

Advancement Committee Meeting

Nov 19, 2020 3:30 PM EST

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UNIVERSITY OF CENTRAL FLORIDA

**Board of Trustees
Advancement Committee
Virtual Meeting
November 19, 2020, 3:30-4:30 p.m.**

Livestream: <https://ucf.webex.com/ucf/onstage/g.php?MTID=e21363727e6607ec04a25825fc0083a40>
Conference call number: 1-408-418-9388, **access code:** 2020

AGENDA

- | | |
|--|--|
| 1. Call to Order | Danny Gaekwad, <i>Chair, Advancement Committee</i> |
| 2. Roll Call | Lauren Ferguson, <i>Director, Foundation Board Relations and Development</i> |
| 3. Minutes of the October 14, 2020 meeting | Chair Gaekwad |
| 4. New Business | |
| INFO-1 | Alumni Engagement and Annual Giving:
Building a Pipeline for the Future
<i>Heather Junod, Associate Vice President for Alumni Engagement and Annual Giving</i> |
| 5. Adjournment | Chair Gaekwad |



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, Vice Chair, Advancement Committee

Date: _____

Submitted by: _____
Janet Owen, Associate Corporate Secretary

Date: _____

UCF BOARD OF TRUSTEES
Agenda Item Summary
Advancement Committee
November 19, 2020

Title: Alumni Engagement and Annual Giving: Building a Pipeline for the Future

☒ **Information** ☐ **Information for upcoming action** ☐ **Action**

Meeting Date for Upcoming Action: N/A

Purpose and Issues to be Considered:

This item is presented for information purposes only and does not require Advancement Committee action.

This item relates to President Cartwright's fifth goal for fiscal year 2020-2021:

Elevate and promote UCF's excellence and its national reputation through our efforts in advancement, government and community relations, and communications and marketing efforts.

Background Information:

The University of Central Florida has roughly 322,000 living alumni, 79% of which reside in the State of Florida. Associate Vice President for Alumni Engagement and Annual Giving, Heather Junod, will provide an overview of the work being done to leverage UCF's large alumni body in order to build a pipeline for the institution's future success. Areas to be discussed include:

- Alumni Demographics
- Engagement Initiatives
- Leveraging Research and Data
- Annual Giving Data
- Counting and Reporting Participation
- Solicitation Strategies
- Annual Giving Projections

Recommended Action:

N/A

Alternatives to Decision:

N/A

Fiscal Impact and Source of Funding:

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 has approved adding this item to the agenda ☒

Submitted by:

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

Supporting Documentation:

Attachment A: Alumni Engagement and Annual Giving Building the Pipeline for the Future

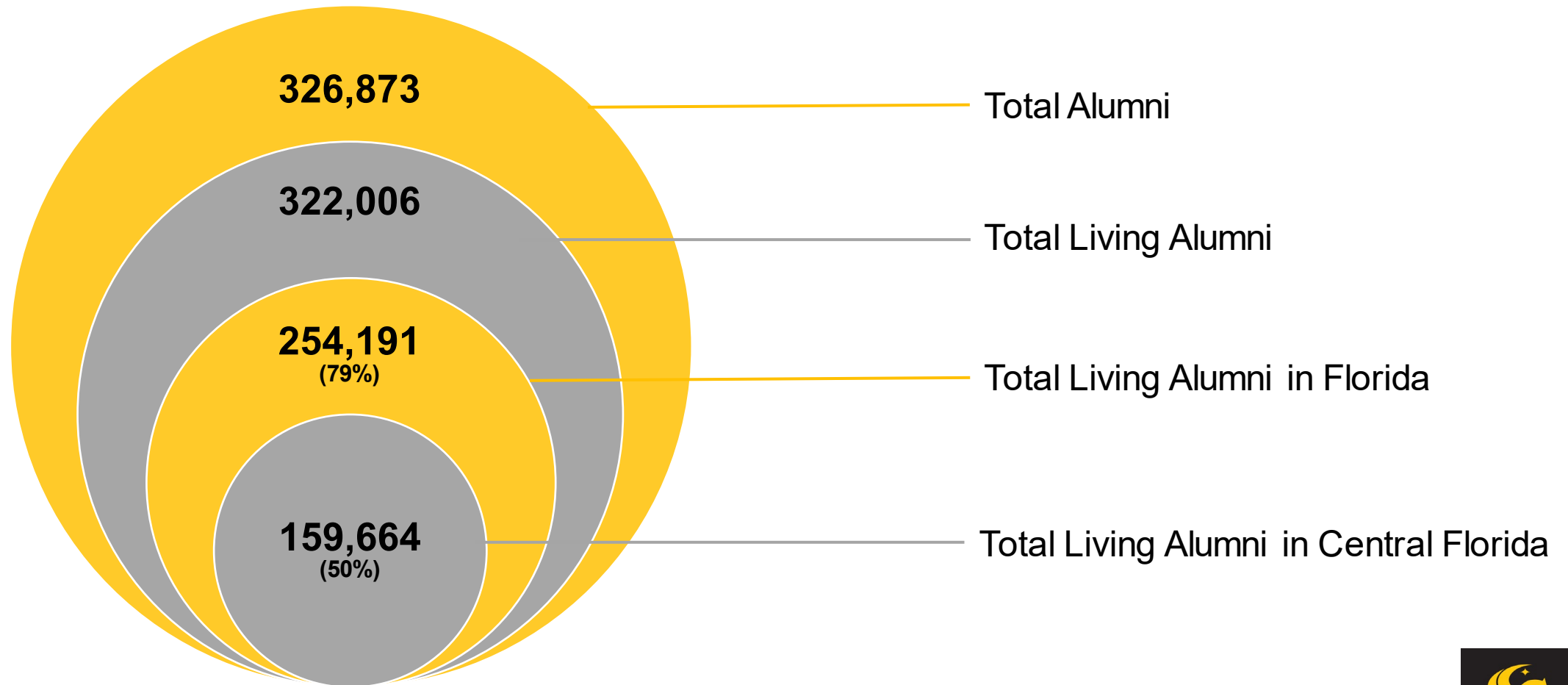
Facilitators/Presenters:

