



UNIVERSITY OF CENTRAL FLORIDA

**Board of Trustees  
Advancement Committee  
UCF FAIRWINDS Alumni Center  
June 17, 2020, 1:00 - 2:00 p.m.**

**Call-In Phone Number: 1-408-418-9388, Access Code: 132 432 6474 #**

**Livestream:** <https://ucf.webex.com/ucf/onstage/g.php?MTID=e287ebfdaff3c33ede04c4f2a6c53bdfc>

**AGENDA**

- |   |  |
|---|--|
| <b>I. CALL TO ORDER</b>   | Danny Gaekwad<br><i>Chair, Advancement Committee</i>   |
| <b>II. ROLL CALL</b>  | Lauren Ferguson<br><i>Director, Foundation Board Relations</i>   |
| <b>III. MEETING MINUTES</b>   | Chair Gaekwad  |
| <ul style="list-style-type: none"><li>• <a href="#">Approval of the April 22, 2020 Advancement Committee meeting minutes</a></li></ul>  |  |
| <b>IV. NEW BUSINESS</b>   |  |
| <ul style="list-style-type: none"><li>• Government Relations<br/>Trustee Engagement Opportunities<br/>(<a href="#">INFO-1</a>)</li><li>• Alumni, Development, and Foundation<br/>University Innovation Alliance<br/>FY12-FY19 Benchmarking Data<br/>(<a href="#">INFO-2</a>)</li><li>• UCF Communication and Marketing<br/>License Plate Funds Update<br/>(<a href="#">ADVC -1</a>)</li></ul> | <div>Janet Owen<br/><i>Vice President for Government Relations</i></div> <div>Karen Monteleone<br/><i>Assistant Vice President for Board Relations</i></div> <div>Mike Morsberger<br/><i>Vice President for Advancement<br/>and CEO, UCF Foundation</i></div> <div>Patrick Burt<br/><i>Associate Vice President for<br/>Communications and Marketing</i></div> |
| <b>V. OTHER BUSINESS</b>  |  |
| <b>VI. CLOSING COMMENTS</b>   |  |



UNIVERSITY OF CENTRAL FLORIDA

Board of Trustees  
Advancement Committee Meeting  
April 22, 2020  
Virtual Meeting

MINUTES

**CALL TO ORDER**

Trustee Danny Gaekwad, Chair of the Advancement Committee, called the meeting to order at 10:16 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, Trustee David Walsh and Board Chair Beverly Seay were present. Committee member Trustee Joseph Conte was not present. Trustee Ken Bradley was also in attendance. All Trustees participated virtually via WebEx.

**MINUTES**

The minutes from the February 19, 2020 meeting were unanimously approved as written.

**NEW BUSINESS**

Trustee Gaekwad presented proposed amendments to the Advancement Committee charter for consideration. A motion was made to approve the amendments to the Advancement Committee charter by Trustee Martins and seconded by Trustee Walsh. The motion passed unanimously.

Vice President for Advancement and UCF Foundation CEO, Mike Morsberger presented benchmarking information comparing FY12-19 UCF fundraising with peers and fellow SUS institutions. Trustee Gaekwad shared the importance of benchmarking UCF against fellow public institutions within the State of Florida; he noted that while the University of Florida (Florida's land grant institution) fundraised at a level far beyond most other SUS institutions, he had advised Advancement leadership to look into what best practices could be gained from studying their fundraising model. Trustee Gaekwad also noted that while FSU benefitted from being seated in the state capital, UCF holds an advantageous regional position within a quickly growing major metropolitan area. Trustee Gaekwad shared that incoming industry and Orlando's efforts toward attracting large sports teams to the area have positively changed the dynamics of the local and regional economy, and in turn, have ushered in a new era of fundraising potential and visibility for the University of Central Florida.

Trustee Gaekwad noted that the arrival of new University President, Dr. Alexander Cartwright, was a naturally advantageous catalyst to begin planning for UCF's next fundraising campaign, which he recommended begin with haste. Morsberger shared that conversations on the topic of UCF's next fundraising campaign were occurring with President Cartwright.

Morsberger shared the breakdown of FY20 attainment by source with the Committee. Trustee Gaekwad noted UCF's unique situation where the majority of funds raised were from corporations in lieu of alumni and friends. Chair Seay inquired about benchmarking UCF in comparison to its University Innovation Alliance Peers. Morsberger shared that benchmarking data in relation to the University Innovation Alliance members would be prepared for the next meeting of the Advancement Committee.

Chair Seay noted that UCF needs to move past the mentality that UCF's age negatively effects fundraising. Morsberger shared the activities that were occurring to engage students and alumni in building a culture of philanthropy. Trustee Bradley asked how estate giving was affecting UCF's fundraising numbers. Morsberger responded that the number of Millican Society members have doubled in recent years and the UCF Foundation's AVP for Planned Giving was working diligently to continue strengthening the planned giving program.

Trustee Gaekwad requested that a list of memberships held by UCF Advancement and the University be compiled and provided to him for review. A list of community events which UCF has representation at was also requested. Trustee Gaekwad elaborated that the Trustees are highly engaged and esteemed community leaders and representing UCF at these functions would assist with building relationships beneficial to the University. Trustee Gaekwad charged staff with ensuring that moving forward Trustees are to be engaged in meaningful events and given first right of refusal to attend.

Patrick Burt, Associate Vice President for Communications and Marketing presented an update on the UCF License Plate program. Burt noted that marketing for the program began in 2016 and varied in format. Trustee Gaekwad requested Burt share information on recent conversations regarding reallocating license plate revenues. Burt and Morsberger shared that discussions regarding reallocating license plate revenues to First Generation Scholarship support were ongoing. It was noted that this transition would allow for the reallocated license plate revenue funds to be matched at a rate of 2:1 through the Florida Department of Education's First-Generation Matching Grant Program. Burt noted that this transition would likely occur as a phased approach and would ultimately require Board of Governor's approval. Trustee Gaekwad recommended that language stating that purchasing a UCF License Plate supports UCF students be added to future marketing materials.

Trustee Martins shared his support for a measured and phased approach toward moving the majority of license plate revenues to support First Generation scholarships.

Trustee Gaekwad reiterated the need for Trustees to be informed of events and engagement opportunities where they can serve as ambassadors for UCF. President Cartwright thanked Trustee Gaekwad and the Advancement Committee for their dedication and support.

**ADJOURNMENT**

Trustee Gaekwad adjourned the meeting at 11:12 a.m.

Reviewed by: \_\_\_\_\_  
Danny Gaekwad, Chair, Advancement Committee

Date: \_\_\_\_\_

Submitted by: \_\_\_\_\_  
Janet Owen, Associate Corporate Secretary

Date: \_\_\_\_\_

ITEM: INFO-1

**UCF Board of Trustees**  
**Advancement Committee**  
**June 17, 2020**

**Title:** Trustee Engagement Opportunities

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**Background:**

Advancement Committee Chair, Danny Gaekwad, shared his desire at the April 22, 2020, Committee meeting that Trustees be engaged in meaningful events and meetings as a means of strengthening UCF's circle of influence in the community. In response, the UCF Board Office has prepared the attached list of annual events held by the University and UCF Foundation. A list of community events with a UCF presence is also provided for reference. The UCF Board Office will continue to engage Trustees in engagement opportunities as outlined by the engagement framework developed under Trustee Gaekwad's leadership.

