used as the basis for each request. Any new requests not submitted in the BOR-LBR process should be coordinated with the Senior Vice President for University Relations.

Each faculty or staff responsible for an Appropriations Project should coordinate with the Senior Vice President for University Relations to obtain a Project Sponsor who will file the Request as a separate **Appropriations Project Bill** (see attached). Note that this process applies only for the House. The Senate has its own rules which, at this time, do not require the Project Request form.

In simple language, if your project has previously been or is currently listed as a UCF Budget Priority or has been requested by a member of the Legislature, please, **FILL OUT THE FORM and RETURN TO DAN HOLSENBECK BY JANUARY 13**. Call me if you have questions.

Thank you very much!

ITEM: INFO-2

**University of Central Florida
Board of Trustees
Advancement Committee**

SUBJECT: Communications and Marketing Update

DATE: January 13, 2017

PROPOSED COMMITTEE ACTION

For presentation at meeting.

Supporting documentation: Presentation to be shown at committee meeting

Prepared by: UCF Communications and Marketing

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

ITEM: INFO-3

**University of Central Florida
Board of Trustees
Advancement Committee**

SUBJECT: IGNITE Campaign Case Statement Presentation

DATE: January 13, 2017

PROPOSED COMMITTEE ACTION

For presentation at meeting.

Supporting documentation: Presentation to be shown at committee meeting

Prepared by: UCF Advancement

Submitted by: Mike Morsberger, Vice President for Advancement and CEO, UCF
Foundation

ITEM: INFO-4

**University of Central Florida
Board of Trustees
Advancement Committee**

SUBJECT: IGNITE Campaign Video

DATE: January 13, 2017

PROPOSED COMMITTEE ACTION

For presentation at meeting.

Supporting documentation: Presentation to be shown at committee meeting

Prepared by: UCF Advancement

Submitted by: Mike Morsberger, Vice President for Advancement and CEO, UCF
Foundation