Heather Junod, Associate Vice president for Alumni Engagement and Annual Giving

Attachment A

Alumni Engagement and Annual Giving Building the Pipeline for the Future

UCF Alumni at a Glance

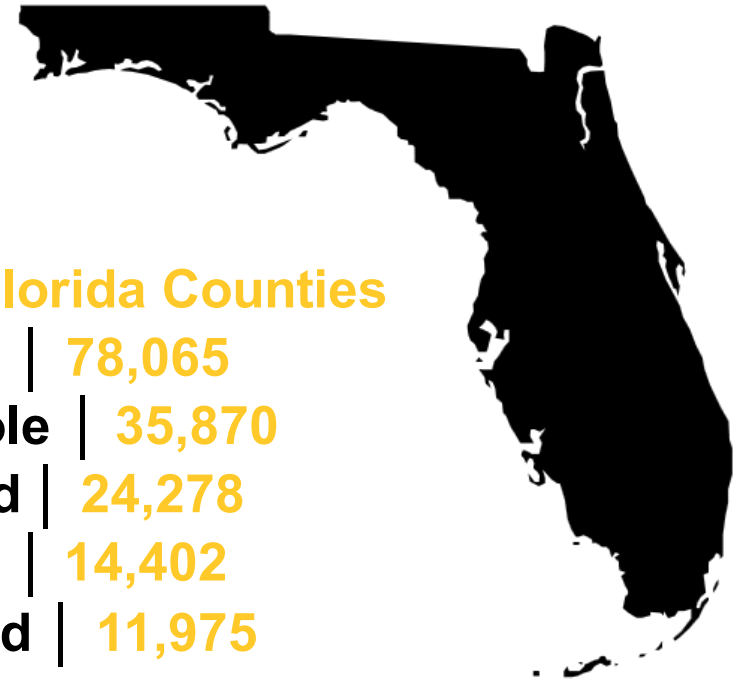


UCF Alumni at a Glance



Top 5 States in the U.S.

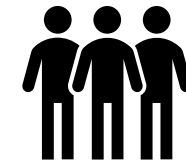
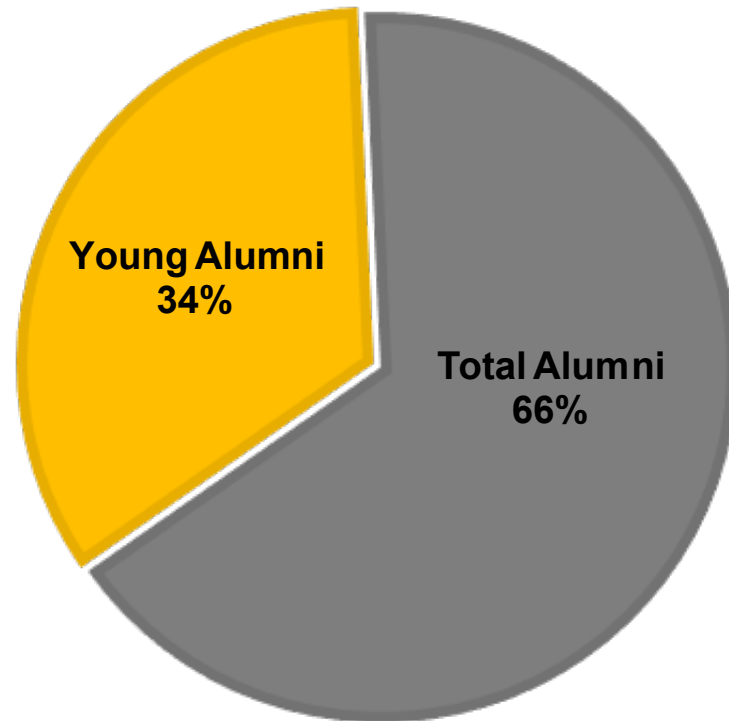
Florida | 254,009
Georgia | 7,356
California | 5,907
North Carolina | 5,614
Texas | 5,601



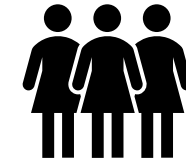
Top 5 Florida Counties

Orange | 78,065
Seminole | 35,870
Brevard | 24,278
Volusia | 14,402
Broward | 11,975