**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

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**Submitted by:**

Janet Owen, Vice President for Government Relations

**Supporting Documentation:**

Attachment A – Lists of Annual University and Community Events

Attachment B – Upcoming Trustee Engagement Events

**Facilitators/Presenters:**

Janet Owen, Vice President for Government Relations

Karen Monteleone, Assistant Vice President for Board Relations



# Annual University Events

## with Trustee Engagement Opportunities

January	
College of Medicine Hitt Grand Rounds Theatre UCF Mainstage productions	Women in Sports Breakfast
February	
College of Business Hall of Fame Eweek-Engineers Fair	Knights Write Showcase
March	
College of Business JOUST: Semi-Finals New Venture Competition College of Medicine Match Day College of Nursing Annual Scholarship Luncheon India Center Dinner	Millican Society Event <i>(if applicable)</i> Theatre UCF Mainstage productions UCF-National League for Nursing Simulation Conference UCF-Orlando Jazz Festival
April	
College of Business JOUST: Finals New Venture Competition College of Nursing Spring Recognition Ceremony Founders' Day Honors Convocation Founders' Day Student Reception Inclusive Education Services Reception National Young Composers Challenge Composium	Nicholson School of Communication and Media Hall of Fame Induction SWORDS Awards (UCFAA) Symphony Under the Stars 30 Under 30 Awards Reception UCF Celebrates the Arts reception and events UCF Football Breakfast
May	
College of Business Accounting Conference College of Business Real Estate Conference	College of Medicine Commencement Commencement
June	
Legislative Aides Appreciation Luncheon	UCF Advancement Joint Board Reception
July	
College of Medicine White Coat Ceremony	
August	
College of Nursing Summer Recognition Ceremony College of Nursing White Coat Ceremony	Commencement Football Kickoff Luncheon



# Annual University Events

## with Trustee Engagement Opportunities

### September

Athletic Director's Kickoff Party  
Eclectic Knights (*College of Arts and Humanities*)  
Football Shareholders Society Donors Trip  
(*if applicable*)

Knight Star Awards (*formerly called Annual Employee Awards Program*)  
UCF Women Faculty Reception

### October

Athletics Hall of Fame  
College of Business Golf Tournament  
Family Weekend Tailgate  
FinTech Summit  
Flying Horse Editions Ink Rub  
Hall of Fame (*UCFAA*)  
Homecoming-Charge On Panel  
Luminary Awards Celebration

Orlando Health Lecture (*College of Nursing*)  
President's Circle Reception (*if applicable*)  
Rosen College Hall of Fame  
Senior Design Showcase (*College of Engineering and Computer Science*)  
Shining Knights Alumni Awards and Reception  
Theatre UCF Mainstage productions

### November

Basketball Tip-Off Luncheon  
College of Engineering and Computer Science  
Alumni Honors Celebration  
College of Sciences Scholarship Event

Knightingale Society Reception  
Veteran's Day Ceremony and Yellow Ribbon Project

### December

Commencement

President's Holiday Gathering

### Other

Art Gallery Faculty or BFA Exhibitions  
(*dates vary*)  
Basketball home games (*November to March*)  
Board of Trustees Recognition Receptions  
(*Fall and Spring*)  
College of Sciences Distinguished Speaker Series  
(*monthly*)  
Empty Bowls Event, School of Visual Arts and Design  
(*Fall*)

Euliano Speaker Series events (*dates vary*)  
Football games (*all home and away games, Spring and Fall*)  
Hob Nob Events (*UCF hosts as well as other area chambers, July to October, even years only*)  
National Scholars Reception (*Fall*)  
State of the University Address (*Fall*)  
UCF Day at the Capital (*dates vary*)



# Annual Table Sponsorships

## Paid by Community Relations

Description	Notes	Total
African American Chamber's Eagle Awards	Dinner/Gala — Table for 10	\$3,000
African American Chamber's MPowerment Luncheon	Luncheon — Table for 8	\$1,000
American Heart Association's Go Red for Women Luncheon	Luncheon — Table for 10 <i>(cost shared with COM + CON)</i>	\$5,000
Downtown Orlando Partnership's State of Downtown	Luncheon — Table for 8	\$1,800
Hispanic Chamber's Don Quijote Awards	Dinner/Gala — Table for 10	\$3,000
Nemours' Night with Nemours Gala	Dinner/Gala — 4 Tickets <i>(cost shared with COM)</i>	\$2,500
Orange County Economic Summit	Half Day — Table of 8	\$1,500
Orlando Science Center Gala	Dinner/Gala — Table for 6 <i>(cost shared with COS)</i>	\$5,000
100 Black Men Gala	Dinner/Gala — Table for 8	\$3,000
United Way Women's Leadership Luncheon	Luncheon — Table for 8	\$5,000
		<b>\$30,800</b>





# Annual University Events

Paid by the UCF Foundation

Description	Notes	Total
American Diabetes Association Father of the Year	Table for 8 <i>(cost shared with Community Rel.)</i>	\$5,000
Association of Fundraising Professionals (AFP) National Philanthropy Day	Breakfast — Table for 8	\$1,500
Boys and Girls Clubs of Central Florida (BGCCF) Celebrate the Children	Dinner/Gala — Table for 10	\$6,000
College of Business Hall of Fame	Dinner — Table for 10	\$1,000
College of Nursing Annual Gala		\$3,000
Florida Hospital Gala		\$1,250
Football Kickoff lunch	3 Tables	\$3,000
Give Kids the World		\$1,000
Give Kids the World Gala		\$800
Holocaust Dinner of Tribute		\$3,000
Junior Achievement Hall of Fame	Dinner Table for 8 <i>(cost shared with Community Rel.)</i>	\$2,500
Legacy of Champions		\$750
Misc. Sponsorships		\$3,000
National Consortium of Academics and Sports (NCAS) Giant Steps Awards		\$500
Orlando Business Journal (OBJ) 40 under 40		\$1,250
Orlando Magic Youth Foundation Wine Festival and Auction		\$3,000
Orlando Shakespeare		\$2,000
Rosen College of Hospitality Management Pineapple Ball		\$500
UCF Diversity Breakfast		\$600
UCF Basketball Tipoff		\$1,000
University Club Golf Tournament	Luncheon	\$1,000
		<b>\$41,650</b>



## Trustee Engagement

### Upcoming Events

As the November 3 Election Day approaches, several Hob Nobs are being scheduled to give candidates and voters a chance to mix and mingle. These events are usually well attended, with UCF being well represented in both sponsorship and attendance. Virtual Hob Nobs will be a new experience for everyone involved. We will provide more details on these events as they are published.

