



UNIVERSITY OF CENTRAL FLORIDA

**Board of Trustees
Advancement Committee
FAIRWINDS Alumni Center
May 24, 2018 9:00 – 9:45 a.m.
Conference call 800-442-5794, passcode 463796**

AGENDA

- | | |
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| I. CALL TO ORDER | Joseph Conte
<i>Chair, Advancement Committee</i> |
| II. ROLL CALL | Karen Monteleone
<i>Director, Foundation Board Relations</i> |
| III. MEETING MINUTES | Chair Conte |
| IV. NEW BUSINESS | |
| <ul style="list-style-type: none">• Communications and Marketing
-WUCF Meet the Helpers
(INFO-1)
• Alumni, Development, and Foundation
-IGNITE Campaign Update (INFO-2)

-Naming of the Rosengren Trauma
Clinic at UCF RESTORES (ADVC-1)

-Naming of the Jim and Julia Rosengren
Locker Room at Spectrum Stadium (ADVC-2)
• University Relations | <p>Grant Heston, <i>Vice President for
Communications and Marketing</i></p> <p>Mike Morsberger, <i>Vice President for
Advancement and CEO, UCF Foundation</i></p> <p>Dan Holsenbeck, <i>Senior Vice President
for University Relations</i></p> |
| V. OTHER BUSINESS | |
| VI. CLOSING COMMENTS | |



UNIVERSITY OF CENTRAL FLORIDA

Board of Trustees
Advancement Committee Meeting
January 18, 2018
UCF *FAIRWINDS* Alumni Center

MINUTES

CALL TO ORDER

Trustee Clarence Brown, chair of the Advancement Committee, called the meeting to order at 9:23 a.m. in the *FAIRWINDS* Alumni Center on the UCF Orlando campus. Committee members Kenneth Bradley, Joseph Conte, Nick Larkins, and Alex Martins were present. A quorum was confirmed.

MINUTES

The minutes were approved as written.

ADVANCEMENT COMMITTEE UPDATES

University and Government Relations

Dan Holsenbeck, Senior Vice President for University Relations, shared an update on legislative activities and the budget plans for the 2018 legislative session.

Communications and Marketing

Grant Heston, Vice President for Communications and Marketing, shared an update on UCF's strategy, focused on providing engaging content that will organically find its way to news feeds through "likes" and "shares."

Heston also gave a presentation highlighting UCF's presence at the Peach Bowl. The goal was to showcase UCF's many successes through the use of creative billboards, social media banners, and other media platforms in both the Orlando and Atlanta markets.

Heston concluded his presentation with an update on UCF license-plate sales since the launch of the new plate in August 2016. The UCF plate has moved from the fifth to the third highest in sales of Florida university license plates.

Alumni, Development, and Foundation

Karen Cochran, Senior Associate Vice President for Development, recommended the naming of an athletics center in recognition of a gift made by long-time UCF donor and friend Jerry Roth.

- Naming of the Roth Athletics Center (ADVC-1)

The Advancement Committee unanimously approved the item.

Cochran also provided an update on the IGNITE Campaign, including several events that were planned during the Peach Bowl to capitalize on the momentum surrounding UCF. More than 30,000 fans traveled to Atlanta to support the Knights, and the Advancement team is continuing to follow-up and cultivate these relationships to strengthen the donor pipeline.

Cochran closed her report by highlighting the “The Hitt Initiative,” a hyper-focused effort within the framework of the IGNITE Campaign to increase endowment and infuse additional support towards the academic enterprise and faculty excellence.

Chair Brown adjourned the meeting at 9:55 a.m.



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ITEM: INFO-1

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

SUBJECT: WUCF Meet the Helpers

DATE: May 24, 2018

PROPOSED COMMITTEE ACTION

For presentation at meeting.

Supporting documentation: For presentation at meeting.

Prepared by: UCF Communications and Marketing

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

ITEM: INFO-2

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

SUBJECT: IGNITE Campaign Update

DATE: May 24, 2018

PROPOSED COMMITTEE ACTION

For presentation at meeting.

Supporting documentation: For presentation at meeting.

