

Advancement Committee Meeting

Oct 14, 2020 1:00 PM - 1:45 PM EDT

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UNIVERSITY OF CENTRAL FLORIDA

**Board of Trustees
Advancement Committee
Virtual Meeting
October 14, 2020, 1:00-1:45 p.m.**

Livestream:

<https://ucf.webex.com/ucf/onstage/g.php?MTID=e9fad901541ee53dbafd22e17689542d9>

Conference call number: 1-408-418-9388, access code: 132 372 8242

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 August 12, 2020 meeting | Chair Gaekwad |
| 4. Reports | |
| Discussion | Advancement Committee Chairman's Report
<i>Chair Gaekwad</i> |
| 5. New Business | |
| INFO-1 | UCF Health Communications and Marketing Update
<i>Patrick Burt, Associate Vice President for Communications and Marketing</i> |
| 6. Adjournment | Chair Gaekwad |



UNIVERSITY OF CENTRAL FLORIDA

Board of Trustees
Advancement Committee Meeting
August 12, 2020
Virtual Meeting

MINUTES

CALL TO ORDER

Trustee Danny Gaekwad, Chair of the Advancement Committee, called the meeting to order at 1:15 p.m. and stated that the meeting was covered by the Florida Sunshine Law and the public and press were invited to attend. Trustee Joseph Conte, Trustee Sabrina La Rosa, Trustee Alex Martins, Trustee David Walsh, Trustee Joseph Harrington and Board Chair Beverly Seay attended via WebEx.

MINUTES

The minutes from the June 17, 2020 meeting were unanimously approved as written.

NEW BUSINESS

Trustee Gaekwad shared the process for the creation of the Advancement Committee's fiscal year '21 annual plan and opened the floor for additional committee member input regarding the document. No additional comments or suggestions for revision were presented by the committee members.

Trustee Gaekwad welcomed Vice President of Government & Community Relations, Janet Owen, to speak about building a coalition for legislative advocacy utilizing the Phone2Action platform. Owen shared that one of President Cartwright's goals was to elevate and promote UCF's excellence and reputation in advancement, community and government relations, and communications and marketing – a goal the Phone2Action infrastructure will assist in moving forward. Owen noted that the Phone2Action platform had recently been procured for a one-year contract through the generous donations of two UCF alumni families. It was shared that the platform would enable UCF alumni and friends to participate in advocacy by connecting them with state and federal elected representatives. Owen noted the features of the Phone2Action platform include an opportunity for UCF to strategically request that alumni and friends advocate on behalf of UCF through coordinated text messaging, emailing, calling, and letter writing activities.

Owen elaborated on the partnership between UCF Advancement's Alumni Engagement and Annual Giving team and the Government and Community Relations office in utilizing the platform for

strategic legislative advocacy. It was noted that Phone2Action would begin its rollout at UCF via the UCF Alumni Board's Advocacy Committee, which was scheduled to meet in September of 2020. During the Advocacy Committee's meeting, additional input regarding the rollout to the larger UCF alumni community would be discussed. Owen noted that she was excited to report back to the Advancement Committee on Phone2Action activities once the platform was up and running.

Trustee Gaekwad shared his approval of utilizing software, such as Phone2Action, due to its capability to quickly push out targeted and pertinent information to a large audience. Trustee Gaekwad commended Owen and Morsberger for their work related to procuring the platform. The platform being the first step toward a more robust advocacy program, was also noted by Trustee Gaekwad. Trustee Gaekwad asked Owen to confirm that Phone2Action was not currently being funded by university funds. Owen and Morsberger confirmed that private philanthropic support from two UCF donors were covering a one-year subscription to the service.

Trustee Conte asked what would be done to highlight elected representatives that are UCF alumni. Owen shared that Phone2Action allows for campaigns to be developed around individual representatives, such as a campaign to encourage notes of congratulations for specific UCF alumni representatives on milestones, such as birthdays. Trustee Conte asked who at UCF would be in control of the Phone2Action software. Owen noted that it would be shared between Alumni Engagement (UCF Advancement) and the Government and Community Relations office. It was noted that the platform would also serve as an opportunity for sharing notable information with alumni, such as university bragging points.

Trustee Martins asked for clarification regarding the duration of the paid Phone2Action contract. Owen confirmed the contract was for a duration of one-year. Trustee Martins encouraged looking for additional funding sources, philanthropic or otherwise, for continuing service past the current one-year contract. Trustee Conte asked for a Phone2Action performance update at a future meeting. Trustee Gaekwad thanked Trustee Martins and Trustee Conte for their comments and advice.