#### June 2020

6/30	Oviedo-Winter Springs Chamber	5:30 - 7:00 p.m.	Virtual Zoom
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#### July 2020

7/9	Seminole Chamber	4:30 - 7:00 p.m.	Westin Lake Mary
7/16	African American Chamber Virtual Hob Nob	5:00 p.m.	Virtual
7/23	Hispanic (HCCMO) Virtual Hob Nob	Time TBD	Virtual
7/29	Winter Park Chamber Political Mingle	6:00 - 8:00 p.m.	Winter Park Community Center on New England
7/30	West Orange Chamber	Time TBD	Ocoee Lakeshore Center

#### October 2020

10/6	East Orlando Chamber: Pancakes and Promises/ Breakfast with the Candidates	7:30 a.m.	Location TBD
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ITEM: INFO-2

**UCF Board of Trustees**  
**Advancement Committee**  
**June 17, 2020**

**Title:** University Innovation Alliance and SUS FY12-19 Benchmarking Data

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**Background:**

UCF Foundation CEO, Mike Morsberger, provided benchmarking data comparing UCF's fundraising efforts to its peers as defined by Bentz Whaley Flessner (IGNITE campaign consultant) at the April 22, 2020, meeting of the Advancement Committee. Morsberger also provided benchmarking data for the Florida SUS institutions. UCF Board of Trustees Chair, Beverly Seay, asked that benchmarking data for the University Innovation Alliance, for which UCF is a member, be prepared and presented at the June 17, 2020, Advancement Committee meeting.

The (11) institutions that comprise the University Innovation Alliance are:

- Oregon State University
- UC Riverside
- Arizona State University
- University of Texas at Austin
- University of Kansas
- Iowa State University
- Purdue University
- Michigan State University
- Ohio State University
- Georgia State University
- University of Central Florida

The University Innovation Alliance is the leading national coalition of public research universities committed to increasing the number and diversity of college graduates in the United States.

**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

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**Submitted by:**

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

**Supporting Documentation:**

Attachment A: University Innovation Alliance and SUS FY12-19 Benchmarking Data

**Facilitators/Presenters:**

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

Attachment A

# Benchmarking & Performance Data

UCF Foundation | FY 2012 – 2019 Comparisons

University Innovation Alliance & SUS Peers



# 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 INNOVATION ALLIANCE

The logo for the University Innovation Alliance is a circular emblem composed of twelve distinct colored segments. Starting from the top and moving clockwise, the colors are: orange, yellow, light green, dark green, teal, dark teal, blue, light blue, cyan, yellow-orange, orange, and light green. The segments are arranged in a ring around a central black circle.



# University Innovation Alliance Institutions

UNIVERSITY  
INNOVATION  
ALLIANCE



- **Arizona State University**
  - Founded 1955
  - Enrollment: 119,951
- **Georgia State University**
  - Founded 1913
  - Enrollment: 52,726
- **Iowa State University**
  - Founded 1858
  - Enrollment: 33,391
- **Michigan State University**
  - Founded 1855
  - Enrollment: 49,809
- **Ohio State University**
  - Founded 1870
  - Enrollment: 68,262
- **Purdue University**
  - Founded 1869
  - Enrollment: 44,551
- **University of California-Riverside**
  - Founded 1954
  - Enrollment: 25,548
- **University of Central Florida**
  - Founded 1963
  - Enrollment: 69,525
- **University of Kansas**
  - Founded 1865
  - Enrollment: 28,423
- **University of Texas at Austin**
  - Founded 1883
  - Enrollment: 51,090
- **Oregon State University**
  - Founded 1868
  - Enrollment: 31,719





# **STATE UNIVERSITY SYSTEM OF FLORIDA**

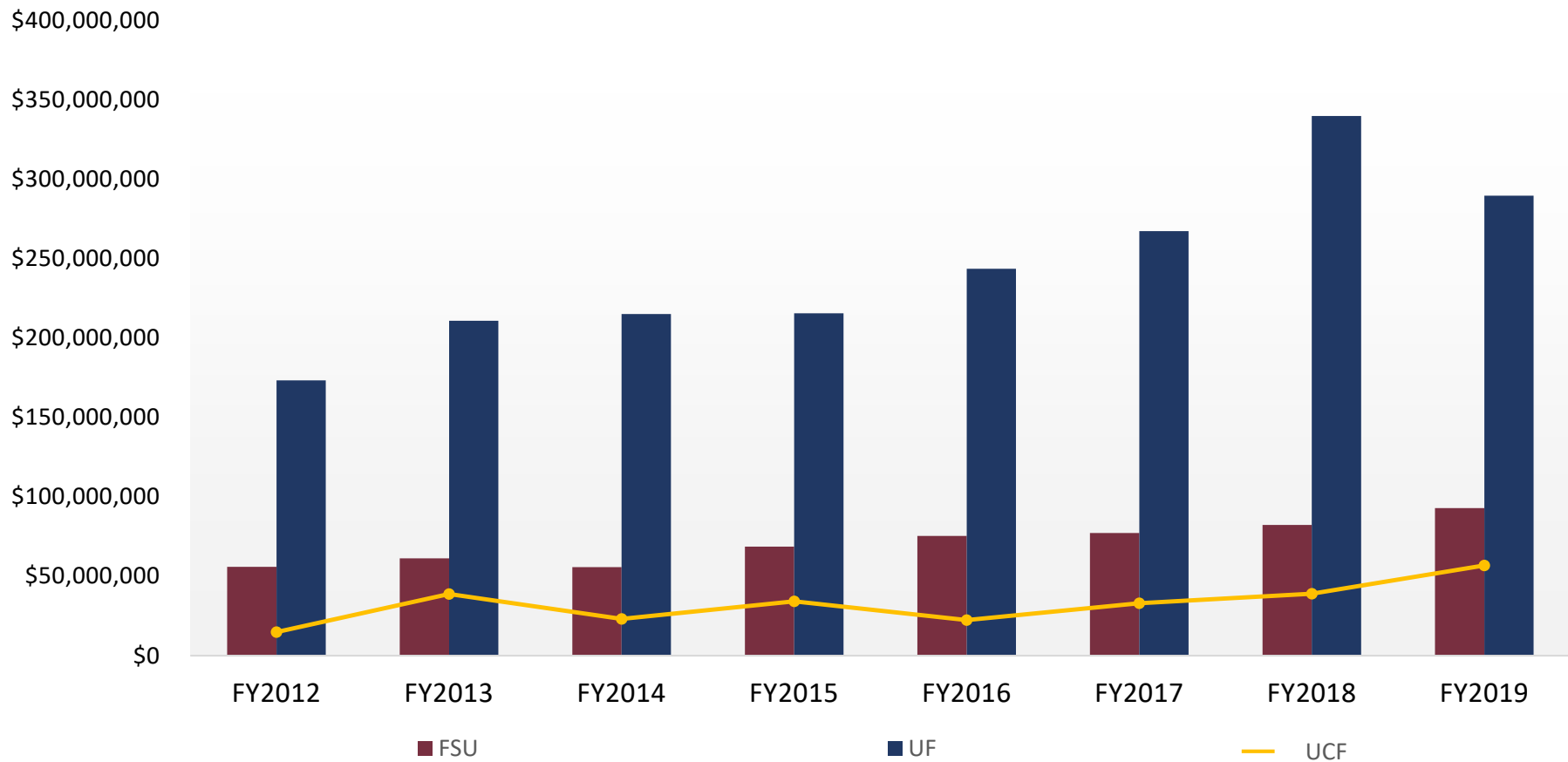
# State University System Institutions – VSE Reporters

