



UNIVERSITY OF CENTRAL FLORIDA

Board of Trustees
Advancement Committee Meeting
October 14, 2020
Virtual Meeting

MINUTES

CALL TO ORDER

Trustee Joseph Conte, Vice Chair of the Advancement Committee, called the meeting to order at 1:06 p.m. and stated that the meeting was covered by the Florida Sunshine Law and the public and press were invited to attend. Trustee Sabrina La Rosa, Trustee Alex Martins, Trustee John Sprouls, Trustee Joseph Harrington and Board Chair Beverly Seay attended via WebEx. Trustee Danny Gaekwad was not in attendance.

MINUTES

The minutes from the August 12, 2020 meeting were unanimously approved as written.

NEW BUSINESS

Associate Vice President for Communications and Marketing, Patrick Burt, presented an update on the UCF License Plate program. Burt noted there was a slight dip in license plate sales and renewals during the initial months of the COVID-19 pandemic; however, overall sales and renewals were up compared to previous years. Burt noted that UCF had nearly doubled plate sales since August of 2016. Since April of 2020 UCF saw an additional sale of 1600 plates.

Trustee Conte noted this was a great accomplishment and asked Burt what marketing changes had occurred to bring about the increase in sales and renewals. Burt shared the redesign of the license plate and increased marketing efforts, such as targeted social media campaigns, assisted in producing the results. Burt also noted that positive national coverage on the university was also likely benefiting UCF license plate sales.

Trustee Conte asked about the ease of procuring a UCF license plate. Burt shared information about UCF's relationship with Indian River County and the process to purchase UCF plates virtually.

Burt provided a UCF Health 2020 Digital Marketing Update to the Advancement Committee. Burt provided background information on UCF Health's communications and marketing efforts from 2019 to August 2020. Burt noted an increase in online appointment setting through UCF Health's online system, Healow. In FY21 a two-prong strategy was utilized, paid digital advertising and search engine optimization. Burt shared that a pivot to focusing on SEO occurred in response to COVID-19. The following objectives, deliverables, and goals related to the pivot to SEO were discussed.

Objectives

- Optimize the website and its content to align with patient search intent and be 100% Google compliant.
- Transform UCF Health services into content hubs by creating service specific content that increases relevance and drives traffic.
- Rank for highly relevant, localized search terms through the implementation of a local SEO strategy.
- Increase search ranking power of key service landing pages through targeted link building.

Deliverables

- Full website audit and optimization recommendations (desktop and mobile)
- Service hub content creation (40 new content pieces)
- Core link building activities (40 quality links)

SEO Goals

- Increase year over year overall site organic traffic +20% by the end of Phase 1
- Increase year over year service hub organic traffic +45% by the end of Phase 1
- Move average site rank by a minimum of 15 positions by the end of Phase 1

Burt shared data related to UCF Health's number of website users, phone call volume, and Healow originated appointments for the August 2019 – August 2020 time period. Trustee Conte thanked Burt for his presentation. Trustee Conte asked if UCF Health search rankings were being monitored and the comparison to other entities' rankings. Burt noted that UCF utilized an outside agency to continuously monitor search rankings. Trustee Conte suggested a review of potential cost benefits associated with moving the monitoring of search rankings in-house. Trustee Harrington inquired to what measures were taken to prevent skewed search monitoring results. Burt provided information related to specialized tools utilized to help with search ranking monitoring.

ADJOURNMENT

Trustee Conte adjourned the meeting at 1:42 p.m.

Reviewed by: Joseph Conte
Joseph Conte, Vice Chair, Advancement Committee

Date: 12-3-20

Submitted by: Janet D. Owen
Janet Owen, Associate Corporate Secretary

Date: 12/3/2020