Trustee Gaekwad asked if there were any other Trustees who desired to make a comment regarding the Phone2Action platform. Trustee La Rosa inquired if students would be involved in the process. Owen confirmed that topic was in discussion, specifically former legislative scholars. Owen requested the opportunity to discuss the topic with Trustee La Rosa further in her capacity as SG President.

Trustee Gaekwad welcomed Vice President for Advancement and UCF Foundation CEO, Mike Morsberger, to present on fiscal year '20 fundraising performance and FY21 goal setting. Morsberger shared that the UCF Foundation's fiscal year 2020, which ran from July 1, 2019 - June 30, 2020, concluded with \$63.7 million in attainment — 98% of the UCF Foundation's \$65 million goal for the fiscal year. A discussion regarding the definition of attainment occurred. Morsberger noted that despite the challenges related to COVID-19, fiscal year 2020 was the third best fundraising year in University history, per the UCF Foundation's current gift counting guidelines.

Morsberger shared that 75% of the funds by use for FY20 fell within the category of current operations – followed by capital use (13%), Endowment (5%) and TBD (7%). Morsberger clarified that the category of TBD accounts for gifts without current designations specified by the respective donor(s).

The percentage of FY20 funds raised by priority was presented by Morsberger. It was noted that the current categories were student success, growth and opportunity, and academic excellence. Morsberger noted these categories were likely to be revised moving into the next campaign. Chair Seay inquired about the process of UCF Advancement coordinating fundraising priorities with the university. Morsberger shared that he, President Cartwright, and Interim Provost Johnson would be meeting with the Deans Council to coordinate needs and priorities. Morsberger also noted that part of the process is matching the needs and aspirations of the university with the philanthropic inclinations of donors. Trustee Gaekwad thanked Chair Seay for her comment. Trustee Conte noted that many donors feel strongly about their philanthropic priorities and may not be moved by a case for university need alone. Morsberger noted that the processes of fundraising is intuitive in many ways, and you do need to be aware of donors' priorities; however, the university's most dedicated supporters are interested in assisting with President Cartwrights goals and priorities through philanthropy. Chair Seay asked for future presentations to pinpoint gaps and funding needs.

Morsberger provided an update of FY20 funds by source, which included corporations, friends, alumni, foundations, and organizations. It was noted that corporations were the largest source of funds for FY20, accounting for 47%. Chair Seay shared the need for identifying university needs, such as a goal for the number of new endowed Chairs. President Cartwright noted upcoming staff meetings to discuss the topic. Trustee Harrington requested comparative fundraising performance metrics utilizing UCF's identified peers. Morsberger noted that data was available regarding metrics such as budget and funds raised, but most institutions were not comfortable with sharing their fundraising strategies – Morsberger noted he would reach out to industry colleagues to discuss.

Morsberger provided information on the top units that met or exceeded fundraising goals in FY20. An overview of the number of gifts processed, donors, and donor visits in FY20 was presented.

Morsberger shared that his team is hard at work wrapping up the planning process for their FY21 goals. This is a process his team completes annually with overall attainment always coming first. The UCF Foundation's four overarching goals for FY21 were:

1. Attainment
2. Efficiencies and effectiveness
3. Planning for the next campaign
4. Diversity & Inclusion

Trustee Martins inquired about when the next campaign may begin. Morsberger noted a launch in FY24 of FY25, but that planning was underway. Trustee Walsh commended Morsberger and the Advancement Team for their proposal closure rate exceeding 50%.

Trustee Gaekwad asked the members of the Advancement Committee if there were any additional items of business to bring forward. No new business was presented.

ADJOURNMENT

Trustee Gaekwad adjourned the meeting at 2:12 p.m.