- 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

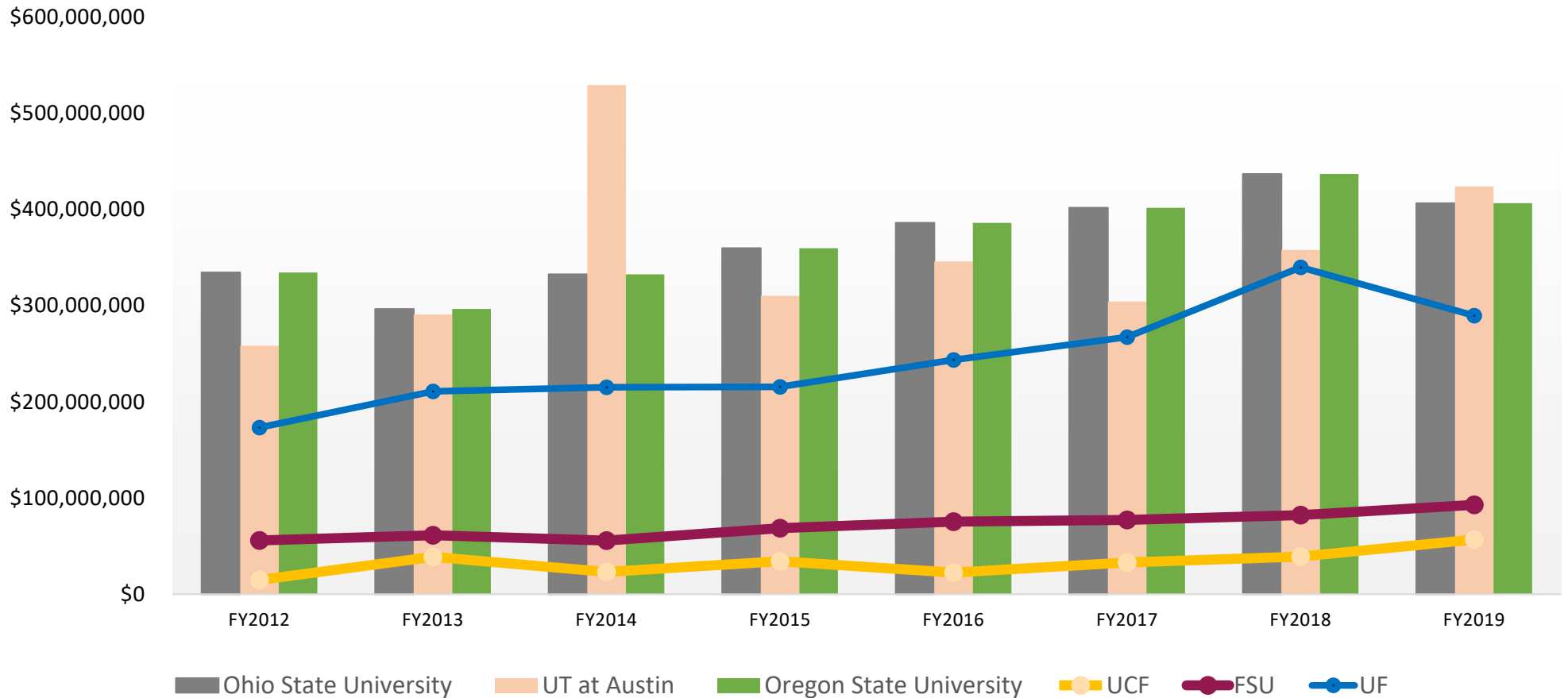
*\*Florida Polytechnic University and Florida A&M University do not participate in VSE reporting.*



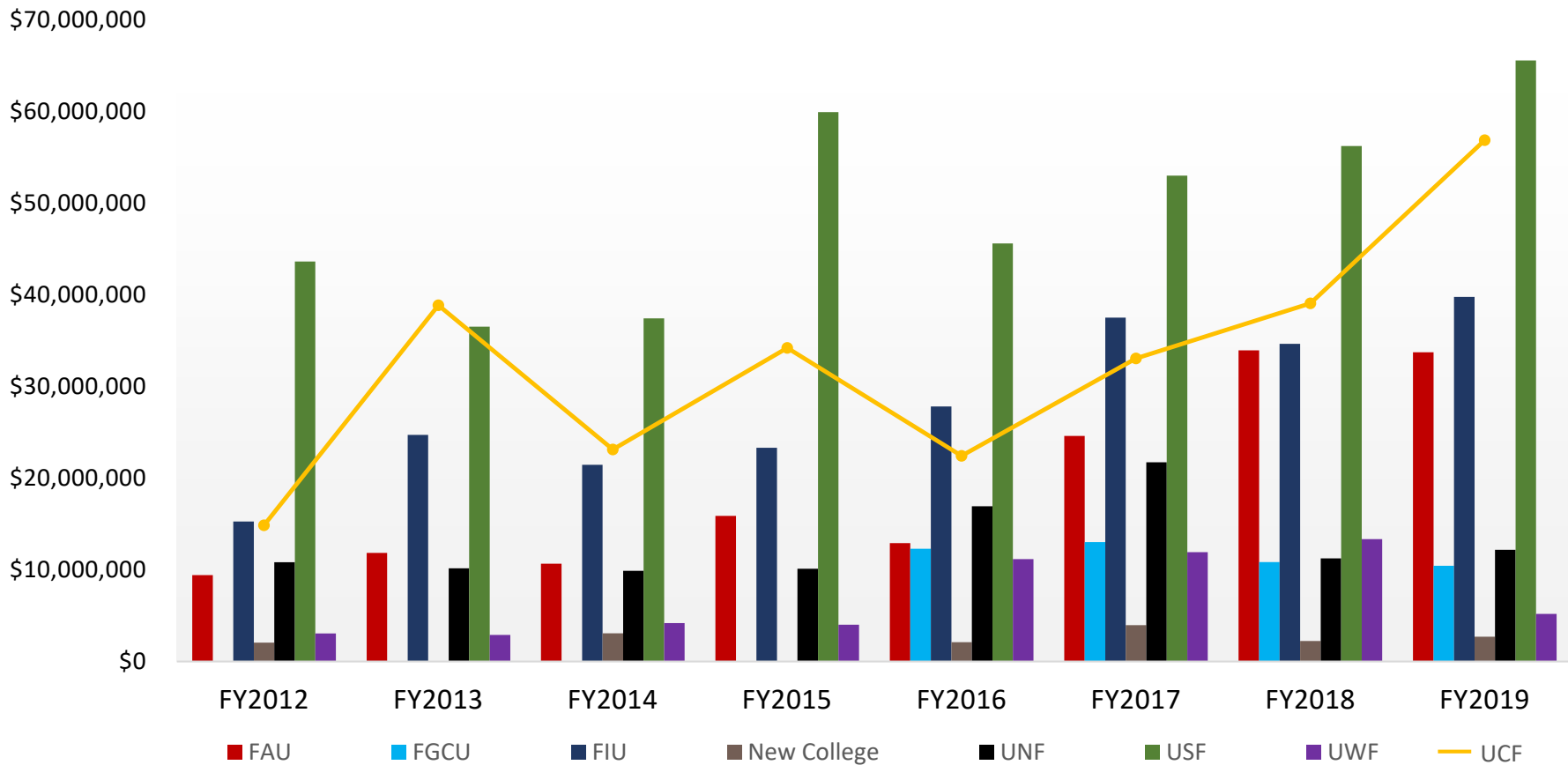
## SUS Peer Comparisons | VSE Total Giving FY12-19



