



UNIVERSITY OF CENTRAL FLORIDA

**Board of Trustees  
Advancement Committee  
FAIRWINDS Alumni Center  
November 15, 2018, 9:00 - 9:30 a.m.  
Conference call 800-442-5794, passcode 463796**

**AGENDA**

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|--|---|
| <b>I. CALL TO ORDER</b>  | Joseph Conte<br><i>Chair, Advancement Committee</i>                                     |
| <b>II. ROLL CALL</b>   | Karen Monteleone<br><i>Director, Foundation Board Relations</i>                         |
| <b>III. MEETING MINUTES</b>  | Chair Conte   |
| <ul style="list-style-type: none"><li>• <a href="#">Approval of the May 24, 2018 Advancement Committee meeting minutes</a></li></ul>             |   |
| <b>IV. NEW BUSINESS</b>  |   |
| <ul style="list-style-type: none"><li>• Alumni, Development, and Foundation</li></ul>  | Mike Morsberger, <i>Vice President for Advancement and CEO, UCF Foundation</i>          |
| <ul style="list-style-type: none"><li>• Communications and Marketing<br/>-Communications and Marketing Update (<a href="#">INFO-1</a>)</li></ul> | Grant Heston, <i>Chief of Staff and Vice President for Communications and Marketing</i> |
| <ul style="list-style-type: none"><li>• Government Relations<br/>-Government Relations Update (<a href="#">INFO-2</a>)</li></ul>                 | Janet Owen, <i>Vice President for Government Relations</i>                              |
| <b>V. OTHER BUSINESS</b>   |   |
| <b>VI. CLOSING COMMENTS</b>  |   |



UNIVERSITY OF CENTRAL FLORIDA

Board of Trustees  
**Advancement Committee Meeting**  
May 24, 2018  
UCF *FAIRWINDS* Alumni Center

MINUTES

**CALL TO ORDER**

Trustee Joseph Conte, chair of the Advancement Committee, called the meeting to order at 8:56 a.m. in the *FAIRWINDS* Alumni Center on the UCF Orlando campus. Committee member Kenneth Bradley was present and Alex Martins attended by teleconference. Vice Chairman Robert Garvy was also present. A quorum was confirmed.

**MINUTES**

The minutes from the January 18, 2018 meeting were approved as written.

**NEW BUSINESS**

Communications and Marketing

Grant Heston, Vice President for Communications and Marketing, shared an update on several high profile news items associated with UCF.

Heston also showed a video of Bill Gates talking about UCF's innovative techniques related to digital learning and his thoughts on the many ways UCF continues to engage students through a digital learning platform.

To conclude his report, Heston introduced members of the WUCF team who gave a presentation about "Meet the Helpers," a new initiative by WUCF to introduce children to community "helpers" that arise in emergency situations.

In June, WUCF will unveil a toolkit that will be shared with public media stations across the country, complete with a video series suitable for on-air, online and social media.

Alumni, Development, and Foundation

Mike Morsberger, Vice President for Advancement and CEO of the UCF Foundation, provided an IGNITE Campaign, highlighting principal-level gift commitments that will put the campaign close to the \$400M mark by the end of the fiscal year and move the needle closer to reaching the \$500M goal by June 30, 2019.

Mike concluded his report by recommending two namings in recognition of the contributions made by James L. Rosengren '81 and Antonia (Julia) Lima Rosengren.

- 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)

The Advancement Committee unanimously approved these items.

University and Government Relations

Dan Holsenbeck, Senior Vice President for University Relations, thanked the Trustees for their support of the John C. Hitt Partnership Complex dedication and updated the committee on federal legislation that will benefit UCF RESTORES and the BRIDG Center in Osceola County.

Holsenbeck also reminded the committee that the Board of Governors will officially recognize Dr. Hitt during the June meeting at UCF.

Chair Conte adjourned the meeting at 9:35 a.m.

Reviewed by: \_\_\_\_\_  
Joseph Conte, Chair, Advancement Committee

Date: \_\_\_\_\_

Submitted by: \_\_\_\_\_  
Grant J. Heston, Associate Corporate Secretary

Date: \_\_\_\_\_

ITEM: INFO-1

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

**SUBJECT:** Communications and Marketing Update

**DATE:** November 15, 2018

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For information only.

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**Supporting documentation:** For presentation at meeting.

**Prepared by:** Communications and Marketing

**Submitted by:** Grant Heston, Chief of Staff and Vice President for Communications and Marketing

ITEM: INFO-2

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

**SUBJECT:** Government Relations Update

**DATE:** November 15, 2018

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For information only.

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**Supporting documentation:** For presentation at meeting.

**Prepared by:** Government Relations

**Submitted by:** Janet Owen, Vice President for Government Relations