



Advancement Committee Meeting

Board of Trustees

Jun 16, 2021 11:00 AM - 11:45 AM EDT

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UNIVERSITY OF CENTRAL FLORIDA

**Board of Trustees
Advancement Committee
Virtual Meeting
June 16, 2021
11:00 – 11:45 a.m.**

Livestream: <https://ucf.zoom.us/j/97994455062?pwd=bGJma05UVTBqS1V0b3ZGVVY2aHg0Zz09>

Webinar ID: 979 9445 5062; passcode 151696

Conference call number: 1-312-626-6799, access code: 979 9445 5062

AGENDA

- | | |
|---|--|
| 1. Call to Order | Jeff Condello, <i>Chair, Advancement Committee</i> |
| 2. Roll Call | Lauren Ferguson '13,'18MPA, <i>Director of Foundation Board Relations and Development</i> |
| 3. Minutes of the April 14, 2021
Advancement Committee Meeting | Chair Condello |
| 4. New Business | |
| INFO-1 | UCF Advancement Update
Karen Cochran, <i>Acting Vice President for Advancement and Acting CEO of the UCF Foundation</i> |
| 5. Adjournment | Chair Condello |



UNIVERSITY OF CENTRAL FLORIDA

Board of Trustees
Advancement Committee Meeting
April 14, 2021
Virtual Meeting

MINUTES

CALL TO ORDER

Trustee Danny Gaekwad, Chair of the Advancement Committee, called the meeting to order at 10:30 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 Jeff Condello, Trustee Joseph Contee, Trustee Sabrina La Rosa, Trustee John Sprouls and Chair Seay (ex-officio) attended virtually. Other Trustees attending the meeting virtually included Trustee Joseph Harrington, Trustee Michael Okaty, and Trustee Alex Martins.

MINUTES

The minutes from the February 10, 2021 meeting were unanimously approved as written.

NEW BUSINESS

Trustee Gaekwad welcomed Karen Cochran, Acting Vice President for Advancement and Acting CEO of the UCF Foundation to the floor. Cochran provided opening remarks related to UCF's 2021 Day of Giving Campaign, which took place on March 24, 2021.

Cochran noted the importance and strength of the partnership between UCF Advancement and UCF Communications and Marketing on this initiative. It was also noted that this was UCF's most successful Day of Giving on record. The role alumni engagement plays in the overall success of a university and its national rankings was highlighted.

Cochran yielded the floor to Heather Junod, Associate Vice President for Alumni Engagement and Annual Giving and Patrick Burt, Associate Vice President for Communications and Marketing.

Junod and Burt provided the Advancement Committee with an overview and purpose of the Day of Giving campaign. Additional topics related to Day of Giving discussed included a digital campaign overview, challenge gifts, overall Day of Giving results, and donor demographics.

Chair Gaekwad encouraged involving the Board of Trustees in Day of Giving Challenge Gift opportunities moving forward.

Following the presentation, Trustee Sprouls commended staff on their work and encouraged them to continue such efforts. Discussion occurred regarding the importance of ease in making a gift online, available social media platforms, and a move to an increasing the number of payment options.

Trustee Gaekwad requested a brief verbal fundraising update from Cochran. It was shared that as of the April 14, 2021 meeting, the UCF Foundation was \$27M toward a \$70M stretch goal.

Trustee Gaekwad thanked the committee members for their engagement and robust discussion.

ADJOURNMENT

Trustee Gaekwad adjourned the meeting at 11:23 a.m.

Reviewed by: _____
Danny Gaekwad, Chair, Advancement Committee

Date: _____

Submitted by: _____
Janet Owen, Associate Corporate Secretary

Date: _____

UCF BOARD OF TRUSTEES

Agenda Item Summary

Advancement Committee

June 16, 2021

Title: UCF Advancement Update

☒ **Information**☐ **Information for upcoming action**☐ **Action****Meeting Date for Upcoming Action:** N/A**Purpose and Issues to be Considered:**

The Advancement Committee is charged, per its charter, with providing strategic input and oversight to the areas of Government & Community Relations, Constituent Engagement and Development, and Communications and Marketing. As part of this oversight responsibility, these areas regularly provide reports on related functions to the Advancement Committee.

Background Information:

Karen Cochran (Acting Vice President for Advancement and Acting CEO of the UCF Foundation) will provide the committee with an update on FY21 fundraising metrics and UCF Advancement initiatives.