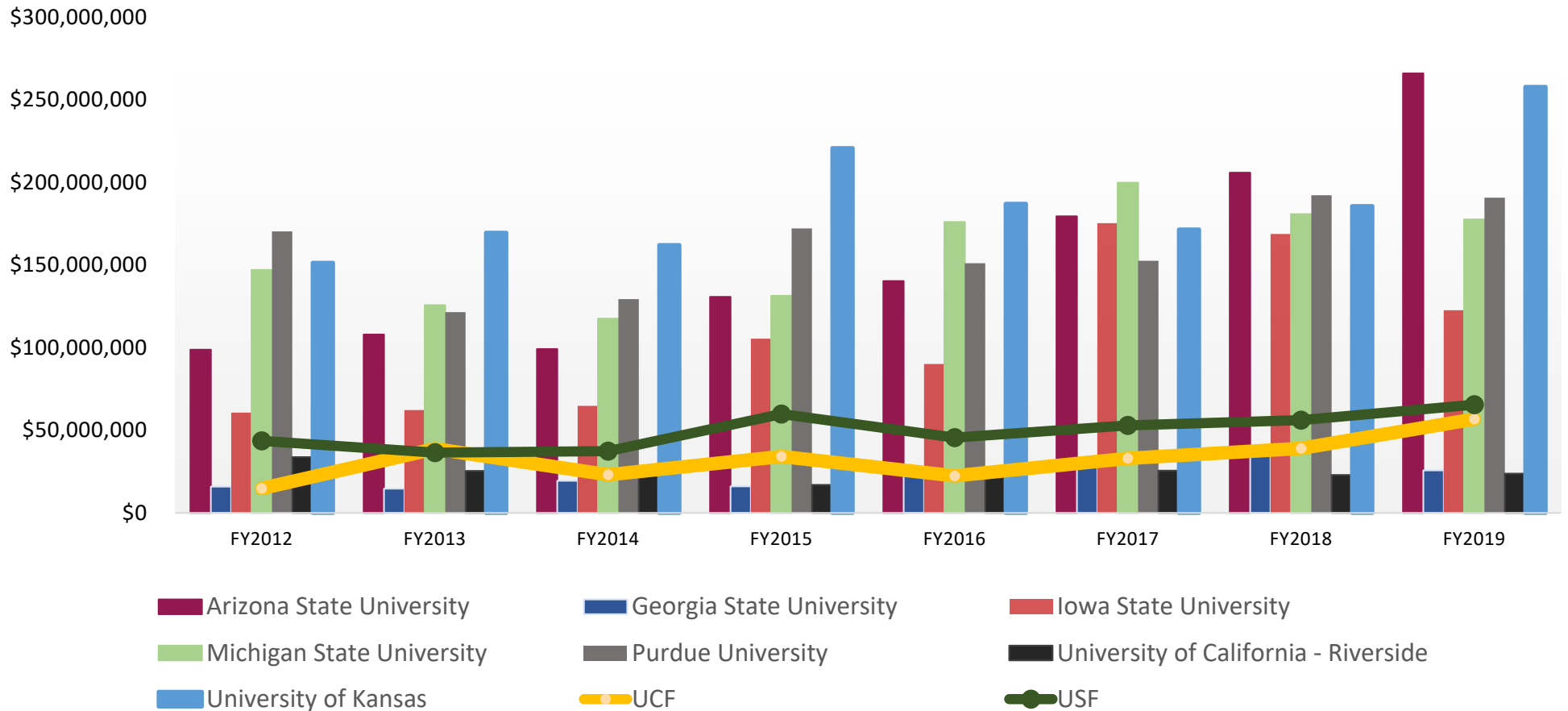
# UIA Peer Comparisons | VSE Total Giving FY12-19



# SUS Peer Comparisons | VSE Total Giving FY12-19



# UIA Peer Comparisons | VSE Total Giving FY12-19



# Sum of Three Largest Individual Gifts

UNIVERSITY  
INNOVATION  
ALLIANCE



	Arizona State University	Georgia State University	Iowa State University	Michigan State University	Ohio State University	Purdue University	University of California - Riverside	UCF	University of Kansas	UT at Austin	Oregon State University
FY2012	\$6,911,402	\$411,040	\$2,092,900	\$3,202,550	\$5,043,089	\$14,741,670	\$3,335,351	<b>\$316,731</b>	\$4,750,730	\$8,555,694	\$5,605,103
FY2013	\$6,836,102	\$1,069,606	\$2,350,155	\$6,769,787	\$22,473,697	\$6,858,690	\$2,590,306	<b>\$474,200</b>	\$8,505,150	\$5,247,380	\$4,272,900
FY2014	\$8,555,100	\$928,610	\$4,329,541	\$1,566,228	\$7,049,773	\$9,069,685	\$2,140,950	<b>\$5,050,030</b>	\$3,287,143	\$13,289,360	\$9,273,367
FY2015	\$16,025,156	\$1,537,633	\$25,794,063	\$3,127,991	\$12,557,756	\$4,176,218	\$289,000	<b>\$8,520,000</b>	\$6,037,223	\$20,033,700	\$4,595,263
FY2016	\$7,140,050	\$2,287,696	\$2,022,416	\$4,129,660	\$7,136,017	\$9,023,397	\$6,867,270	<b>\$5,260,000</b>	\$7,167,592	\$7,036,500	\$7,004,151
FY2017	\$13,302,735	\$1,397,683	\$101,902,150	\$5,646,648	\$5,970,711	\$4,911,066	\$3,829,619	<b>\$4,400,000</b>	\$4,147,213	\$16,929,972	\$4,507,436
FY2018	\$13,647,603	\$6,965,410	\$64,487,208	\$6,669,400	\$8,851,634	\$8,598,013	\$2,139,982	<b>\$3,773,766</b>	\$4,919,561	\$43,773,288	\$6,259,857
FY2019	\$88,282,527	\$2,270,514	\$11,133,846	\$11,616,727	\$30,245,000	\$11,857,726	\$2,713,575	<b>\$1,626,242</b>	\$15,079,258	\$11,597,982	\$10,166,688

(VSE Data)