UCF Alumni at a Glance



43% Male



57% Female

41.6

Average Age

UCF Alumni at a Glance

College of Sciences

66,650



College of Community
Innovation and Education

64,655



College of Business
Administration

60,950



College of Engineering
and Computer Science

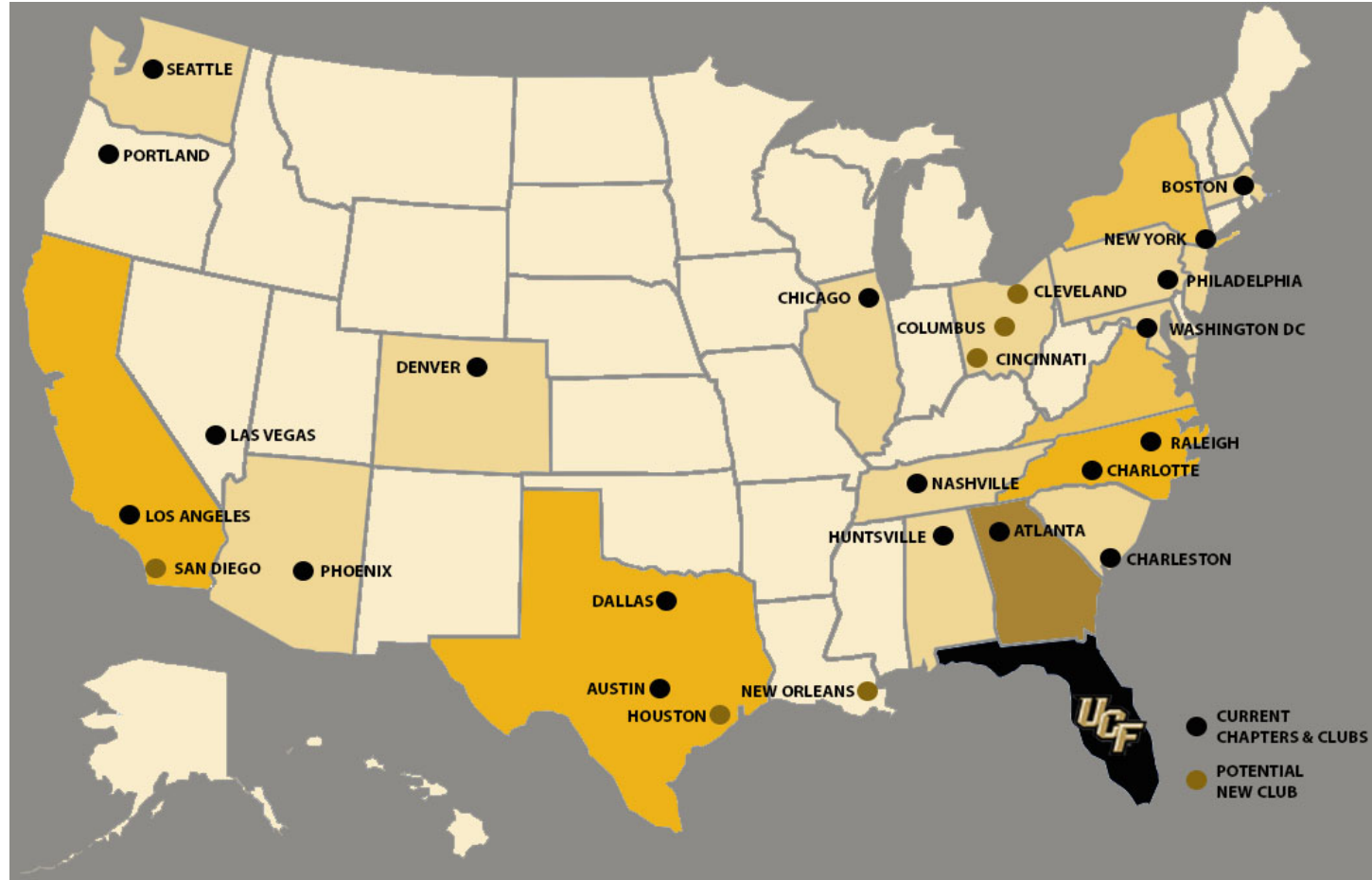
36,229



**Largest
Colleges by
Primary
Degree**

