



UNIVERSITY OF CENTRAL FLORIDA

**UCF BOARD OF TRUSTEES
Advancement Committee
April 22, 2020, 10:00-11:00 a.m.
Virtual Meeting**

Conference call-in phone number: 1-844-992-4726, Access code: 790 565 321 #

AGENDA

- | | |
|--|---|
| I. CALL TO ORDER | Danny Gaekwad
<i>Chair, Advancement Committee</i> |
| II. ROLL CALL | Lauren Ferguson
<i>Director, Foundation Board Relations and Development</i> |
| III. MEETING MINUTES | Chair Gaekwad |
| <ul style="list-style-type: none">• Approval of the February 19, 2020 Advancement Committee meeting minutes | |
| IV. NEW BUSINESS | |
| <ul style="list-style-type: none">• UCF Advancement Committee Charter (ADVC-1)• Alumni, Development, and Foundation FY12-FY19 Benchmarking (INFO-1)• UCF Communication and Marketing License Plate Campaigns Update (INFO-2) | Chair Gaekwad

Mike Morsberger, <i>Vice President for Advancement and CEO, UCF Foundation</i>

Patrick Burt, <i>Associate Vice President for Communications and Marketing</i> |
| V. OTHER BUSINESS | Chair Gaekwad |
| VI. CLOSING COMMENTS | Chair Gaekwad |



UNIVERSITY OF CENTRAL FLORIDA

UCF BOARD OF TRUSTEES
Advancement Committee Meeting
February 19, 2020
President's Board Room, Millican Hall

MINUTES

CALL TO ORDER

Trustee Danny Gaekwad, Chair of the Advancement Committee, called the meeting to order at 10:02 a.m. and stated that the meeting was covered by the Florida Sunshine Law and the public and press were invited to attend. Committee members Trustee Kyler Gray, Trustee Alex Martins and Board Chair Beverly Seay were present. Chair Gaekwad participated by phone. Trustee Joseph Conte and Trustee David Walsh were not present. A quorum was confirmed.

MINUTES

The minutes from the November 22, 2019 meeting were unanimously approved as written.

NEW BUSINESS

Chair Gaekwad asked the Committee to share their thoughts regarding the Advancement Committee's charter and any suggestions for revision or amendment. Trustee Martins shared that he felt the charter covered the intent of the Committee. Chair Seay noted that she also felt the charter was appropriate.

Chair Gaekwad asked UCF General Counsel, Scott Cole, to comment on whether adding timelines for staff driven deliverables to the Committee into the charter was advisable. Scott Cole noted that these timelines were addressed in separate Board of Trustees documentation. Chair Gaekwad reiterated the importance of timely and accurate information being provided to the Committee.

Chair Gaekwad introduced Karen Cochran, Sr. Associate Vice President for Advancement. Karen Cochran provided an overview of the UCF IGNITE Campaign. Hina Behal, Sr. Director of Financial Reporting for Advancement, provided additional information on collection of pledges and campaign disbursements.

Discussion occurred regarding unrestricted giving and what these funds mean to the University and UCF Advancement.

Chair Gaekwad requested benchmarking data comparing the UCF IGNITE Campaign against peer and SUS institutions be prepared. Karen Cochran confirmed that this information would be provided to Trustee Gaekwad for review. Chair Seay noted the importance that any benchmarking information provided be presented with consistent counting guidelines across the data set.

Karen Cochran provided information on the vetting and due diligence process for external namings and invited the Committee to provide input. Margaret Cole, AVP for Direct Support Organizations, provided additional information regarding the utilization of external resources to assist with vetting external naming opportunities. Discussion regarding the vetting and due diligence process for external names occurred.

Discussion occurred regarding UCF's use of best practices in vetting external naming opportunities.

Trustee Martins suggested the University and UCF Advancement consider developing a list of business types from which gifts and sponsorships would not be sought.

A discussion on crisis management and communication occurred.

Chair Gaekwad shared his displeasure with the process for the RoofClaim.com stadium naming opportunity, specifically the timeline for review and Trustee briefing by staff. Chair Gaekwad stated that the Advancement Committee is charged with the responsibility to review and vet all naming opportunities that seek Board of Trustees' approval prior to the discussion moving to the full Board of Trustees and that the process must be honored. He also shared that as Chair of the Advancement Committee, he would not entertain any future requests for naming opportunities to be reviewed without proper and robust materials being presented to the Advancement Committee in a timely manner.

Chair Seay reiterated that members of the Board of Trustees should not be contacted regarding external naming opportunities until the opportunity has been reviewed by the Advancement Committee.

ADJOURNMENT

Chair Gaekwad adjourned the meeting at 11:13 a.m.

Reviewed by: _____
Danny Gaekwad, Chair, Advancement Committee

Date: _____

Submitted by: _____
Janet Owen, Associate Corporate Secretary

Date: _____

ITEM: ADVC-1

UCF BOARD OF TRUSTEES
Advancement Committee
April 22, 2020

Title: Third Amended and Restated Advancement Committee Charter

Background:

The Advancement Committee Charter was last approved by the Board of Trustees on November 17, 2016. During the committee's last meeting on February 19, 2020, the charter was reviewed. Since that meeting, Advancement Committee Chair, Danny Gaekwad, requested that staff take a deeper look at the charter and identify any needed revisions. The attached (Attachment A) redline of the Advancement Committee Charter reflects edits as proposed by staff from the areas of Government & Community Relations, Constituent Engagement and Development and Communications and Marketing.

Issues to be Considered:

Do the proposed amendments to the Advancement Committee Charter enable the committee to carry out its purpose and objectives? Do these proposed amendments better align the charter with the current structure and activities of the areas for which it provides strategic oversight?

Alternatives to Decision:

Decline all or a portion of the proposed amendments to the Advancement Committee Charter.

Fiscal Impact and Source of Funding:

N/A

Recommended Action:

Recommend approval of the proposed amendments of the Advancement Committee Charter to the Board of Trustees.

Authority for Board of Trustees Action:

Advancement Committee Charter – Articles 5.3 and 5.4
University of Central Florida Board of Trustees, Eighth Amended and Restated Bylaws – Article VI

Contract Reviewed/Approved by General Counsel:

N/A

Committee Chair or Chair of the Board approval:

Chair Gaekwad approved adding this item to the agenda.

Submitted by:

Janet Owen, Vice President for Government Relations and Associate General Counsel

Supporting Documentation:

Attachment A: Redline – Third Amended and Restated Advancement Committee Charter
Attachment B: Clean Copy – Third Amended and Restated Advancement Committee Charter

Facilitators/Presenters:

Danny Gaekwad, Chair, Advancement Committee

**~~Second~~ Third Amended and Restated
Advancement Committee Charter**

1. Overall Purpose and Objectives

The Advancement Committee is appointed by the University of Central Florida Board of Trustees to provide strategic input and oversight to the areas of ~~university-~~
~~relations~~ Government & Community Relations, Constituent alumni ~~E~~ngagement and ~~D~~evelopment, and Communications and Marketing.

2. Authority

The Board authorizes the committee to:

- 2.1 perform activities within the scope of its charter;
- 2.2 engage advisers as it deems necessary to carry out its duties;
- 2.3 have unrestricted access to management, faculty, and employees ~~of the~~ of the University of Central Florida and its direct support organizations and affiliates, as well as to all books, records, and facilities of each;
- 2.4 review strategic initiatives and policies for the divisions performing the university's Advancement role.