Recommended Action:

This item is being presented as information only.

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:**

Karen Cochran, *Acting Vice President for Advancement and Acting CEO of the UCF Foundation*

Supporting Documentation:

Attachment A- UCF Advancement Update Presentation

Facilitators/Presenters:

Karen Cochran, *Acting Vice President for Advancement and Acting CEO of the UCF Foundation*

UCF Advancement Update

A report to the UCF Advancement Committee

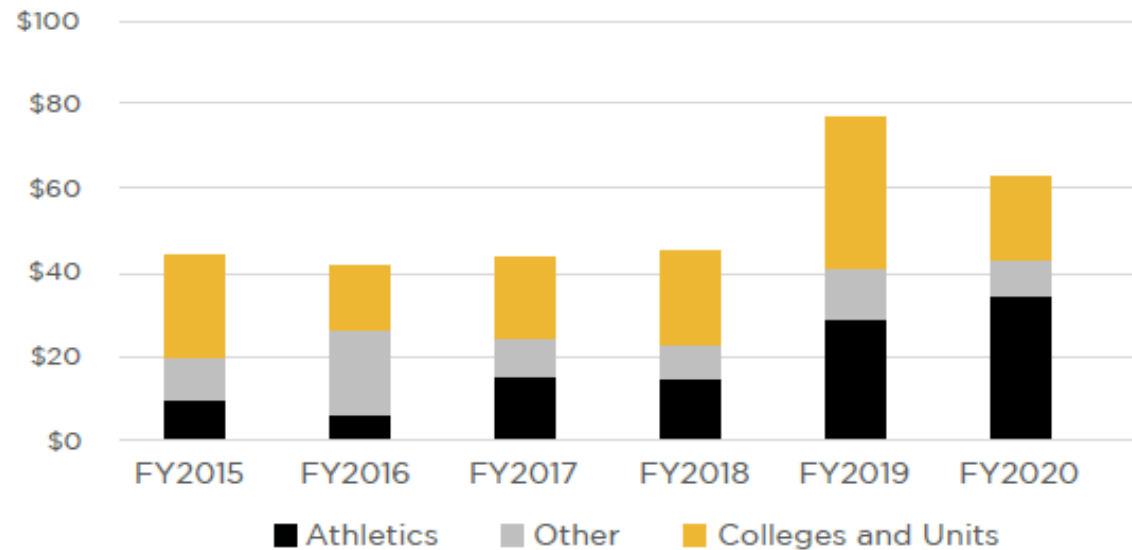
Karen Cochran

Acting Vice President

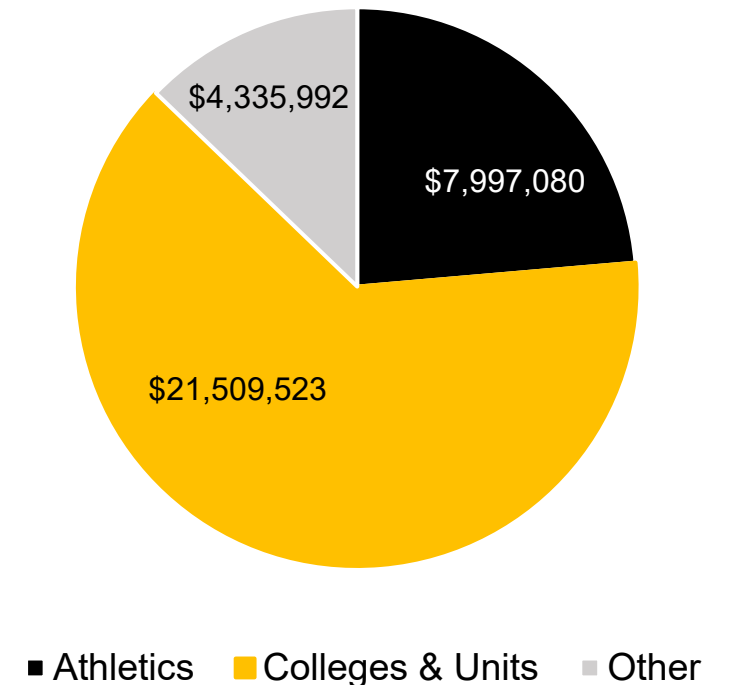
University Advancement