Alumni Engagement

Traditional Engagement



Constituent Engagement and Philanthropy

Parent
& Family
PHILANTHROPY
Council

4EVER 
KNIGHTS



**Young
Alumni**

Traditional Engagement

**Indoor
Tailgates**



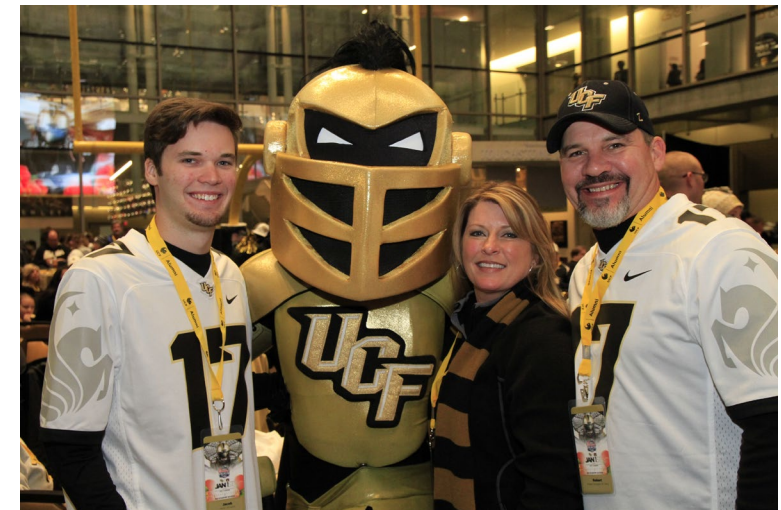
**Shining Knights
Awards**



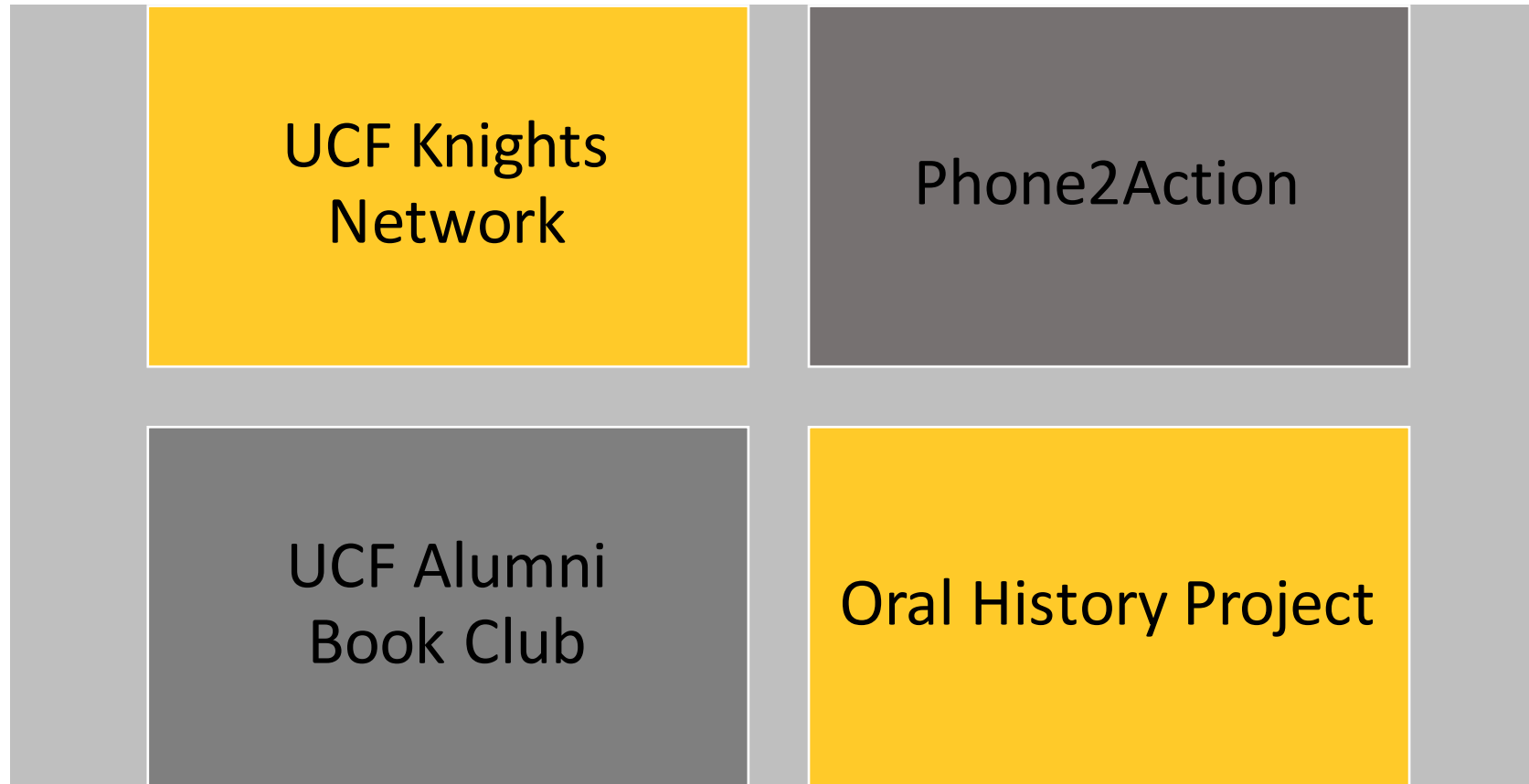
**30 Under 30
Awards**



**Charge On!
Tailgates**