# Sum of Three Largest Individual Gifts



	Florida Atlantic University	Florida Gulf Coast University	Florida International University	Florida State University	New College of Florida	University of Florida	University of North Florida	UCF	University of South Florida	University of West Florida
FY2012	\$341,212	Not Reported	\$387,116	\$3,080,736	\$150,200	\$17,825,989	\$2,823,585	<b>\$316,731</b>	\$15,839,767	\$1,115,000
FY2013	\$1,106,790	Not Reported	\$305,223	\$3,203,479	Not Reported	\$5,166,478	\$1,403,835	<b>\$474,200</b>	\$1,781,574	\$227,000
FY2014	\$359,333	Not Reported	\$1,033,000	\$3,348,568	\$195,606	\$8,248,431	\$3,176,273	<b>\$5,050,030</b>	\$5,428,344	\$227,500
FY2015	\$501,000	Not Reported	\$1,275,000	\$2,415,832	Not Reported	\$16,462,470	\$4,152,121	<b>\$8,520,000</b>	\$23,645,109	\$397,100
FY2016	\$1,030,156	\$2,565,462	\$847,620	\$3,501,920	\$151,977	\$16,535,915	\$5,712,179	<b>\$5,260,000</b>	\$7,526,557	\$7,268,419
FY2017	\$3,592,838	\$3,990,980	\$2,460,000	\$4,030,232	\$1,333,975	\$9,053,190	\$4,716,767	<b>\$4,400,000</b>	\$810	\$3,870,918
FY2018	\$12,255,476	\$733,400	\$4,700,000	\$6,822,580	\$240,000	\$18,613,970	\$1,492,106	<b>\$3,773,766</b>	\$16,547,108	\$8,157,925
FY2019	\$5,116,175	\$651,546	\$2,772,405	\$3,650,151	\$175,500	\$14,323,398	\$1,590,138	<b>\$1,626,242</b>	\$14,615,525	\$979,167

(VSE Data)

# Sum of Three Largest Corporate Gifts

UNIVERSITY  
INNOVATION  
ALLIANCE



	Arizona State University	Georgia State University	Iowa State University	Michigan State University	Ohio State University	Purdue University	University of California - Riverside	UCF	University of Kansas	UT at Austin	Oregon State University
<b>FY2012</b>	\$1,401,293	\$5,781,150	\$1,803,897	\$4,461,072	\$29,239,245	\$37,430,300	\$11,339,209	<b>\$1,032,100</b>	\$11,921,208	\$10,519,587	\$9,841,068
<b>FY2013</b>	\$5,403,678	\$3,973,178	\$1,370,611	\$4,079,504	\$5,574,625	\$12,329,375	\$3,560,809	<b>\$8,186,262</b>	\$9,204,008	\$41,771,566	\$9,564,238
<b>FY2014</b>	\$3,238,377	\$777,512	\$2,679,584	\$2,228,663	\$12,285,075	\$4,771,651	\$1,289,662	<b>\$1,481,899</b>	\$6,114,700	\$217,163,407	\$7,601,076
<b>FY2015</b>	\$1,558,353	\$617,494	\$2,210,148	\$3,592,142	\$20,863,026	\$7,779,231	\$1,056,000	<b>\$4,647,402</b>	\$10,306,648	\$6,773,248	\$6,399,370
<b>FY2016</b>	\$3,288,682	\$1,577,360	\$2,344,389	\$13,954,220	\$32,545,461	\$3,771,748	\$2,556,523	<b>\$2,393,902</b>	\$15,292,716	\$82,297,519	\$5,017,239
<b>FY2017</b>	\$18,074,509	\$11,429,135	\$2,070,662	\$4,523,382	\$24,389,300	\$5,100,000	\$1,130,821	<b>\$2,105,650</b>	\$12,454,081	\$7,347,580	\$4,892,946
<b>FY2018</b>	\$5,854,232	\$6,831,671	\$2,663,925	\$1,896,648	\$76,235,843	\$8,172,656	\$2,117,221	<b>\$4,116,605</b>	\$6,872,380	\$5,968,223	\$4,749,486
<b>FY2019</b>	\$27,560,680	\$2,812,444	\$4,245,950	\$2,024,365	\$23,389,251	\$4,595,506	\$2,614,693	<b>\$6,999,708</b>	\$13,993,769	\$19,686,308	\$4,527,286

(VSE Data)

# Sum of Three Largest Corporate Gifts



	Florida Atlantic University	Florida Gulf Coast University	Florida International University	Florida State University	New College of Florida	University of Florida	University of North Florida	UCF	University of South Florida	University of West Florida
FY2012	\$490,000	Not Reported	\$858,327	\$2,326,999	\$41,290	\$7,930,233	\$729,110	<b>\$1,032,100</b>	\$3,236,523	\$126,450
FY2013	\$1,154,518	Not Reported	\$2,685,289	\$3,892,355	Not Reported	\$30,441,944	\$570,220	<b>\$8,186,262</b>	\$2,810,326	\$292,050
FY2014	\$744,000	Not Reported	\$1,593,853	\$2,250,028	\$50,500	\$19,130,172	\$1,325,532	<b>\$1,481,899</b>	\$2,956,911	\$164,381
FY2015	\$1,020,366	Not Reported	\$1,656,320	\$3,046,566	Not Reported	\$11,010,483	\$597,366	<b>\$4,647,402</b>	\$3,027,085	\$205,928
FY2016	\$460,114	\$420,415	\$1,912,100	\$3,428,896	\$15,000	\$11,010,483	\$1,321,601	<b>\$2,393,902</b>	\$2,714,925	\$214,298
FY2017	\$719,947	\$398,360	\$4,397,486	\$2,287,255	\$27,500	\$35,287,111	\$9,594,550	<b>\$2,105,650</b>	\$6,738,806	\$4,340,576
FY2018	\$805,000	\$511,321	\$1,125,100	\$1,169,168	\$35,000	\$11,010,483	\$600,900	<b>\$4,116,605</b>	\$1,912,443	\$1,273,000
FY2019	\$1,010,000	\$589,125	\$2,325,000	\$1,676,701	\$30,000	\$11,010,483	\$1,254,325	<b>\$6,999,708</b>	\$4,397,138	\$668,147