Outright Gifts and Commitments

FY2015 – FY20



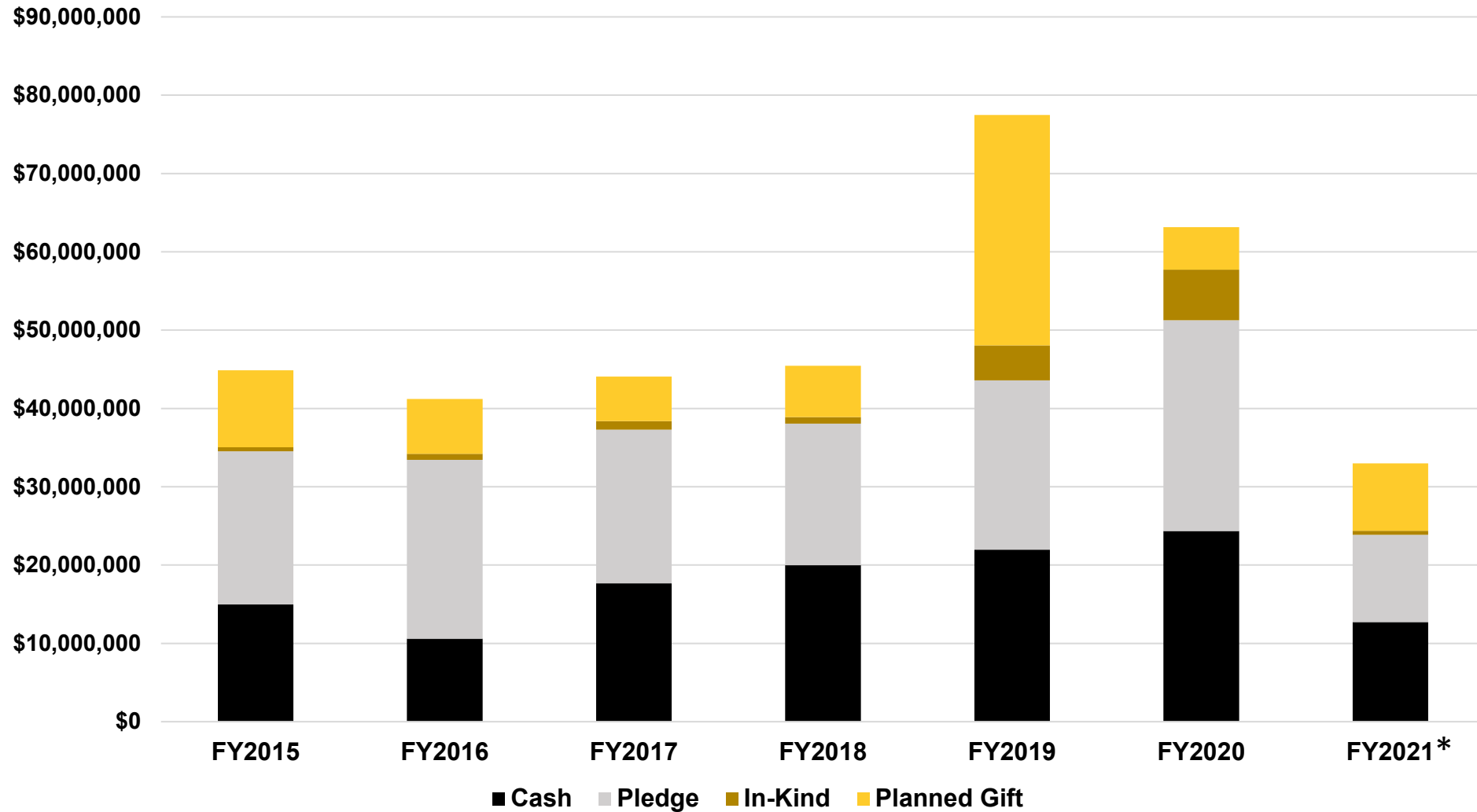
FY21 Progress*



*As of June 11, 2021



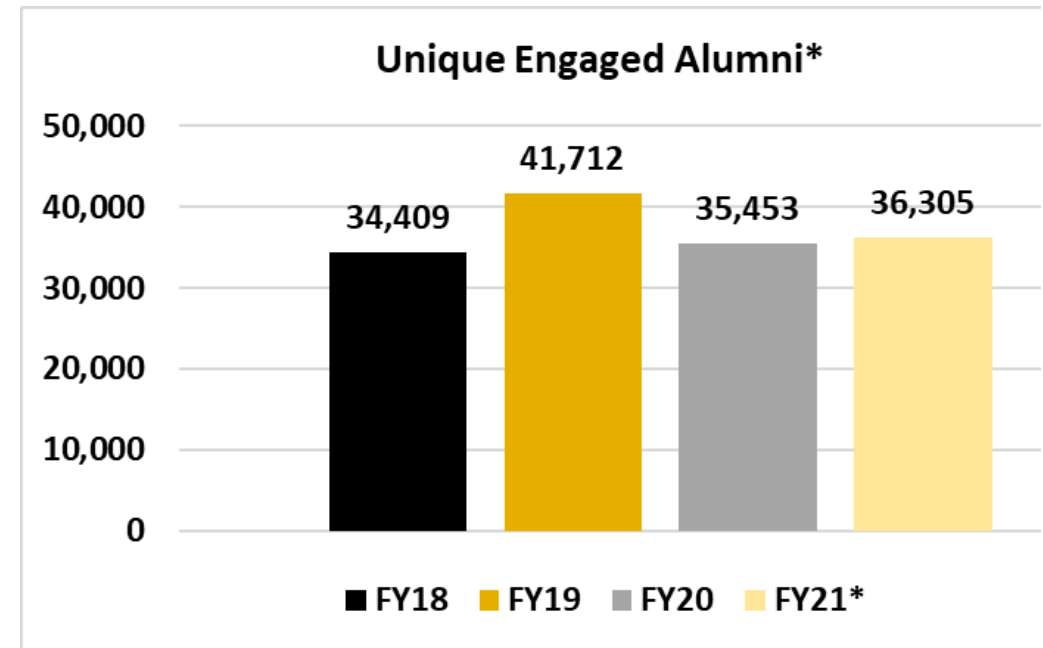
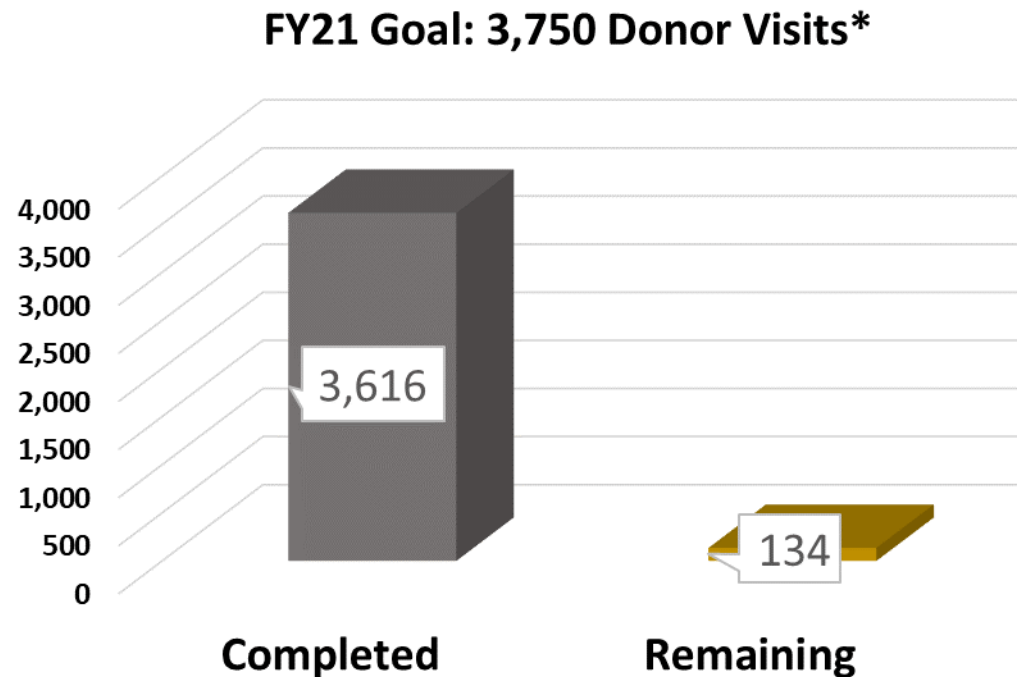
Funds By Gift Type



**As of June 4, 2021*



Donor Visits & Alumni Engagement



FY21 engagement goal of 35,000 exceeded.