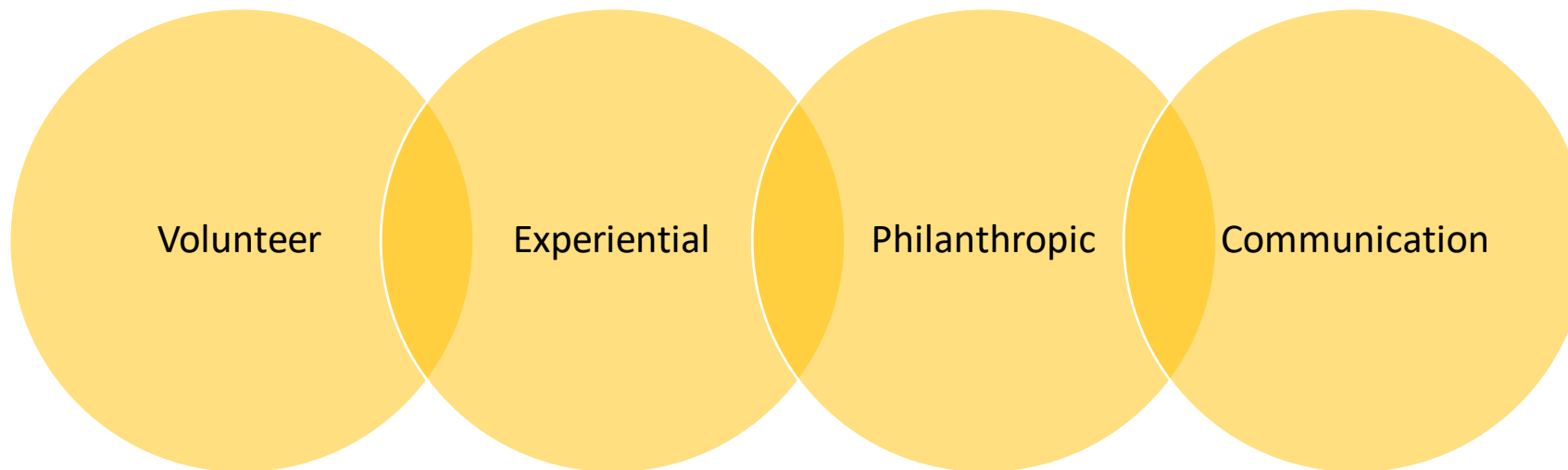


Virtual Communities and Online Platforms

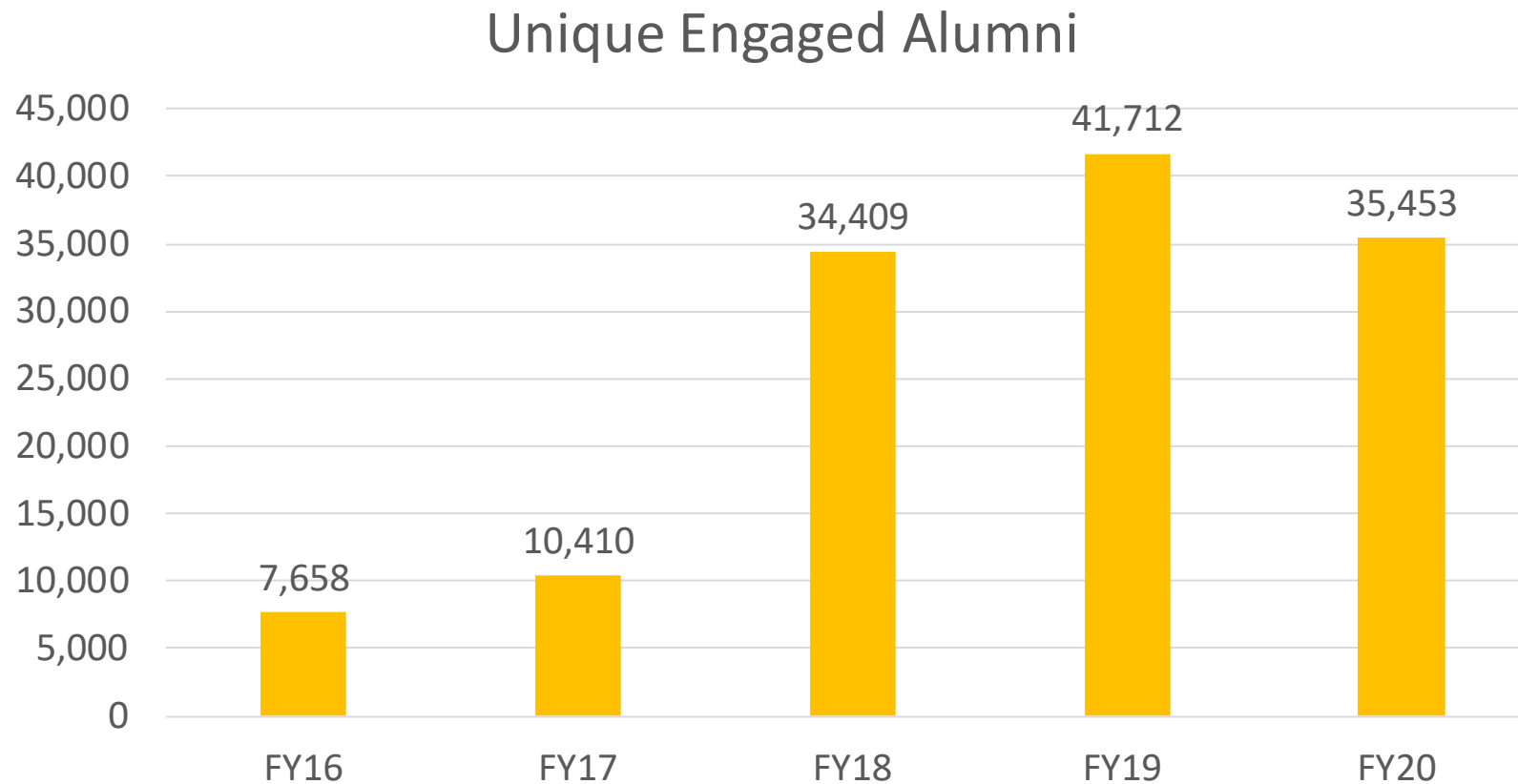


Measuring Engagement

In August of 2018, the Council for Advancement and Support of Education (CASE) adopted four broad categories of engagement to address the need for an industry-wide framework for engagement metrics.

