



UNIVERSITY OF CENTRAL FLORIDA

**Board of Trustees
Advancement Committee
UCF FAIRWINDS Alumni Center
July 18, 2019, 10:30 - 10:45 a.m.
Or Upon Adjournment of Previous Meeting
Conference call in phone number 800-442-5794, passcode 463796**

AGENDA

- | | |
|---|---|
| I. CALL TO ORDER | Joseph Conte
<i>Chair, Advancement Committee</i> |
| II. ROLL CALL | Karen Monteleone
<i>Director, Foundation Board Relations
and Development</i> |
| III. MEETING MINUTES | Chair Conte |
| • Approval of the January 24, 2019
Advancement Committee meeting
minutes | |
| IV. NEW BUSINESS | |
| • Alumni, Development, and Foundation
-Naming of James M. Seneff Plaza at
UCF Downtown (ADVC-1) | Chair Conte |
| V. OTHER BUSINESS | Chair Conte |
| VI. CLOSING COMMENTS | Chair Conte |



UNIVERSITY OF CENTRAL FLORIDA

Board of Trustees
Advancement Committee Meeting
January 24, 2019
UCF Rosen College of Hospitality Management

MINUTES

CALL TO ORDER

Trustee Joseph Conte, chair of the Advancement Committee, called the meeting to order at 8:41 a.m. in the Disney Dining Room at the UCF Rosen College of Hospitality Management. Committee members Kenneth Bradley, Josh Boloña, and Alex Martins were present. Chairman Marchena and Trustees Garvy, Lord, Seay, and Yeargin were also present. A quorum was confirmed.

MINUTES

The minutes from the November 15, 2018 meeting were approved as written.

NEW BUSINESS

Alumni, Development, and Foundation

Mike Morsberger, vice president for Advancement and CEO of the UCF Foundation, presented the recommendation for the naming of Adam M. Rosen Hall.

- Naming of Adam M. Rosen Hall (ADVC-1)

The Advancement committee unanimously approved the item.

Morsberger provided an IGNITE Campaign update, reporting total attainment of \$479.5M as of December 31, 2018. He reminded the committee that this will be the last update on total support raised until the campaign concludes.

Morsberger also shared preliminary plans for post-campaign analysis and how that will inform the fundraising strategy looking ahead to the next campaign.

Communications and Marketing

Grant Heston, vice president for communications and marketing, introduced Patrick Burt, associate vice president for communications and marketing, who gave a presentation about UCF Online—a collaborative initiative run between Digital Learning, UCF Connect, and UCF Communications and Marketing.

Burt highlighted ways that UCF Online has impacted the university’s national presence and reach, including lead and enrollment growth. He also shared a look ahead for UCF Online’s expansion in 2019.

Chair Conte requested that Mr. Burt follow-up with the committee and provide additional information related to student performance, GPA, what classes they are taking, and how often students come to campus. Trustee Bradley also requested more information about Purdue’s thinking behind “Purdue Global.”

Chair Conte adjourned the meeting at 9:18 a.m.

Reviewed by: _____
Joseph Conte, Chair, Advancement Committee

Date: _____

Submitted by: _____
Grant J. Heston, Associate Corporate Secretary

Date: _____

ITEM: ADVC-1

**UCF BOARD OF TRUSTEES
Advancement Committee
July 18, 2019**

Title: Naming of James. M. Seneff Plaza at UCF Downtown

Background:

On June 20, 2019, Mr. James M. Seneff made a charitable commitment of \$1.25 million to the UCF Downtown Building Fund. The naming rights for the gift will be held by the Donor's affiliate, Seneff IP.

Mr. Seneff is Founder and Executive Chairman of CNL Financial Group, Inc. and a civic leader who has generously given his time and philanthropic support to a number of Central Florida organizations.

In grateful recognition of Mr. Seneff's contributions to the University of Central Florida, the plaza that includes a central courtyard and prominent water feature [fountain] will be named the James M. Seneff Plaza. The plaque will include the following inscription:

"In 1973, James M. Seneff began investing in downtown Orlando. At a time when few people believed in its long-term potential, Seneff saw opportunity and promise. His vision and leadership helped transform Orlando into a world class community. The Seneff Plaza honors his legacy and his steadfast support for both downtown and the University of Central Florida."

The gift is in compliance with the UCF Foundation's current Naming Opportunities Policy and has been reviewed and approved by the UCF Foundation Executive Committee.

Issues to be Considered:

Whether the amount is appropriate for naming recognition in the stated capacity.

Alternatives to Decision:

Decline the naming recognition.

Fiscal Impact and Source of Funding:

The funding source for this naming is provided by the donor.

Recommended Action:

Approve naming the James. M. Seneff Plaza at UCF Downtown in grateful recognition of the generous contributions by Mr. James M. Seneff, to the University of Central Florida.

Authority for Board of Trustees Action:

Florida Board of Governors Regulation 9.005 - Naming of Buildings and Facilities

Contract Reviewed/Approved by General Counsel:

N/A

Committee Chair or Chairman of the Board approval:

Trustee Conte has approved this agenda item.

Submitted by:

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

Supporting Documentation:

Attachment A: Florida Board of Governors Regulation 9.005 Naming of Buildings and Facilities

Facilitators/Presenters:

Joseph Conte, Chair, Advancement Committee

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.