3. Organization

Membership

- 3.1 The chair of the Board will appoint the chair and members of the committee.
- 3.2 The committee will consist of at least five members, including chair of the committee. The chair of the Board of Trustees will serve as an ex-officio member of the committee in addition to the five members.
- 3.3 Members will serve on the committee until their resignation or replacement by the chair of the Board.

Meetings

- 3.4 A majority of the members of the committee will constitute a quorum for the transaction of business.

- 3.5 Meetings will be held not less than four times per year.
- 3.6 The committee will maintain written minutes of its meetings.
- 3.7 The committee may request special reports from university or DSO management on topics that may enhance its understanding of their activities and operations as it relates to the Advancement mission.

4. Roles and responsibilities

With regard to each topic listed below, the committee will:

University Government & Community Relations

Policy Review and Input

- 4.1 review and ensure that a written policy exists for guidance on general political involvement of individuals affiliated with the university;_i
- 4.2 review and ensure that a written policy exists for guidance on involvement in political process related to use of campus facilities and other assets;_i
- 4.3 review and ensure that a written policy exists for ethical guidelines related to the lobbying process;_i
- 4.4 review the mission of the division;_i

Action (information and counsel as appropriate by BOT):

~~4.5—periodically receive information on staffing and operational environment and provide appropriate counsel~~

~~4.6—provide appropriate counsel on communication techniques~~

~~4.7—actively participate in building relationships with relevant government officials and other appropriate publics, with the intent to advocate the university's goals~~

~~4.8—provide counsel on legislative session strategy, priorities and practices~~

4.5 receive and review information about the status of appropriations, education policy, and other relevant bills in the State Legislature and Congress and the impact on the University;

- 4.6 develop and effectuate opportunities for the University to have meaningful and relevant involvement in Congressional, legislative and other public advocacy;
- 4.7 build positive relationships and maintain open channels of communication between the University and the Board of Governors, the Governor, the Legislature, and other public officials and leaders at the local, state and federal levels;
- 4.8 facilitate networking and collective action on issues of shared interest among community, business and industry leaders, and among the other state universities and colleges.

Communications and Marketing

- 4.9 support recruitment;z
- 4.10 communicate with marketing, [newscommunications](#), radio, and TV units on noteworthy people and programs;z
- 4.11 support fundraising efforts;z
- 4.12 enhance UCF's visibility, [reputation](#) and prestige among target audiences locally, statewide and nationally;z
- 4.13 participate in media interviews and UCF television programs;z
- 4.14 assist Communications and Marketing in accomplishing UCF initiatives.z

Alumni-~~Constituent~~ Engagement and Development

- 4.15 make a gift at the minimum level determined by the Board. This requirement excludes ex-officio members;z
- 4.16 in consultation with the Vice President for Advancement, help to identify new donor prospects and be aware of opportunities for transformational gifts to UCF;z
- 4.17 support the university's strategic plan goals related to Alumni Engagement and Annual Giving;z
- 4.18 in coordination with the Vice President for Advancement, host alumni,

cultivation, and stewardship events to promote a culture of service and philanthropy at UCF.

- 4.19 be advocates, advisors, and ambassadors for UCF throughout the region and around the nation.

5. Governance

- 5.1 evaluate the committee's own performance, both of individual members and collectively, on a regular basis.
- 5.2 evaluate the achievement of the committee's duties specified in the charter and provide an accountability summary to the Board.
- ~~5.3 provide a summary on the Board's Attendance and Participation Dashboard and Trustee Self Assessment forms~~
~~Trustee Self Assessment forms~~
- 5.45.3 review the committee charter annually and discuss any required changes with the Board.
- 5.55.4 ensure that the charter is approved or reapproved by the Board annually.

Adoption of Charter

I HEREBY CERTIFY that the University of Central Florida Board of Trustees adopted this Second Amended and Restated charter at its regularly scheduled meeting on November 17, 2016 ~~.(DATE).~~

Secretary
University of Central Florida Board of Trustees

Third Amended and Restated Advancement Committee Charter

1. Overall Purpose and Objectives

The Advancement Committee is appointed by the University of Central Florida Board of Trustees to provide strategic input and oversight to the areas of Government & Community Relations, Constituent Engagement and Development, and Communications and Marketing.

2. Authority

The Board authorizes the committee to:

- 2.1 perform activities within the scope of its charter;
- 2.2 engage advisers as it deems necessary to carry out its duties;
- 2.3 have unrestricted access to management, faculty, and employees of the University of Central Florida and its direct support organizations and affiliates, as well as to all books, records, and facilities of each;
- 2.4 review strategic initiatives and policies for the divisions performing the university's Advancement role.

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Membership

- 3.1 The chair of the Board will appoint the chair and members of the committee.
- 3.2 The committee will consist of at least five members, including chair of the committee. The chair of the Board of Trustees will serve as an ex-officio member of the committee in addition to the five members.
- 3.3 Members will serve on the committee until their resignation or replacement by the chair of the Board.

Meetings

- 3.4 A majority of the members of the committee will constitute a quorum for the transaction of business.

- 3.5 Meetings will be held not less than four times per year.
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- 3.7 The committee may request special reports from university or DSO management on topics that may enhance its understanding of their activities and operations as it relates to the Advancement mission.

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With regard to each topic listed below, the committee will:

Government & Community Relations

Policy Review and Input

- 4.1 review and ensure that a written policy exists for guidance on general political involvement of individuals affiliated with the university;
- 4.2 review and ensure that a written policy exists for guidance on involvement in political process related to use of campus facilities and other assets;
- 4.3 review and ensure that a written policy exists for ethical guidelines related to the lobbying process;
- 4.4 review the mission of the division;

Action (information and counsel as appropriate by BOT):

- 4.5 receive and review information about the status of appropriations, education policy, and other relevant bills in the State Legislature and Congress and the impact on the University;
- 4.6 develop and effectuate opportunities for the University to have meaningful and relevant involvement in Congressional, legislative and other public advocacy;
- 4.7 build positive relationships and maintain open channels of communication between the University and the Board of Governors, the Governor, the Legislature, and other public officials and leaders at the local, state and federal levels;
- 4.8 facilitate networking and collective action on issues of shared interest among community, business and industry leaders, and among the other state universities and colleges.

Communications and Marketing

- 4.9 support recruitment;
- 4.10 communicate with marketing, communications, radio, and TV units on noteworthy people and programs;
- 4.11 support fundraising efforts;
- 4.12 enhance UCF's visibility, reputation and prestige among target audiences locally, statewide and nationally;
- 4.13 participate in media interviews and UCF television programs;
- 4.14 assist Communications and Marketing in accomplishing UCF initiatives.

Constituent Engagement and Development

- 4.15 make a gift at the minimum level determined by the Board. This requirement excludes ex-officio members;
- 4.16 in consultation with the Vice President for Advancement, help to identify new donor prospects and be aware of opportunities for transformational gifts to UCF;
- 4.17 support the university's strategic plan goals related to Alumni Engagement and Annual Giving;
- 4.18 in coordination with the Vice President for Advancement, host alumni, cultivation, and stewardship events to promote a culture of service and philanthropy at UCF;
- 4.19 be advocates, advisors, and ambassadors for UCF throughout the region and around the nation.