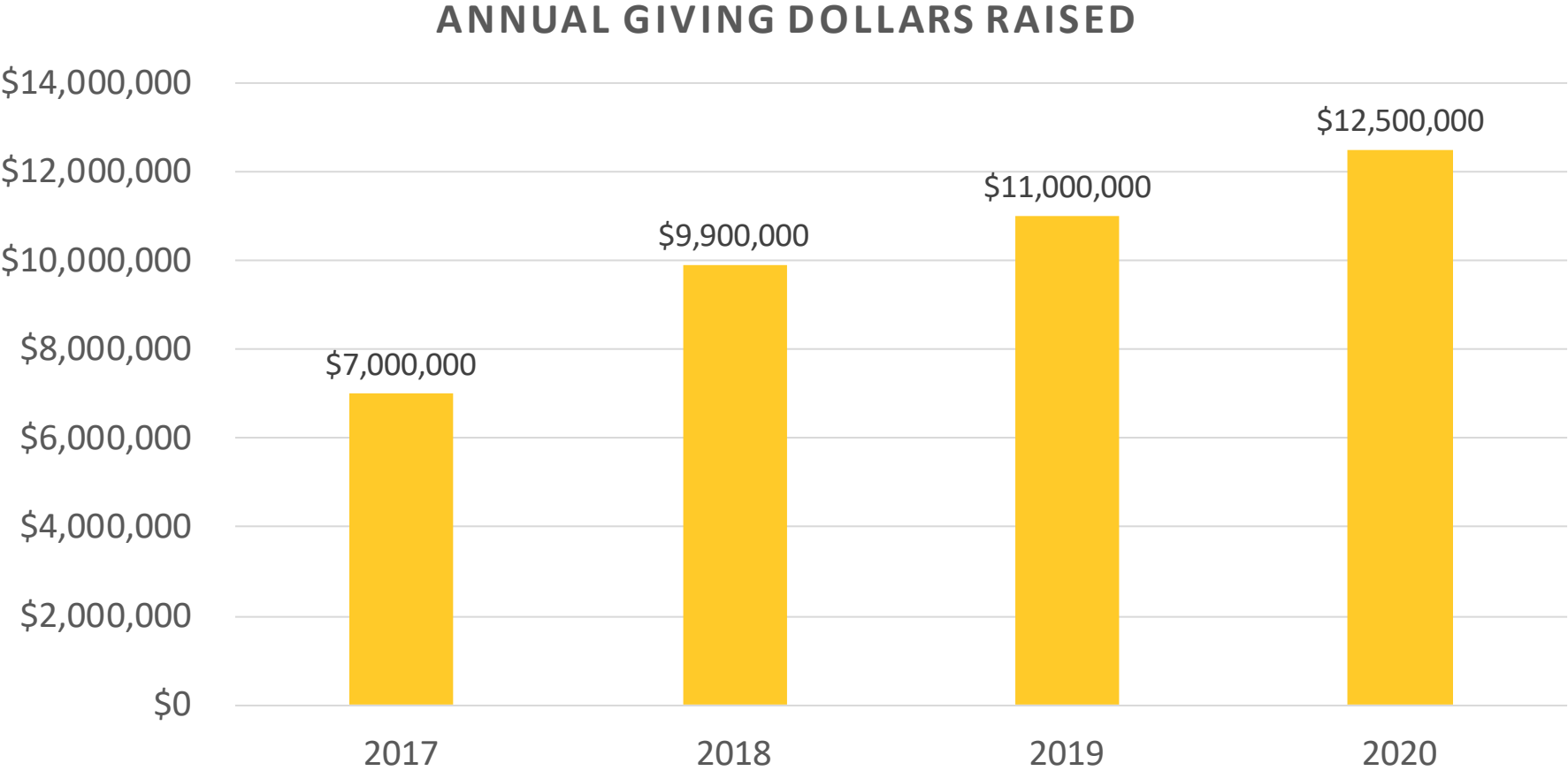


Engagement Data

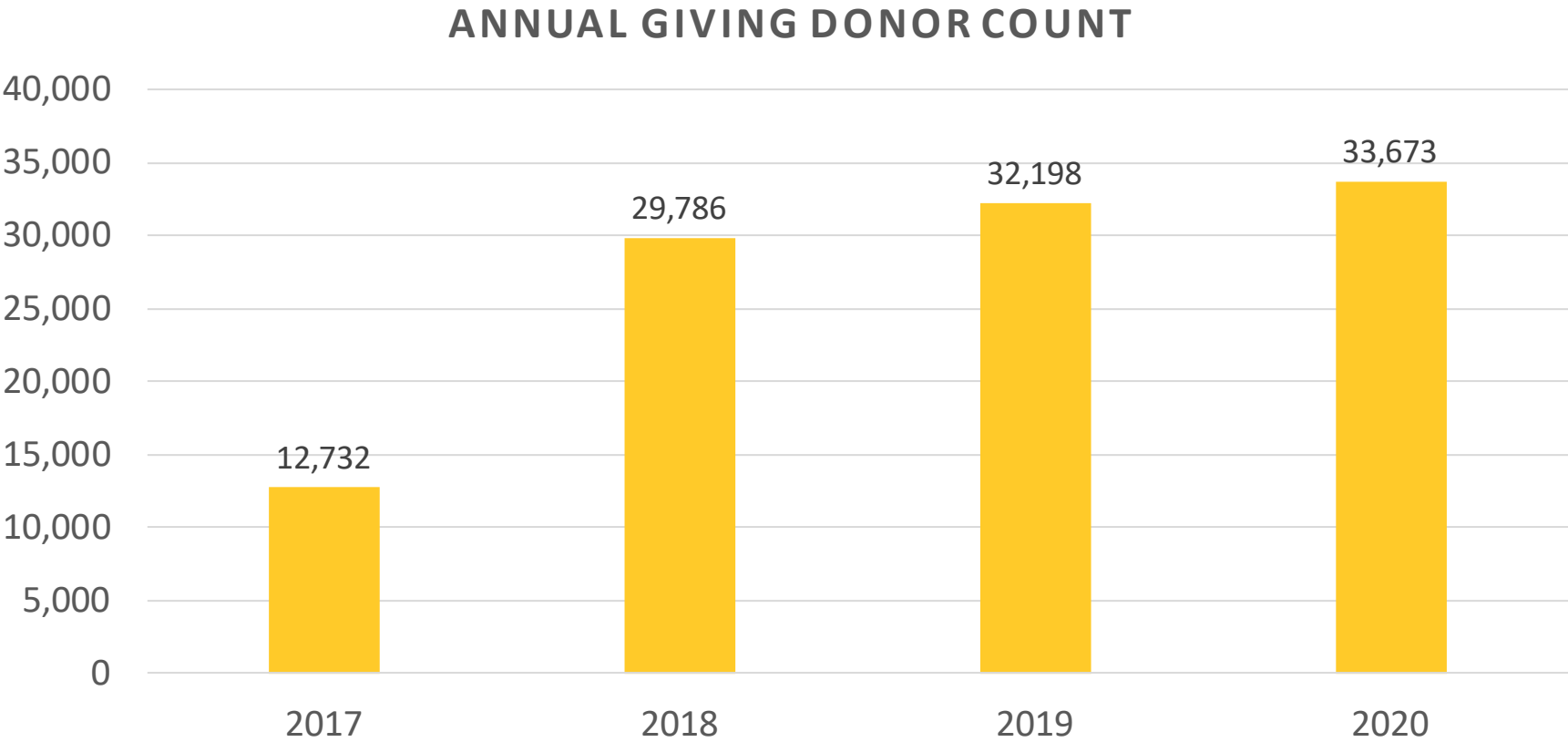


Annual Giving

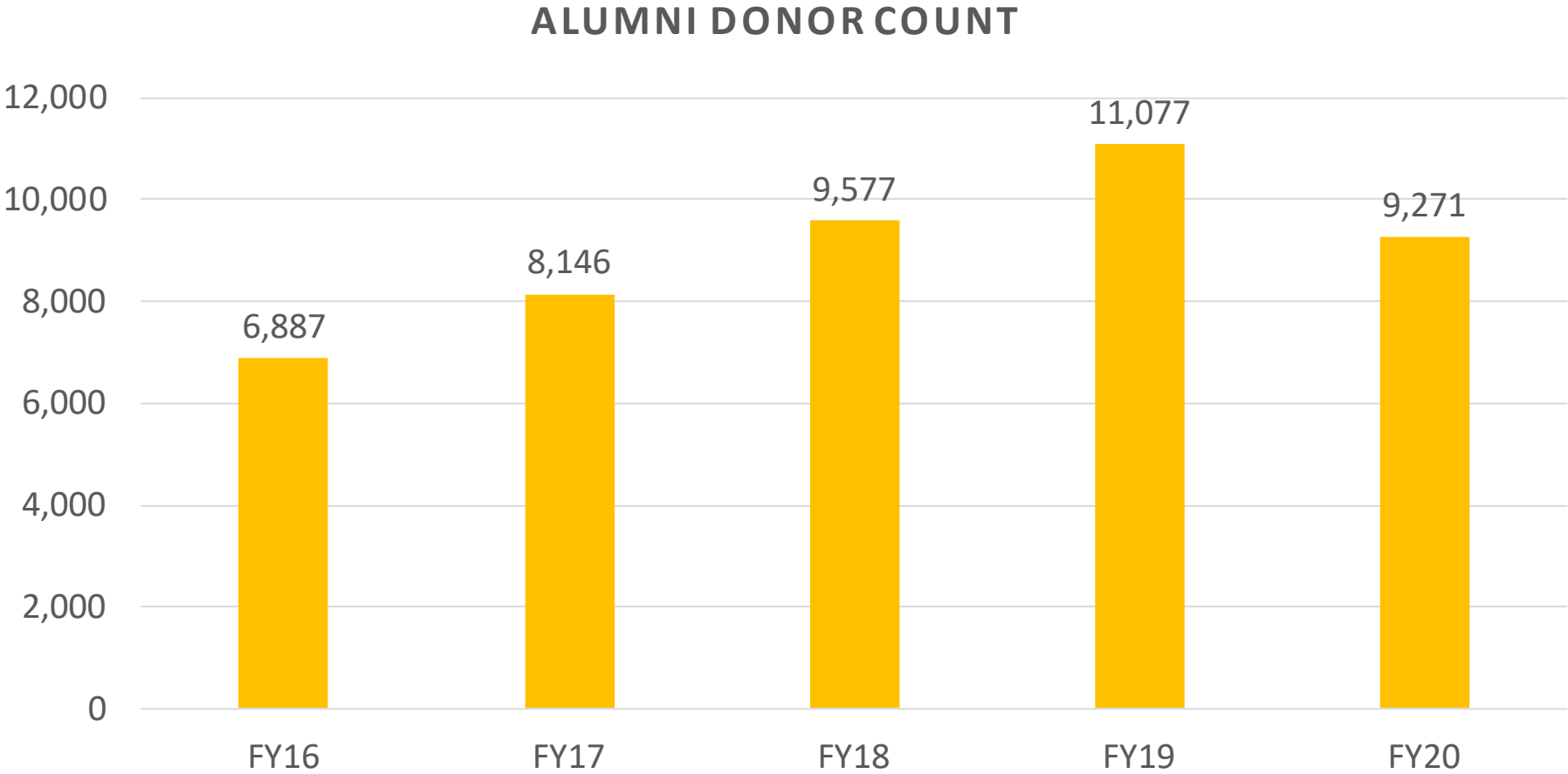
Annual Giving



Annual Giving

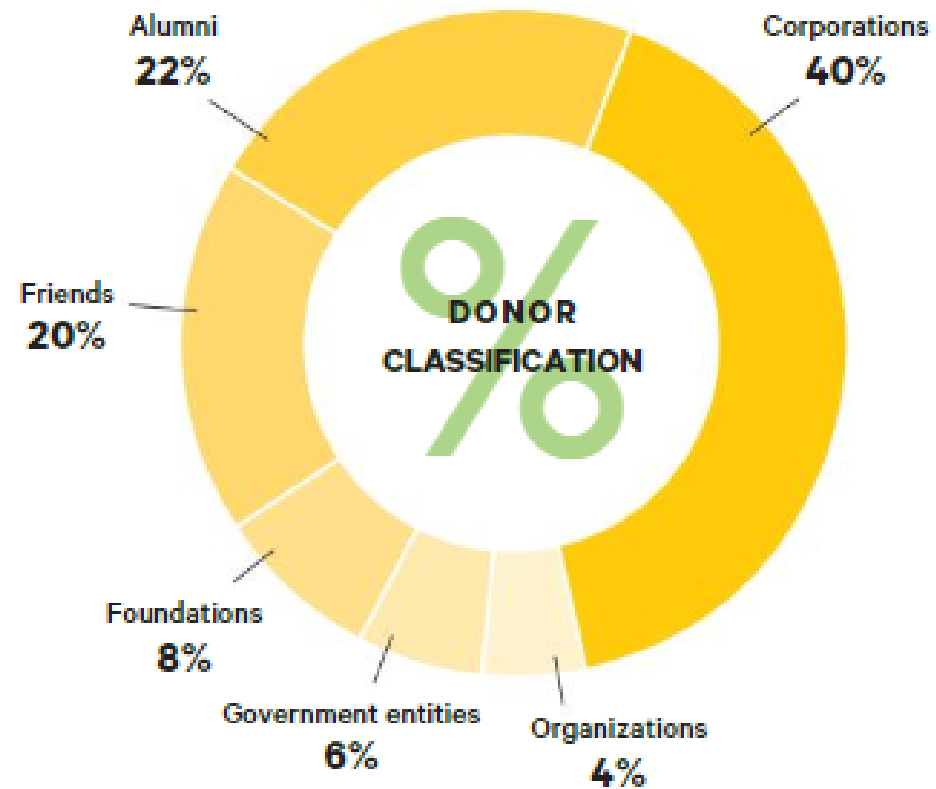


Annual Giving



Alumni Giving

**Participation by
donor segment in the
IGNITE Campaign**



Counting and Reporting

Counting and Reporting

Institution	FY19 Participation Percentage	Alumni Membership	Cap and Gown (or similar) Program	License Plates
Florida State University	16.50%	Yes	No	Yes
University of Florida	12.40%	Yes	Yes	Yes
University of South Florida	11.20%	Yes	Yes	Yes
Florida Atlantic University	5.10%	No Response	No Response	No Response
Florida International University	4.30%	No	Yes	Yes