**As of June 4, 2021*



Where We Are

COLLEGE / UNIT	FY21 Attainment	FY21 Goal	% to Goal
COLLEGE OF MEDICINE	\$5,995,958	\$2,500,000	240%
COLLEGE OF ARTS & HUMANITIES	\$2,757,642	\$2,100,000	131%
BURNETT HONORS COLLEGE	\$540,545	\$500,000	108%
WUCF	\$3,900,277	\$3,800,000	103%
THE ROSEN COLLEGE OF HOSPITALITY MANAGEMENT	\$240,312	\$250,000	96%
COLLEGE OF NURSING	\$806,836	\$1,000,000	81%
COLLEGE OF SCIENCES	\$1,354,709	\$2,000,000	68%
UNDERGRADUATE STUDIES	\$81,027	\$150,000	54%
COLLEGE OF HEALTH PROFESSIONS AND SCIENCES	\$347,793	\$750,000	46%
ATHLETICS	\$7,847,970	\$18,000,000	44%
COLLEGE OF BUSINESS ADMINISTRATION	\$1,396,832	\$3,200,000	44%
COLLEGE OF COMMUNITY INNOVATION AND EDUCATION	\$709,948	\$1,900,000	37%
COLLEGE OF ENGINEERING & COMPUTER SCIENCE	\$884,516	\$3,000,000	29%
COLLEGE OF OPTICS AND PHOTONICS & CREOL	\$109,688	\$400,000	27%

As of June 9, 2021

Gifts of Note from FY21

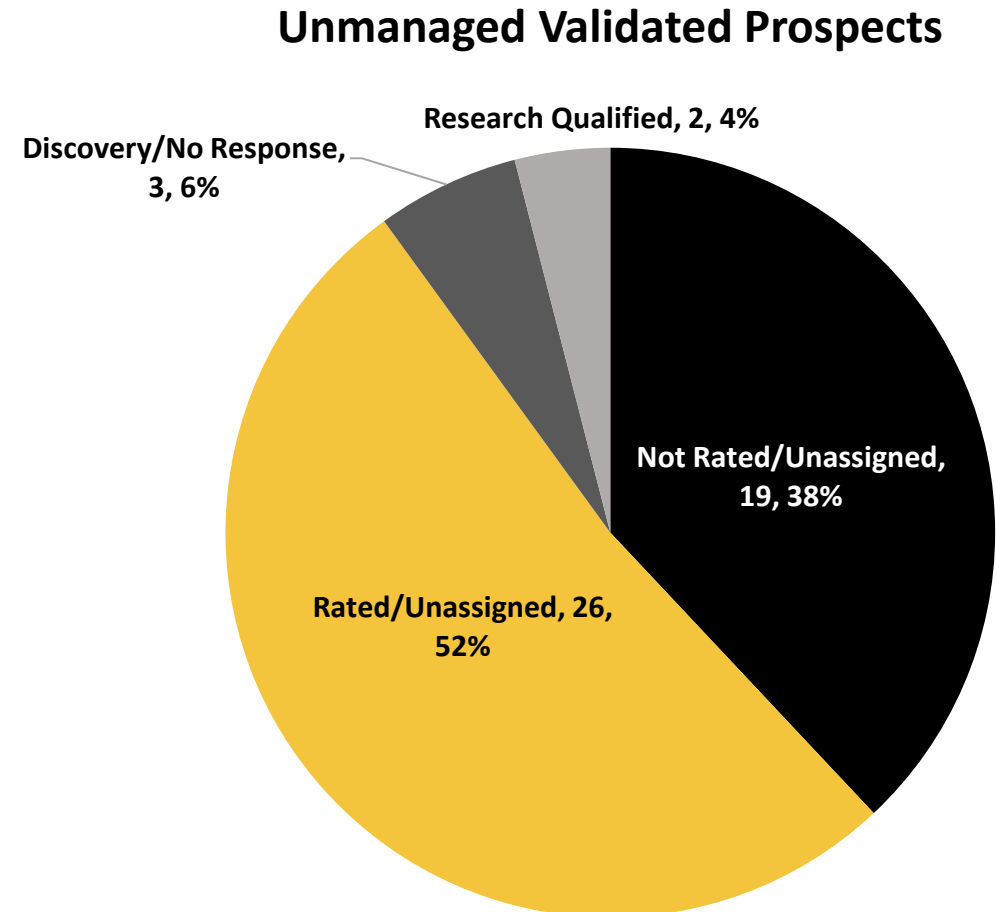
- **\$2 million in art:** Dorothy M. Gillespie Foundation
- **\$1.4 million:** Tavistock Foundation
- **Six-figure** planned gift: Jessica '80 and Kenneth Blume
- **\$280,000:** Eustace-Kwan Family Foundation
- **\$50,000:** Clay Newbill '82, producer of “Shark Tank”