5. Governance

- 5.1 evaluate the committee's own performance, both of individual members and collectively, on a regular basis;
- 5.2 evaluate the achievement of the committee's duties specified in the charter and provide an accountability summary to the Board;
- 5.3 review the committee charter annually and discuss any required changes with the Board;
- 5.4 ensure that the charter is approved or reapproved by the Board annually.

Adoption of Charter

I HEREBY CERTIFY that the University of Central Florida Board of Trustees adopted this Second Amended and Restated charter at its regularly scheduled meeting on (DATE).

Secretary

University of Central Florida Board of Trustees

ITEM: INFO-1

UCF BOARD OF TRUSTEES
Advancement Committee
April 22, 2020

Title: FY12-FY19 Benchmarking

Background:

Advancement Committee Chair, Danny Gaekwad, requested fundraising benchmark information be prepared during the February 19, 2020 meeting. Board of Trustees Chair, Beverly Seay, requested that the data utilized show a true “apples to apples” comparison in relation to peers and fellow SUS institutions. This presentation utilizes data from the Voluntary Support of Education (VSE) database to ensure consistency in counting guidelines across institutions’ reported numbers. An overview of what is and is not included in VSE counting guidelines can be found on the second (2) and third (3) page of Attachment A, which immediately follows this memo sheet.

Issues to be Considered:

N/A

Alternatives to Decision:

N/A

Fiscal Impact and Source of Funding:

N/A

Recommended Action:

N/A

Authority for Board of Trustees Action:

N/A

Contract Reviewed/Approved by General Counsel:

N/A

Committee Chair or Chair of the Board approval:

Chair Gaekwad approved adding this item to the agenda

Submitted by:

Mike Morsberger, Vice President for Advancement and CEO, UCF Foundation

Supporting Documentation:

Attachment A – Benchmarking & Performance Data, UCF Foundation | FY 2012 -2019 Comparisons

Facilitators/Presenters:

Mike Morsberger, Vice President for Advancement and CEO, UCF Foundation

Attachment A

Benchmarking & Performance Data

UCF Foundation | FY 2012 – 2019 Comparisons



Voluntary Support of Education | Counting Guidelines

Included in Counting:

- Gifts and grants to the institution, both for current operations and for capital purposes, regardless of form (cash, products, property, securities, etc.)
- Gifts and grants to affiliated foundations and organizations created to raise funds for the institution
- Securities, real estate, equipment, property, or other noncash gifts, to be evaluated at the fair market value placed on them by an independent appraiser, not the cash income therefrom
- Irrevocable Deferred gifts (not pledges or bequest intentions)
- Cash surrender value of life insurance contracts
- Insurance premiums paid by donors
- Cash payments returned as contributions from salaried staff
- Qualified Sponsorships



Voluntary Support of Education | Counting Guidelines

NOT Included in Counting:

- Advertising revenue
- Software licenses and partnerships
- Contributions from cities/regional governments
- Earned income
- Gifts from affiliated foundations and organizations to the institution
- Government funds (including state matching grants)
- Investment earnings on gifts
- Unfulfilled pledges
- Surplus income transfers from ticket-based operations, except for any amount equal to that permitted as a charitable deduction by the IRS
- Testamentary commitments (bequest intentions)
- Value of deferred giving contracts terminated due to the death of the income beneficiary during the year; count deferred gifts when established or added to, not when realized.



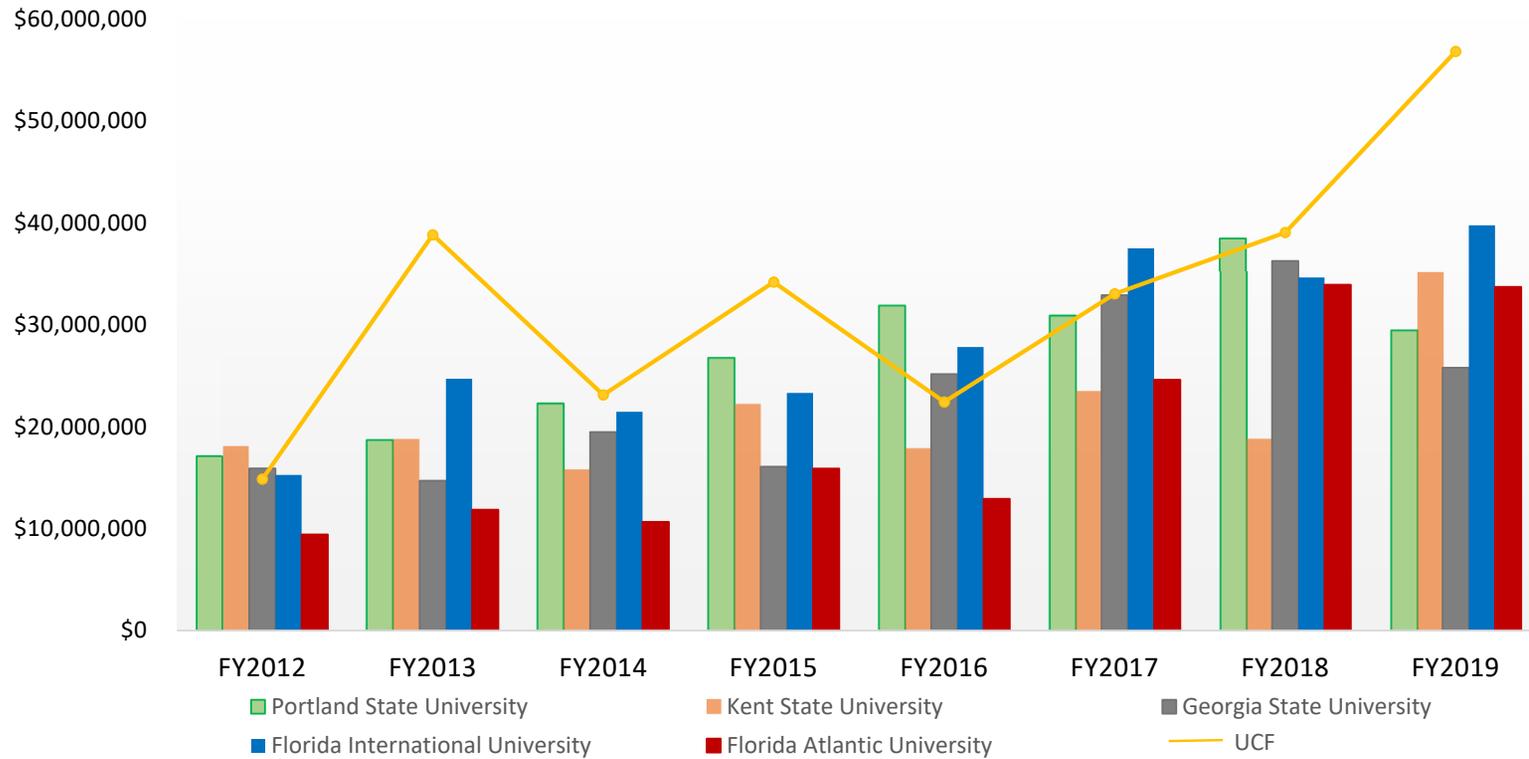


University of Central Florida | Peer Institutions

- Florida Atlantic University
 - Founded 1961
 - Current Enrollment: 29,839
- Florida International University
 - Founded 1965
 - Current Enrollment: 58,787
- Georgia State University
 - Founded 1913
 - Current Enrollment: 52,726
- Kent State University
 - Founded 1910
 - Current Enrollment: 40,817
- Portland State University
 - Founded 1946
 - Current Enrollment: 26,012
- **University of Central Florida**
 - Founded 1963
 - Current Enrollment: 69,525



