



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 noted UCF's advantageous regional position within a major metropolitan area. Discussion regarding fundraising challenges occurred. Trustee Gaekwad requested for a list of memberships held by UCF Advancement and the University be compiled and provided for review. A list of community events which UCF has representation at was also requested.

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. 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.

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: \_\_\_\_\_ Date:  
Danny Gaekwad, Chair, Advancement Committee

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