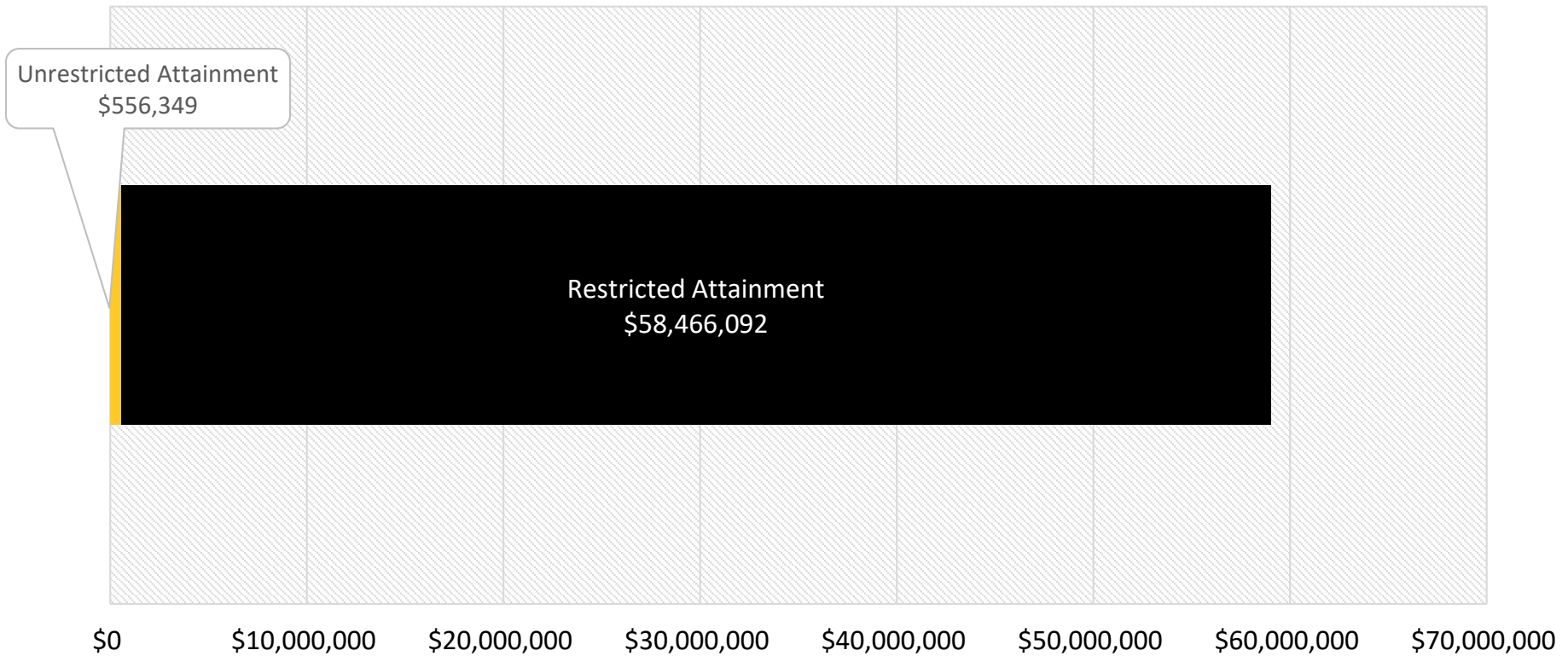
(VSE Data)

# UCF Foundation

▪ 2020 Facts & Figures -



# 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 06/15/2020



# Questions



**ITEM: ADVC-1**

**UCF Board of Trustees**  
**Advancement Committee**  
**June 17, 2020**

**Title:** Proposed Change to UCF Collegiate License Plate Revenue Allocations

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**Background:**

The University of Central Florida receives revenues from UCF collegiate license plate sales from the State of Florida. Since the redesign and active marketing of the UCF license plate, these revenues have increased annually.

Florida law [s. 320.08058(3)(b)] requires each state university to submit a plan for the expenditure of funds generated from the sale of collegiate license plates to the Board of Governors (BOG) for approval. These funds may only be used for academic enhancement, including scholarships and private fundraising activities. Further, BOG Regulation 9.014 requires the universities to submit for BOG review and approval any deviation of more than 10 percent from a previously approved expenditure plan.

UCF is proposing the following change to its current revenue allocations for Board approval.

**CURRENT: The current approved plan for UCF allocates revenue as follows:**

All revenue	<b>20 percent to Scholarships</b> <b>30 percent to Fundraising</b> <b>50 percent to Academic Enhancement</b>
-------------	--

**PROPOSED: The new plan would allocate UCF license plate revenue as follows:**

All revenue	<b>70 percent to Scholarships</b> - <i>revenues will be directed to meet the First Generation Scholarship 2 to 1 match opportunity</i> <b>30 percent to Academic Enhancement</b>
-------------	---

The proposed change increases the total amount of revenues directed to scholarships. These funds will be directed to UCF First Generation scholarships to maximize the State of Florida's 2 to 1 match contribution. This proposed plan would need to be submitted to the Florida Board of Governors for final approval.

**Issues to be Considered:**

Does the proposed reallocation of UCF License Plate revenues benefit the University and its students?

**Alternatives to Decision:**

The current expenditure plan would remain unchanged; alternative expenditure percentages could be considered.

**Fiscal Impact and Source of Funding:**

This change increases UCF's access to available state matching funds for the First Generation Matching Grant Program.

**Recommended Action:**

Approve the updated expenditure plan as presented.

**Authority for Board of Trustees Action:**

Section 320.08058(3)(b), Florida Statutes  
Board of Governors Regulation 9.014

**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

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**Submitted by:**

Patrick Burt, Associate Vice President for Communications and Marketing

**Supporting Documentation:**

Attachment A: Memorandum to President Cartwright  
Attachment B: Expenditure Detail  
Attachment C: Enhancement Board of Governors Regulation 9.014

**Facilitators/Presenters:**

Patrick Burt, Associate Vice President for Communications and Marketing





UNIVERSITY OF CENTRAL FLORIDA

**Advancement | UCF Foundation, Inc**

12424 Research Parkway, Suite 250  
Orlando, FL 32826-3208

**MEMO**

**To:** Alexander Cartwright

**From:** Michael Morsberger

**Date:** 06/10/2020

**Re:** Proposed change to UCF state license plate revenue allocations

Dr. Cartwright,

The University of Central Florida receives revenues from UCF specialty license plate sales from the State of Florida. Since the redesign and active marketing of the UCF license plate, these revenues have increased annually.

Florida law [s. 320.08058(3)(b)] requires each state university to submit a plan for the expenditure of funds generated from the sale of collegiate license plates to the Board of Governors (BOG) for approval. These funds may only be used for academic enhancement, including scholarships and private fundraising activities. Further, BOG Regulation 9.014 requires the universities to submit for BOG review and approval any deviation of more than 10 percent from a previously approved expenditure plan.

Accordingly, I propose the following change to UCF's current revenue allocations for review and approval by UCF's Board of Trustees, and if approved, for submission to the Board of Governors:

**CURRENT: The current approved plan for UCF allocates revenue as follows:**

All revenue	<b>20 percent to Scholarships</b> <b>30 percent to Fundraising</b> <b>50 percent to Academic Enhancement</b>
-------------	--

**PROPOSED: The new plan would allocate UCF license plate revenue as follows:**

All revenue	<b>70 percent to Scholarships</b> - <i>revenues will be directed to meet the First Generation Scholarship 2 to 1 match opportunity</i> <b>30 percent to Academic Enhancement</b>
-------------	---

The proposed change increases the total amount of revenues directed to scholarships. These funds will be directed to UCF First Generation scholarships to maximize the State of Florida's 2 to 1 match contribution. This proposed plan will need to be submitted to the UCF Board of Trustees, and then to the Florida Board of Governors for final approval.

If you agree with the proposed changes to UCF's plan, please sign and date below and return a copy of this memo to me and I will work with board staff to submit for Board of Trustees approval. Thank you for considering this request.

Michael J. Morsberger

Vice President for Advancement and CEO, UCF Foundation, Inc.

Alexander N. Cartwright  
President

**Alexander  
Cartwright**

Digitally signed by  
Alexander Cartwright  
Date: 2020.06.11  
11:11:07 -04'00'

Date **June 11, 2020**

Advancement | UCF Foundation, Inc.