Peer Comparisons | VSE Total Giving FY12-19





- UCF and SUS Institutions -

Data as of March 2020



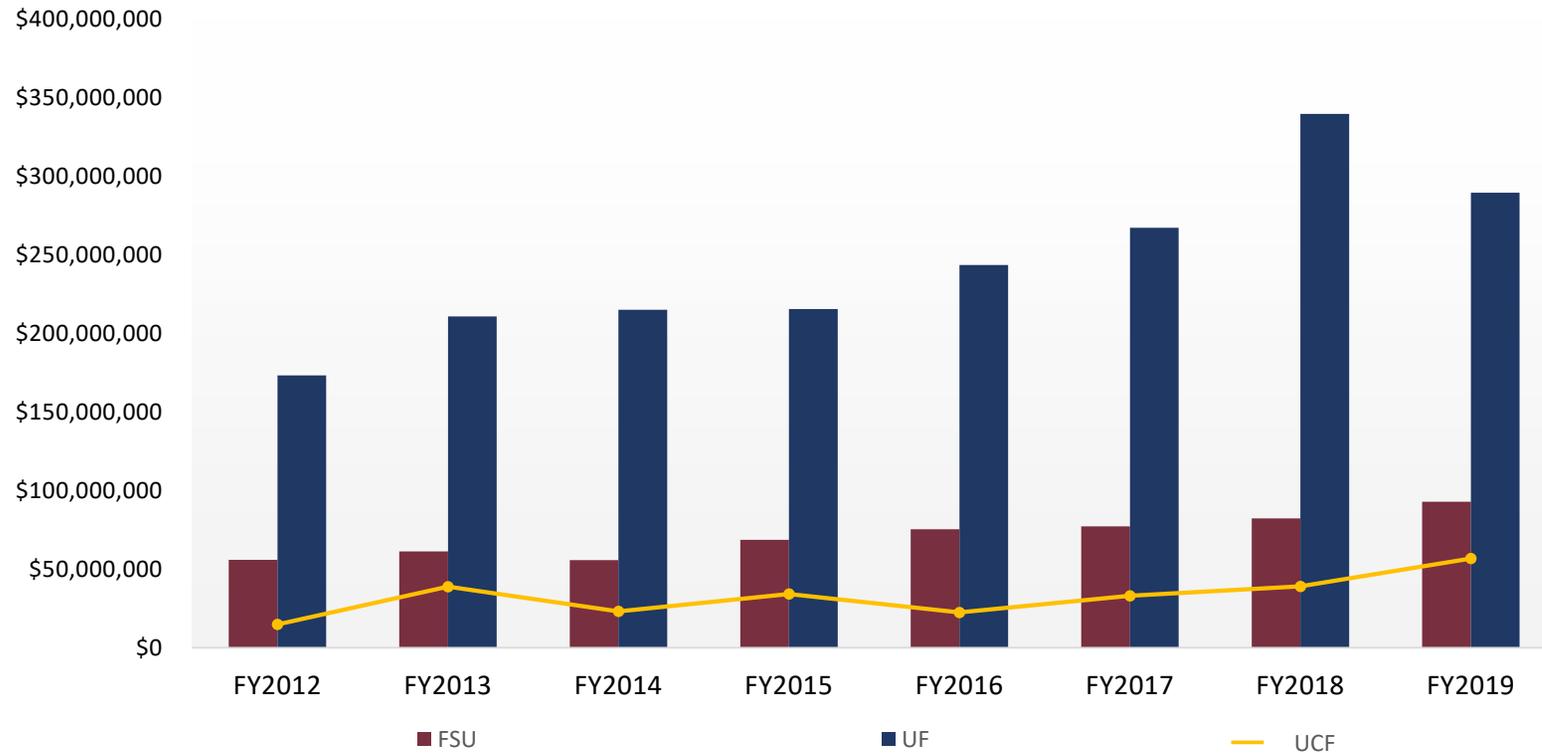
State University System Institutions – VSE Reporters

- **Florida Atlantic University**
 - Founded 1961
 - Current Enrollment: 29,839
- **Florida Gulf Coast University**
 - Founded 1991
 - Current Enrollment: 15,040
- **Florida International University**
 - Founded 1965
 - Current Enrollment: 58,787
- **Florida State University**
 - Founded 1851
 - Current Enrollment: 42,876
- **New College of Florida**
 - Founded 1960
 - Current Enrollment: 808
- **University of Central Florida**
 - Founded 1963
 - Current Enrollment: 69,525
- **University of Florida**
 - Founded 1905
 - Current Enrollment: 56,567
- **University of North Florida**
 - Founded 1965
 - Current Enrollment: 17,311
- **University of South Florida**
 - Founded 1956
 - Current Enrollment: 50,927
- **University of West Florida**
 - Founded 1963
 - Current Enrollment: 12,588

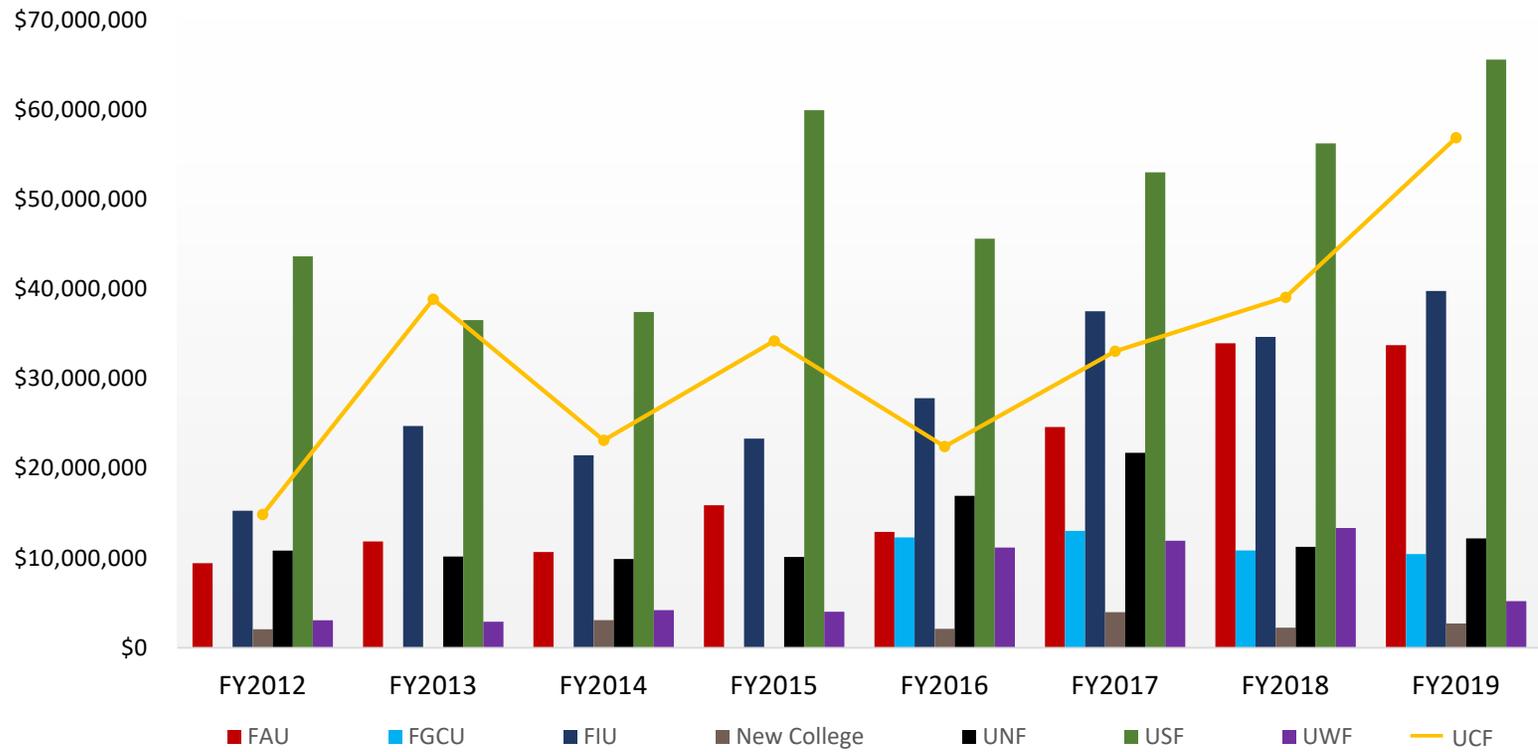
**Florida Polytechnic University and Florida A&M University do not participate in VSE reporting.*