University of Central Florida	3.60%	No	No	No
University of West Florida	3.50%	No	No	No
University of North Florida	2.30%	No	No	No
Florida Gulf Coast University	1.50%	No	No	No

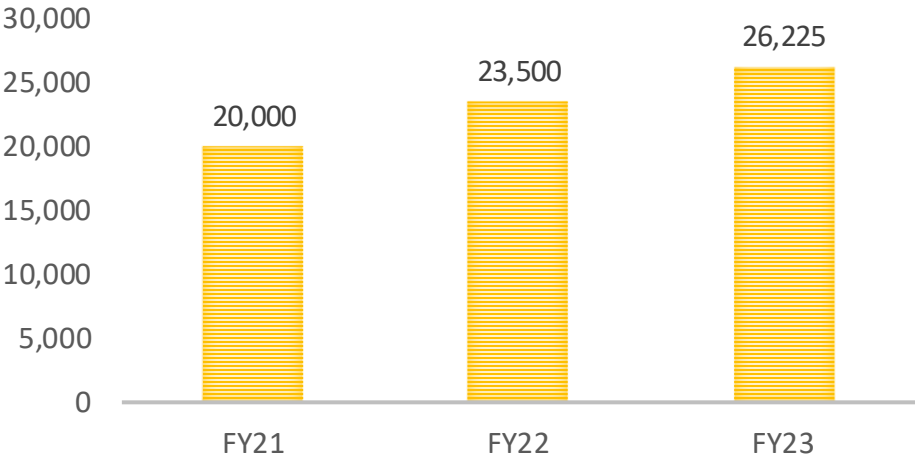
The FY19 participation percentage was obtained through the Voluntary Support of Education (VSE) Survey.

Counting and Reporting

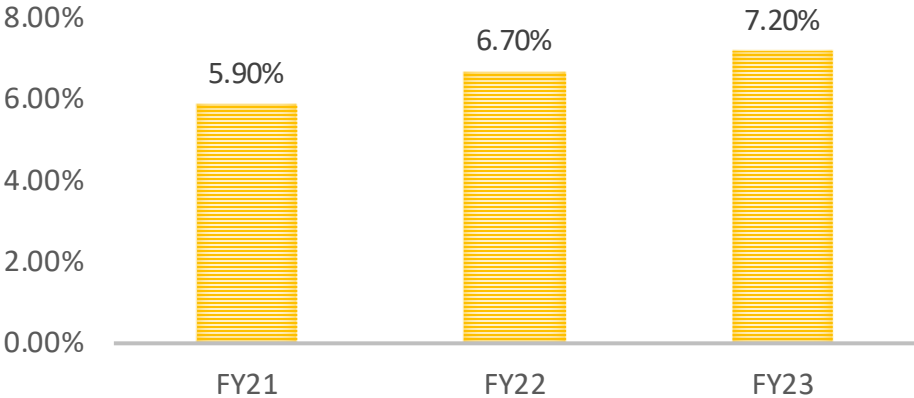


Three Year Projections

ALUMNI DONOR COUNT

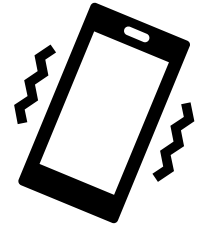
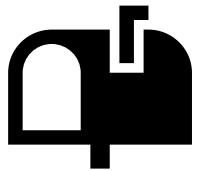


ALUMNI PARTICIPATION PERCENTAGE



Annual Giving Tools

Omni-Channel Mass Solicitation Strategy



Leadership Annual Giving

Leadership Annual Giving

Bridge between
annual giving and
major giving

Gifts between
\$1,000 and \$25,000

Two staff members
focused on face-to-
face solicitations

Recognition Societies



President's Circle

Recognizes those who give between \$1,000 and \$25,000 in any given year



Black and Gold Loyal

Honors alumni, parents and friends who have demonstrated long-term commitment to UCF through consecutive years of giving



1963 Society

Honors student donors who have made a philanthropic commitment to their soon-to-be alma mater.

Looking Ahead

Create a custom digital strategy

Invest in scalable engagement platforms

Focus on gift impact

Enhance the student to alumni transition

Reassess young alumni engagement and philanthropy strategy



Questions?