**Attachment B**

<b>FY17 License Plate Fund-Academic Affairs Overview</b>	
<b><u>Revenue</u></b>	
Quarter 1	\$ 41,961.95
Quarter 2	\$ 63,510.98
Quarter 3	\$ 52,859.92
Quarter 4	\$ 54,919.14
<b>Total Revenue</b>	<b>\$ 213,251.99</b>
<b><u>Transfers (Out):</u></b>	
Burnett Honors College	\$ 100,000.00
Student Development & Enrollment Services	\$ 20,700.00
<b>Total Transfers (Out)</b>	<b>\$ 120,700.00</b>
<b><u>Direct Expenditures</u></b>	
Founder's Day Faculty Awards	\$ 53,740.43
Founder's Day Student Scholarships	\$ 7,500.00
Undergraduate Student Research Support	\$ 6,736.46
<b>Total Expenditures</b>	<b>\$ 67,976.89</b>
<b>Remaining Balance</b>	<b>\$ 24,575.10</b>

\*\*

\*\*Unspent dollars are transferred to the UCF Foundation

FY18 License Plate Fund-Academic Affairs Overview		
<b><u>Revenue</u></b>		
Quarter 1	\$	71,850.21
Quarter 2	\$	79,410.64
Quarter 3	\$	61,613.61
Quarter 4	\$	66,503.07
<b>Total Revenue</b>	<b>\$</b>	<b>279,377.53</b>
<b><u>Transfers (Out):</u></b>		
Burnett Honors College	\$	100,000.00
Student Development & Enrollment Services	\$	20,700.00
<b>Total Transfers (Out)</b>	<b>\$</b>	<b>120,700.00</b>
<b><u>Direct Expenditures</u></b>		
Founder's Day Faculty Awards	\$	60,480.00
Founder's Day Student Scholarships	\$	7,500.00
Undergraduate Student Research Support	\$	7,755.93
<b>Total Expenditures</b>	<b>\$</b>	<b>75,735.93</b>
<b>Remaining Balance</b>	<b>\$</b>	<b>82,941.60</b>

\*\*

**\*\*Unspent dollars are transferred to the UCF Foundation**

FY19 License Plate Fund-Academic Affairs Overview		
<b><u>Revenue</u></b>		
Quarter 1	\$	61,094.71
Quarter 2	\$	99,901.68
Quarter 3	\$	70,150.02
Quarter 4	\$	81,901.63
<b>Total Revenue</b>	<b>\$</b>	<b>313,048.04</b>
<b><u>Transfers (Out):</u></b>		
Burnett Honors College	\$	100,000.00
Student Development & Enrollment Services	\$	20,700.00
<b>Total Transfers (Out)</b>	<b>\$</b>	<b>120,700.00</b>
<b><u>Direct Expenditures</u></b>		
Founder's Day Faculty Awards	\$	56,160.00
Founder's Day Student Scholarships	\$	7,500.00
Music Licenses	\$	60,635.35
Undergraduate Student Research Support	\$	13,100.49
<b>Total Expenditures</b>	<b>\$</b>	<b>137,395.84</b>
<b>Remaining Balance</b>	<b>\$</b>	<b>54,952.20</b>

\*\*

**\*\*Unspent dollars are transferred to the UCF Foundation**

FY20 Year-To-Date License Plate Fund-Academic Affairs Overview		
<b><u>Revenue</u></b>		
Quarter 1	\$	78,131.46
Quarter 2	\$	120,007.57
Quarter 3	\$	90,241.86
<b>Total Revenue</b>	<b>\$</b>	<b>288,380.89</b>
<b><u>Transfers (Out):</u></b>		
Burnett Honors College	\$	99,000.00
Student Development & Enrollment Services	\$	15,525.00
<b>Total Transfers (Out)</b>	<b>\$</b>	<b>114,525.00</b>
<b><u>Direct Expenditures</u></b>		
Music Licenses	\$	70,618.28
Undergraduate Student Research Support	\$	5,391.56
<b>Total Expenditures</b>	<b>\$</b>	<b>76,009.84</b>
<b>Remaining Balance</b>	<b>\$</b>	<b>97,846.05</b>

\*\*

**\*\*Unspent dollars are transferred to the UCF Foundation**

Advancement Committee Meeting - New Business

<b>Burnett Honors College Initiatives</b>	<b>FY17</b>	<b>FY18</b>	<b>FY19</b>	<b>FY20 YTD</b>	<b>Grand Total</b>
Honors Fall Symposium Course (required of all incoming honors freshman and second year entrants)	\$ 6,567.01	\$ 6,318.87	\$ 27,036.21	\$ 36,464.95	\$ 76,387.04
Honors Fall/Spring Graduation Banquets	\$ 5,147.43	\$ 3,303.43	\$ 13,783.32	\$ 3,368.07	\$ 25,602.25
Honors Student attendance at UCF events	\$ 950.00	\$ 300.00			\$ 1,250.00
Honors Student Enrichment Programming & Events	\$ 5,321.56	\$ 1,846.20	\$ 1,005.47	\$ 2,948.20	\$ 11,121.43
Honors Student Scholarships	\$ 80,154.00	\$ 88,231.50	\$ 58,175.00	\$ 42,750.00	\$ 269,310.50
Prestigious Awards Student Travel Scholarships				\$ 1,910.28	\$ 1,910.28
<b>Grand Total</b>	<b>\$ 98,140.00</b>	<b>\$ 100,000.00</b>	<b>\$ 100,000.00</b>	<b>\$ 87,441.50</b>	<b>\$ 385,581.50</b>

<b>Student Development &amp; Enrollment Services Initiatives</b>	<b>FY17</b>	<b>FY18</b>	<b>FY19</b>	<b>FY20 YTD</b>	<b>Grand Total</b>
UCF Scholars Day Support	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00	\$ 40,000.00
Various Student Centered Event (See SDES event detail tab)	\$ 8,148.63	\$ 4,730.66	\$ 9,846.68	\$ 942.67	\$ 23,668.64
<b>Grand Total</b>	<b>\$ 18,148.63</b>	<b>\$ 14,730.66</b>	<b>\$ 19,846.68</b>	<b>\$ 10,942.67</b>	<b>\$ 63,668.64</b>

## Attachment C

### 9.014 Collegiate License Plates Revenues

(1) Pursuant to section 320.08058(3)(b), Florida Statutes, each university board of trustees must submit an expenditure plan to the Board of Governors for approval of all funds generated from the sale of collegiate license plates. The revenues generated may be used only for academic enhancement, including scholarships and private fund raising activities.

(2) The expenditure plan shall indicate the percentage of revenues allocated for academic enhancement, including scholarships and private fund raising activities. The expenditure plans previously approved are as follows:

	Scholarships	Fundraising	Academic Enhancement
FAMU	25%	75%	
FAU	75%	25%	
FGCU	100%		
FIU	50%	50%	
FSU	90%	10%	
NCF	50%	10%	40%
UCF	20%	30%	50%
UF	40%	60%	
USF	20%	66%	14%
UNF	70%	30%	
UWF	60%	40%	

(3) The Board of Governors Office must be notified of any deviations from the approved expenditure plan in subparagraph (2) and any deviations of more than 10 percent from the approved expenditure plan must be submitted to the Board of Governors for review and approval.

Authority: Section 7(d), Art. IX, Fla. Const.; Section 320.08058(3)(b), Florida Statute, New 11-25-13, Amended 03-30-17.