SUS Peer Comparisons | VSE Total Giving FY12-19

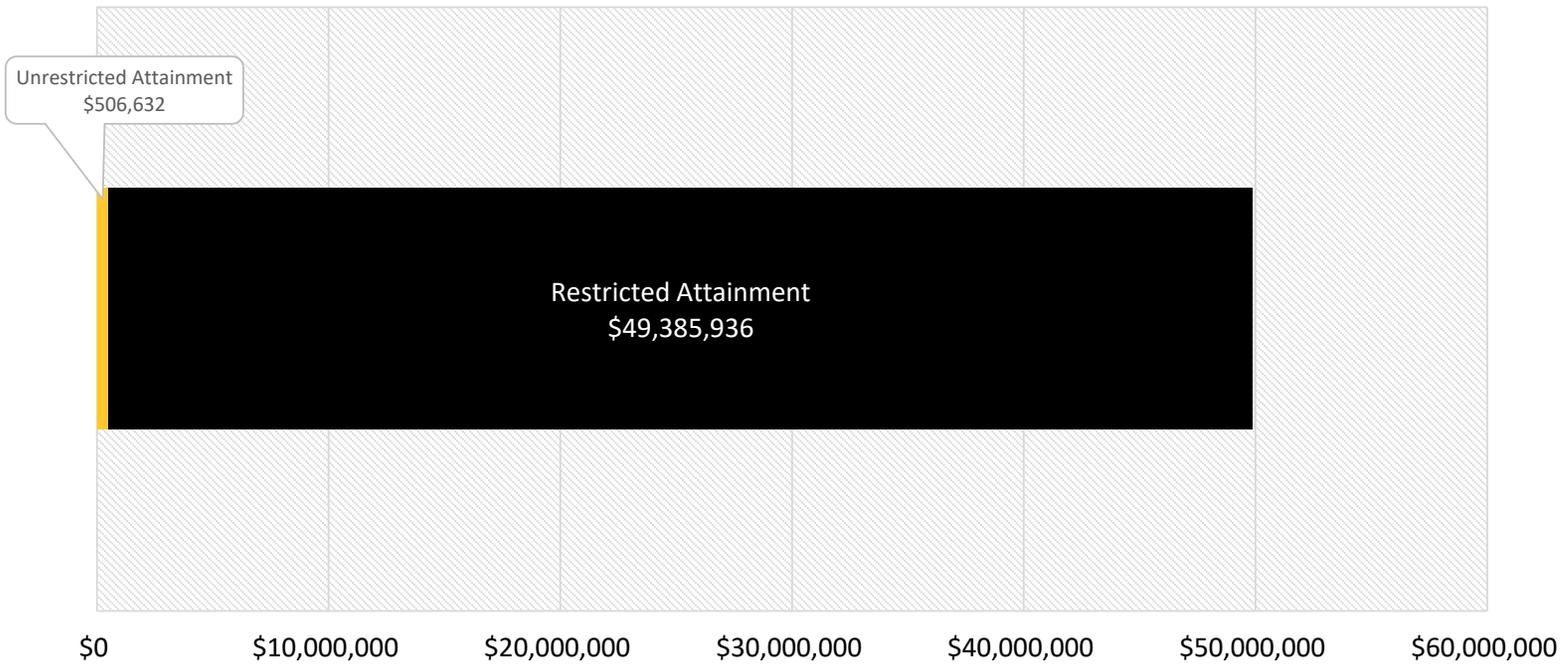


SUS Peer Comparisons | VSE Total Giving FY12-19





UCF Foundation | FY20 Attainment*

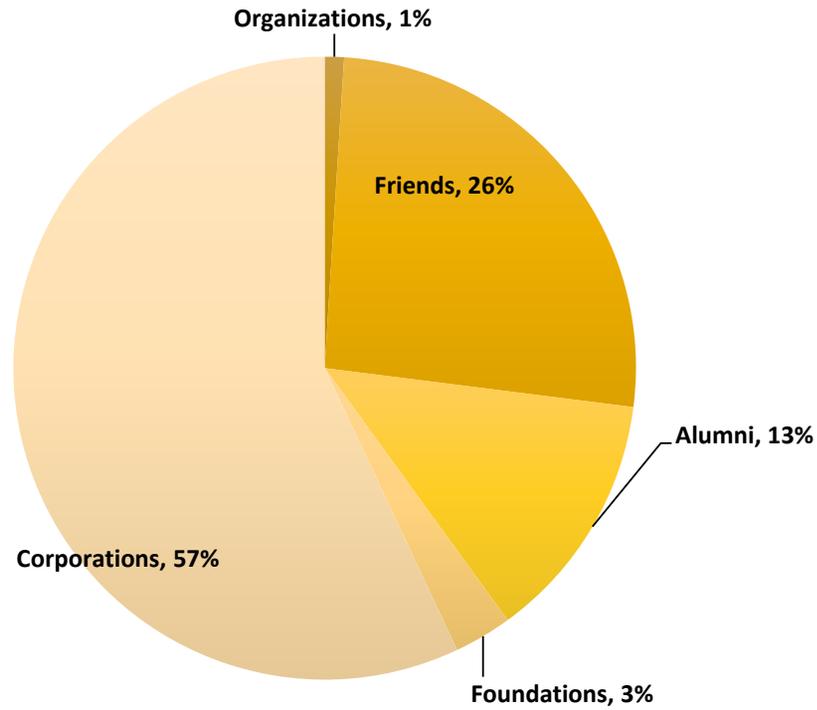


* Attainment includes Hard-Credit outright gifts of cash, stock, gift-in-kind, as well as pledges, matching gift pledges, and planned gifts.