Reviewed by: _____
Danny Gaekwad, Chair, Advancement Committee

Date: _____

Submitted by: _____
Janet Owen, Associate Corporate Secretary

Date: _____



UCF License Plate Update

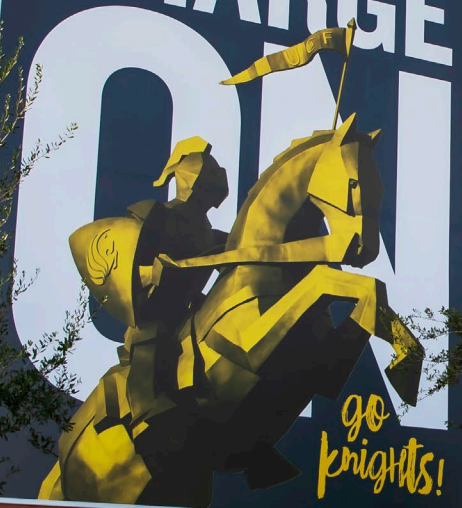
October 2020







CHARGE



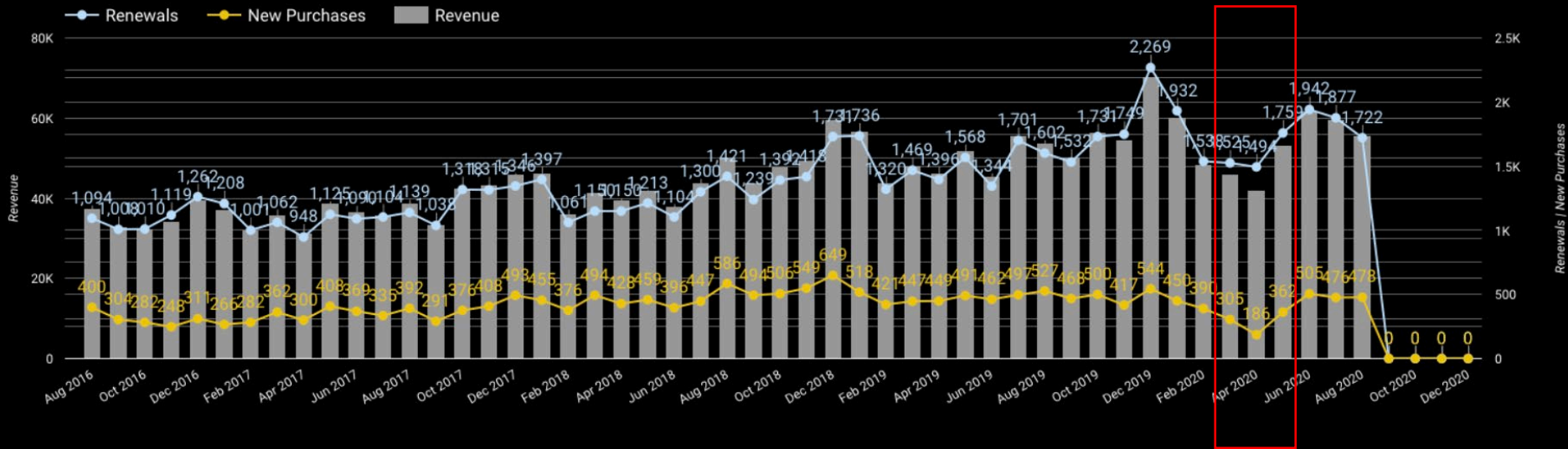
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State University License Plates – April 2020		Active Plates
1	University of Florida	94,218
2	Florida State University	71,952
3	University of Central Florida	27,579
4	Florida A&M University	15,924
5	University of South Florida	14,936
6	Florida International 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

State University License Plates – October 2020		Active Plates
1	University of Florida	94,578
2	Florida State University	71,966
3	University of Central Florida	29,182
4	Florida A&M University	16,124
5	University of South Florida	15,072
6	Florida International University	3,216
7	Florida Atlantic University	2,558
8	Florida Gulf Coast University	1,688
9	University of North Florida	1,679
10	University of West Florida	1,386
11	New College of Florida	873



Patrick J. Burt

Associate Vice President

UCF Communications and Marketing

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UCF BOARD OF TRUSTEES
Agenda Item Summary
 Advancement Committee
 October 14, 2020

Title: UCF Health Communications and Marketing Update

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:

In November of 2019, the UCF College of Medicine reached out to UCF Communications and Marketing to develop and execute a digital marketing strategy to promote UCF Health. In a collaborative effort, the team developed a two-pronged approach to market select clinic service lines and drive phone and online appointments, and increase awareness for UCF Health in the neighborhoods and communities around each clinic location. Since launching the campaign in January 2020, UCF Health has seen an increase in target performance indicators, resulting in increased community awareness and more patient appointments.

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
Advancement Committee Chair, Danny Gaekwad

Submitted by:

Patrick Burt, Associate Vice President for Communications and Marketing

Supporting Documentation:

Materials forthcoming

Facilitators/Presenters:

Patrick Burt, Associate Vice President for Communications and Marketing