Prepared by: UCF Advancement

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

ITEM: ADVC-1

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

SUBJECT: Naming of the Rosengren Trauma Clinic at UCF RESTORES

DATE: May 24, 2018

PROPOSED COMMITTEE ACTION

Approve naming the UCF RESTORES Clinic as the Rosengren Trauma Clinic at UCF RESTORES upon the completion of certain actions by the Donors. The naming is requested in grateful recognition of the generous contributions by James L. Rosengren '81 and Antonia (Julia) Lima Rosengren (Donors or the Rosengrens) to the University of Central Florida.

BACKGROUND INFORMATION

On October 21, 2015, the Rosengrens made a charitable commitment of \$1 million to the PTSD Clinic Program Endowment in the College of Sciences to provide funding to the UCF RESTORES program. On March 14, 2018, an amendment was made to this gift agreement to recognize the donor's gift to UCF RESTORES through the naming of the Rosengren Trauma Clinic at UCF RESTORES.

Physical naming of the Rosengren Trauma Clinic at UCF RESTORES is conditioned upon receipt of \$500,000 by June 30, 2018, which has been achieved, and timely performance on the pledge payment schedule. The Rosengrens may be publicly recognized following approval by the UCF Board of Trustees.

Supporting Documentation: Attachment A: 9.005 Naming of Buildings and Facilities

Prepared by: Christine Rutherford, Director of Donor Relations and Stewardship, UCF Foundation, Inc.

Submitted on behalf of: Michael J. Morsberger, Vice President for Advancement and Chief Executive Officer of the UCF Foundation, Inc.

Attachment A

9.005 Naming of Buildings and Facilities

The naming of any building, road, bridge, park, recreational complex, other similar facility or educational site, as defined in Board regulation 8.009, (collectively referred to as a "University Facility") of a state university for individuals or groups who have made significant contributions to the university or the state of Florida is the prerogative and privilege of the State University System of Florida and is vested in the Board of Governors. The Board of Governors hereby delegates such approval authority to each university board of trustees provided that the board of trustees establishes procedures for the naming of such University Facilities to include the following elements:

- (a) The naming of any University Facility must be approved by the board of trustees as a noticed, non-consent agenda item.
- (b) Non-gift related honorary naming of a University Facility should be reserved for individuals who have made significant contributions to the university or to the state of Florida or to the fields of education, government, science or human betterment and who are of recognized accomplishment and character. Honorary naming of a University Facility is not allowed for any active board member or employee of the Board of Governors or any active employee, student, or trustee of the university.
- (c) Gift-related naming of a University Facility requires a donation which makes a significant contribution to the cost of the University Facility, or for an existing facility, significant improvements, both as established by the board of trustees' policy. The limitations set forth in paragraph (b) are not applicable to gift-related naming of a University Facility.

Authority: Section 7 (d), Art. IX, Fla. Const., History-Formerly 6C-9.005, 11-3-72, Amended 12-17-74, 8-11-85, Amended and Renumbered as 9.005, 3-27-08. Amended 11-21-13.

ITEM: ADVC-2

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

SUBJECT: Naming of the Jim and Julia Rosengren Locker Room at Spectrum Stadium

DATE: May 24, 2018

PROPOSED COMMITTEE ACTION

Approve naming the UCF football game-day locker room at Spectrum Stadium as the Jim and Julia Rosengren Locker Room upon the completion of certain actions by the Donors. The naming is requested in grateful recognition of the generous contributions by James L. Rosengren '81 and Antonia (Julia) Lima Rosengren to the University of Central Florida and to UCF Athletics.

BACKGROUND INFORMATION

Effective March 14, 2018, Jim and Julia Rosengren made a \$6,575,000 commitment (\$4,250,000 through their estate plan and \$2,325,000 to current use funds). The gift will ultimately benefit many areas at UCF. With regard to this proposed naming, the Rosengrens have provided \$1 million in current use funds, to be completed in 2024 to support UCF Football.

Physical naming of the Jim and Julia Rosengren Locker Room is conditioned upon the fulfillment of the commitment, approval by the foundation and the university and in accordance with existing naming policies. Donor recognition will include temporary signage, upon the completion of fifty percent of the commitment.

The Rosengrens may be publicly recognized following approval by the UCF Board of Trustees.

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