Data as of 04/06/2020



UCF Foundation | FY20 Attainment by Source



Data as of 04/08/2020



UCF Foundation | FY20 Meetings & Solicitations

Total Number of Major Gift Fundraisers: 23
(59 staff members with fundraising responsibility at any level)

Total Meetings: 3,034

Total Opportunities Solicited: 594

Total Opportunities Closed: 288
(Gifts of \$1,000 or greater)



Data as of 04/08/2020





ITEM: INFO-2

UCF BOARD OF TRUSTEES
Advancement Committee
April 22, 2020

Title: License Plate Campaigns Update

Background:

In 2016, UCF redesigned its State of Florida specialty collegiate license plate with the stack UCF athletic logo and began marketing to increase sales and renewals to generate more revenue and drive brand awareness in Central Florida and the state. Each active UCF license plate registration generates \$25 annually and is paid to the UCF Foundation, Inc. These funds provide support for scholarships, academics, and fundraising at the university.

Issues to be Considered:

N/A

Alternatives to Decision:

N/A

Fiscal Impact and Source of Funding:

N/A

Recommended Action:

N/A

Authority for Board of Trustees Action:

N/A

Contract Reviewed/Approved by General Counsel:

N/A

Committee Chair or Chair of the Board approval:

Chair Gaekwad approved adding this item to the agenda

Submitted by:

Patrick Burt, Associate Vice President for Communications and Marketing

Supporting Documentation:

Attachment A - License Plate Campaigns Update Presentation

Facilitators/Presenters:

Patrick Burt, Associate Vice President for Communications and Marketing

Attachment A

UCF License Plates









University of Central Florida
Published by Jennifer De Witt [?]
Like This Page · July 13, 2016 ·

Are you excited to #KnightYourRide? Our new license plate is on its way! Sign up today to get notified: <http://knightyourride.com/>

Tag Photo Add Location Edit

Like Comment Share

207 Top Comments

42 shares 19 Comments

Tamara E. Fagan The plate is horrible. What makes us special knights is that we ride a Pegasus. What are we supposed to do? Walk into battle with all the armor, a big sword and shield? It'll take us a lifetime to win the war.
Like · Reply · Message · July 13, 2016 at 5:25pm · Edited

Monica Rebeca Rodriguez Kelly Ajana not sure how I feel about this...it's like they are trying to Do Away with Pegasus. Although, I really want it cause of the black plate 😬
Like · Reply · Message · 1 · July 13, 2016 at 2:03pm
2 Replies

Bobby Anderson Blankenship Love that they're finally embracing the athletics logo and not a horse with wings that has nothing to do with Knights!
Like · Reply · Message · July 13, 2016 at 12:34pm · Edited
4 Replies

Arham Shaikh Love the black and white! But really

Write a comment...



University of Central Florida

Sponsored · 🌐

Getting ready to renew your tag? Order online — and Knight Your Ride! Upgrade to the UCF license plate for just \$25.



KNIGHTYOURRIDE.COM
Skip the line, order your UCF license plate online!

LEARN MORE

KNIGHT *YOUR* RIDE



\$25

ORDER NOW

ORDER ONLINE



UPGRADE FOR JUST

\$25



ORDER NOW

ORDER ONLINE



UPGRADE FOR JUST

\$25



ORDER NOW



UNIVERSITY OF CENTRAL FLORIDA UCF SIGN IN Search UCF

ACADEMICS ADMISSIONS RESEARCH LOCATIONS STUDENT LIFE ALUMNI & GIVING ATHLETICS APPLY NOW

KNIGHT YOUR RIDE



UPGRADE FOR JUST \$25
(Other local and state taxes and fees apply)

GET YOUR UCF LICENSE PLATE

It's easier than ever to Knight Your Ride! **Order online** to upgrade to the UCF custom license plate and renew your Florida tag, or visit your local tax collector. Online orders will be processed within 1-2 business days by our partners at the Indian River County Tax Collector's office, which can handle tag requests for all Florida residents. A representative will contact you to complete your purchase.

TO UPGRADE YOUR PLATE IN PERSON:
Find your nearest county tax collector office.

- 1. Find your nearest county tax collector office.**
— Select a county —
- 2. Make an appointment**
- 3. Request the UCF specialty license plate**
(Personalized UCF tags are also available)
- 4. Support UCF with the \$25 annual fee**
(Other local and state taxes and fees apply)
- 5. Knight Your Ride!**

TO RENEW YOUR PLATE:
Follow the instructions mailed to you from your county tax collector, and be sure to select the option to continue supporting UCF.

ORDER ONLINE

Use the form below to get your UCF license plate.

Full Name

Phone

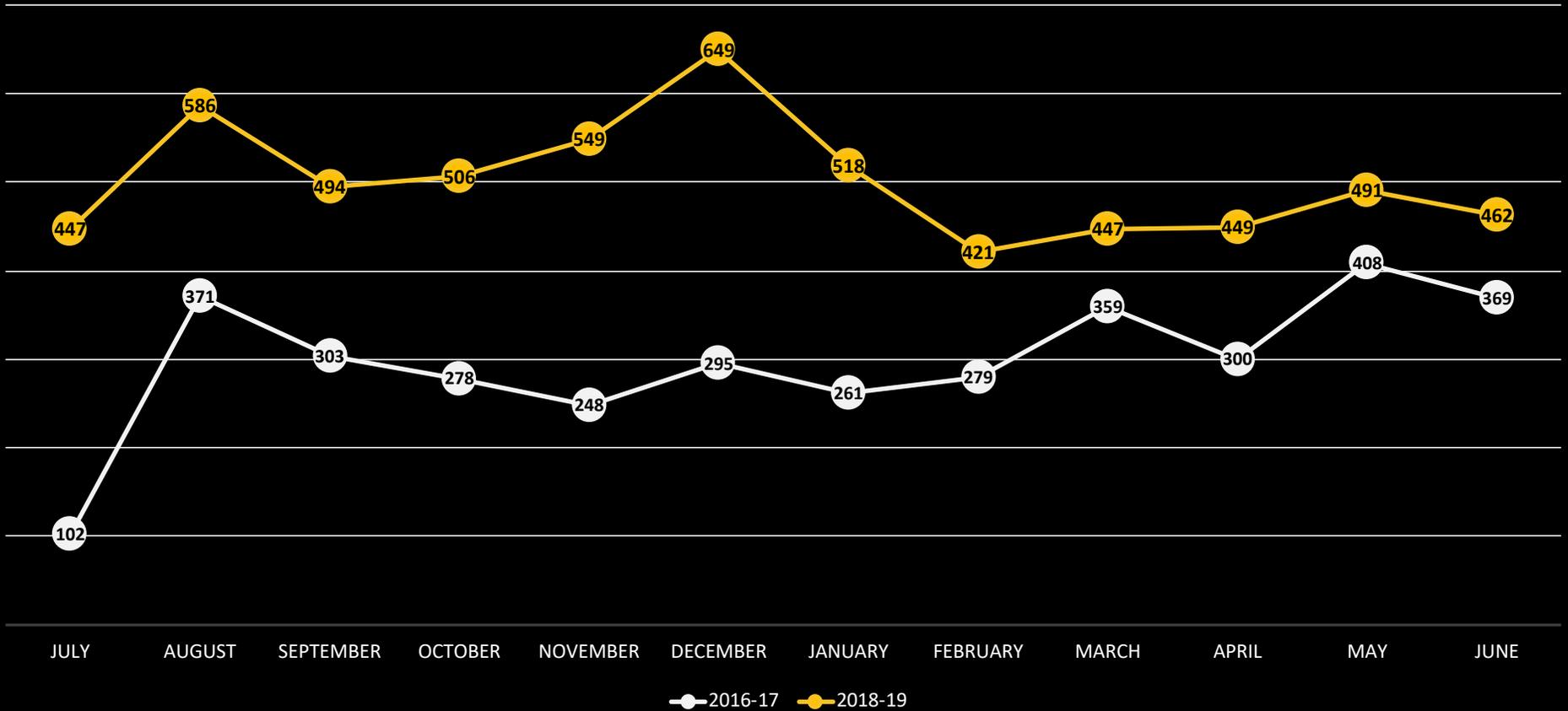
Email

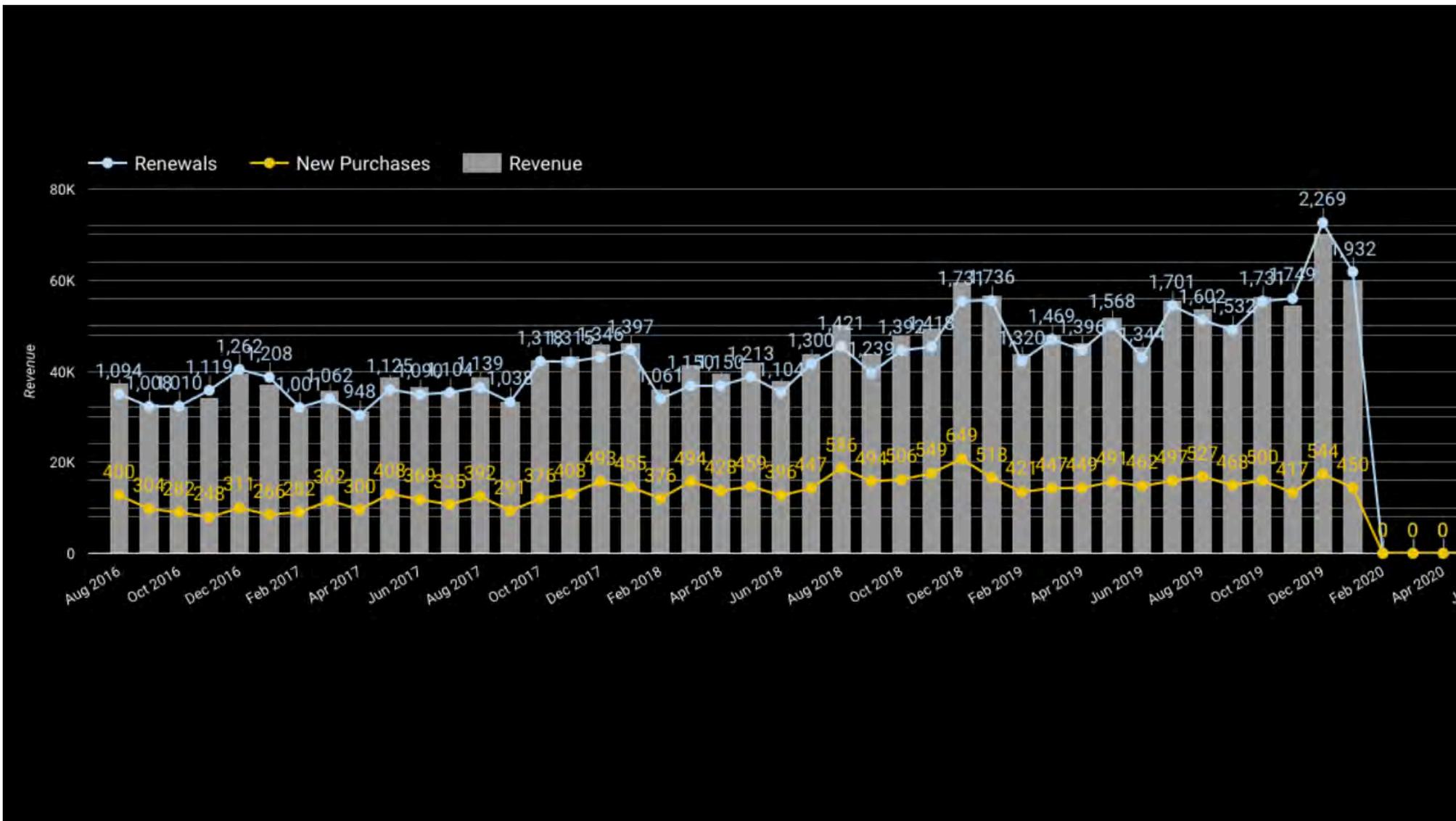
Current License Plate Number

KNIGHT YOUR RIDE

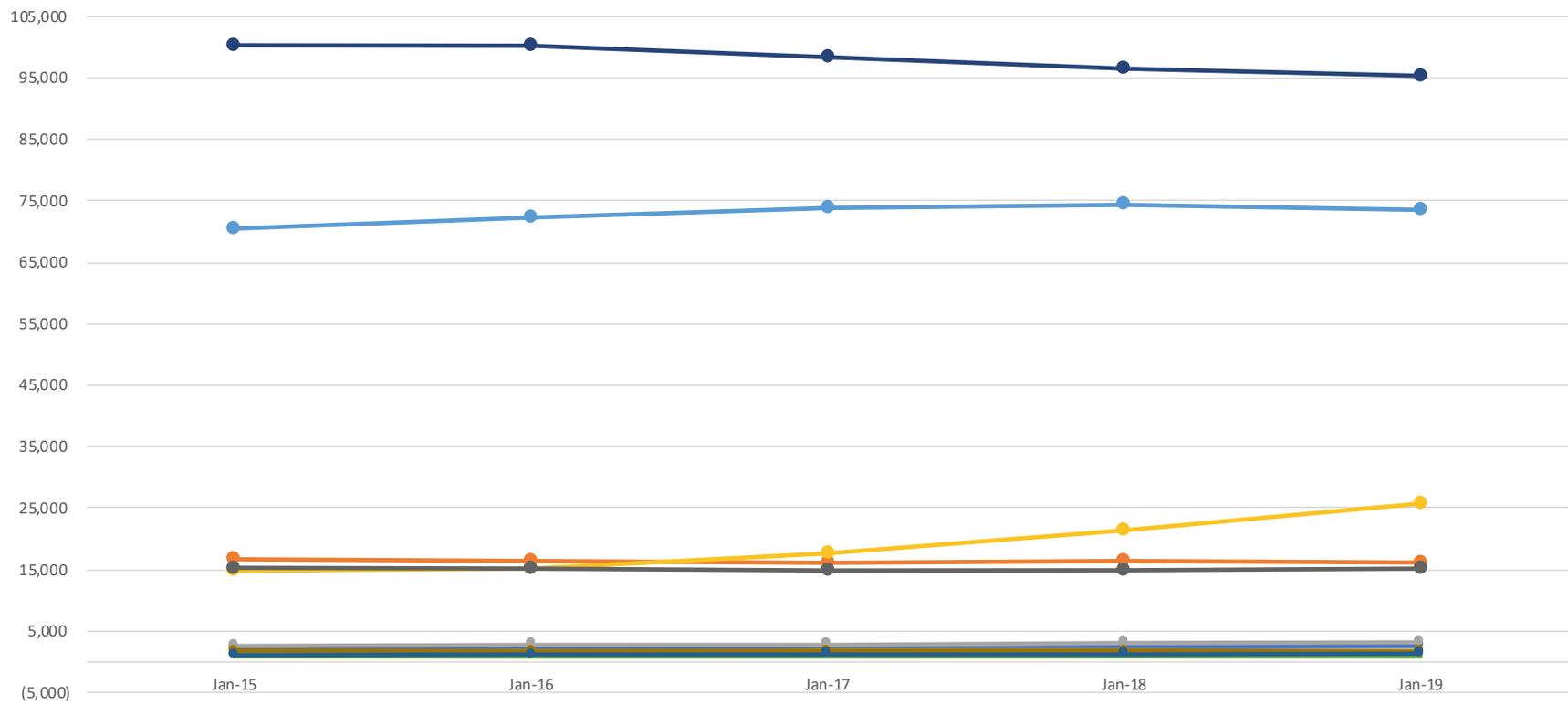


New License Plate Sales for FY17 and FY19



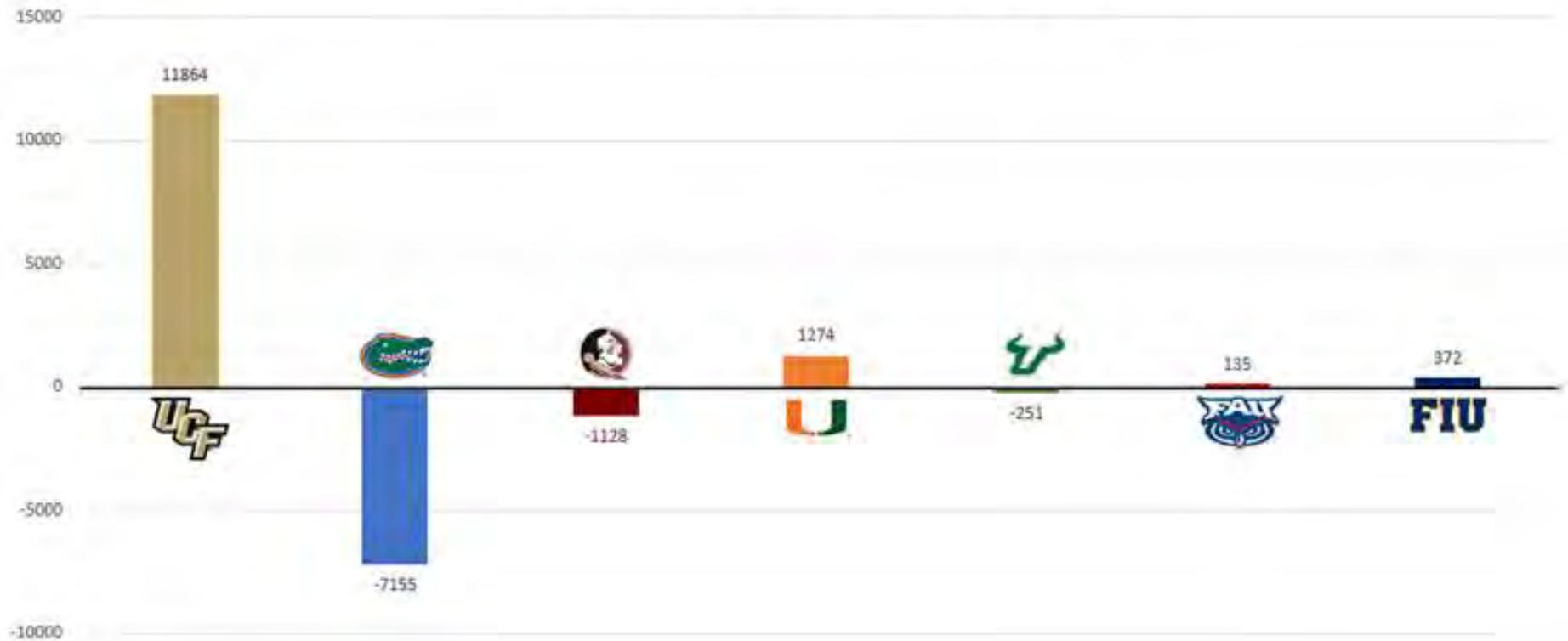


Active License Plates by State University, January 2015 to January 2019



- Florida Atlantic University
- Florida A&M University
- Florida International University
- Florida Gulf Coast University
- Florida State University
- New College of Florida
- University of Florida
- University of Central Florida
- University of South Florida
- University of North Florida
- University of West Florida

Collegiate Plate Growth in Florida (Aug. 2016 - Jan. 2020)



State University License Plates – June 2016		Active Plates
1	University of Florida	103,303
2	Florida State University	71,949
3	Florida A&M University	16,637
4	University of South Florida	15,168
5	University of Central Florida	14,837
6	Florida International University	2,789
7	Florida Atlantic University	2,415
8	University of North Florida	1,755
9	Florida Gulf Coast University	1,676
10	University of West Florida	1,171
11	New College of Florida	908

State University License Plates – April 2020		Active Plates
1	University of Florida	94,218
2	Florida State University	71,952
3	University of Central Florida	27,579
4	Florida A&M University	15,924
5	University of South Florida	14,936
6	Florida International University	3,213
7	Florida Atlantic University	2,533
8	Florida Gulf Coast University	1,689
9	University of North Florida	1,677
10	University of West Florida	1,349
11	New College of Florida	902

Knight Your Ride Campaign Expenditures (FY17-FY20)

	FY17	FY18	FY19	FY20
Other Operating Expense	\$ 31,461.97	\$ 6,780.11	\$ 9,692.58	\$ 639.67
Professional Services	\$ 70,016.55	\$ 25,450.00	\$ 51,447.99	\$ 42,325.53
Grand Total	\$ 101,478.52	\$ 32,230.11	\$ 61,140.57	\$ 42,965.20

Total Expenditure: **\$237,814.40**

UCF Specialty License Plate Revenue for FY16-FY19

	FY16	FY17	FY18	FY19
Total Revenue	\$ 394,538.97	\$ 426,503.98	\$ 558,755.04	\$ 626,096.08
Scholarships - 20%	\$ 78,978.86	\$ 85,300.80	\$ 111,751.01	\$ 125,219.22
Academics - 50%	\$ 197,447.14	\$ 213,251.99	\$ 279,377.52	\$ 313,048.04
Fundraising - 30%	\$ 118,361.69	\$ 127,951.19	\$ 167,626.51	\$ 187,828.82

Total Revenue: \$2,005,894.07

Financials provided by UCF Foundation, Inc.



Patrick Burt
Associate Vice President
for Communications and Marketing
patrick.burt@ucf.edu