Engagement and Prospect ID Meetings

110 Prospects & Donors Reviewed

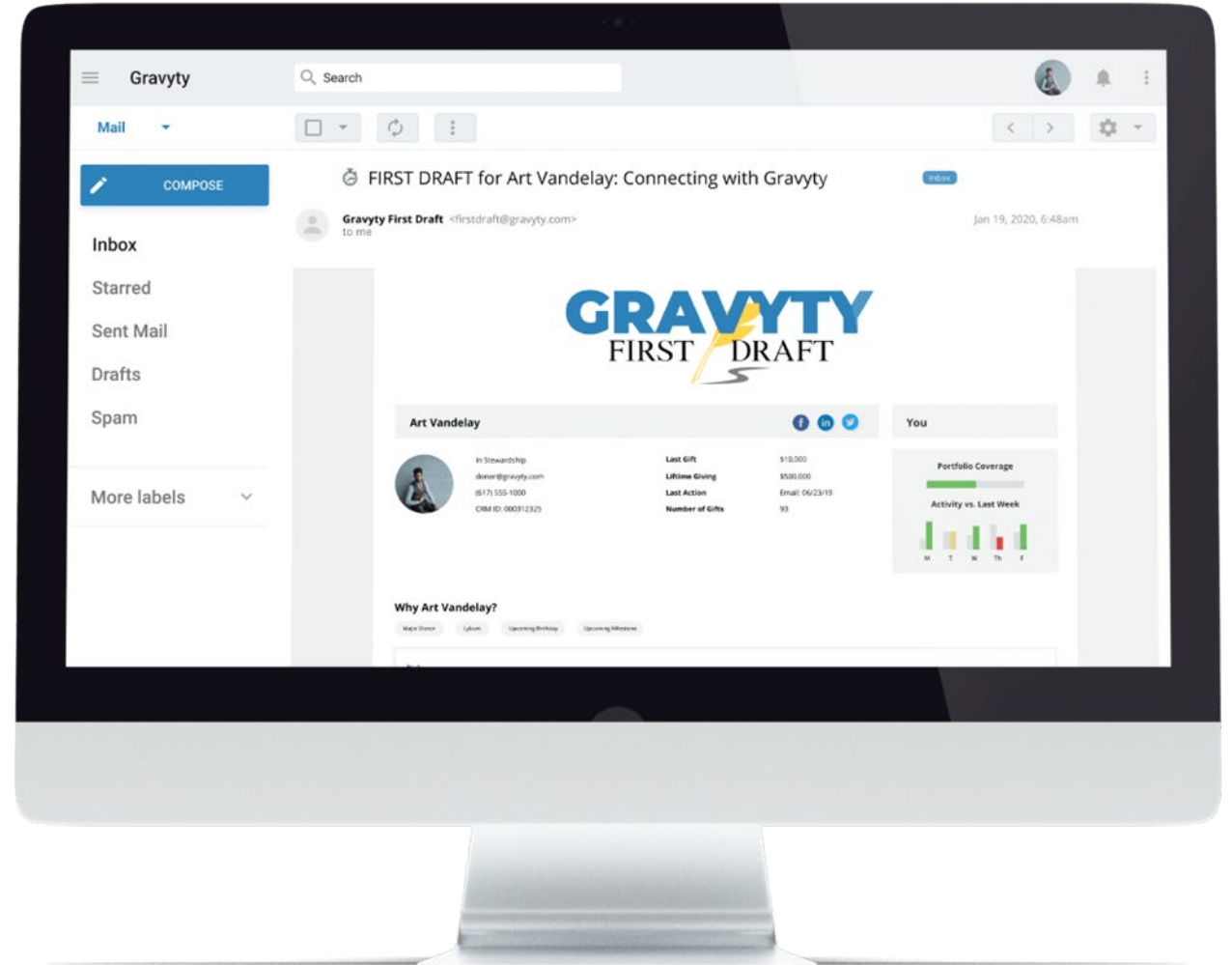
- **68 Prospects Validated**
 - **18** Existing Donor Strategies Enhanced
 - **50** Unmanaged Prospects Identified



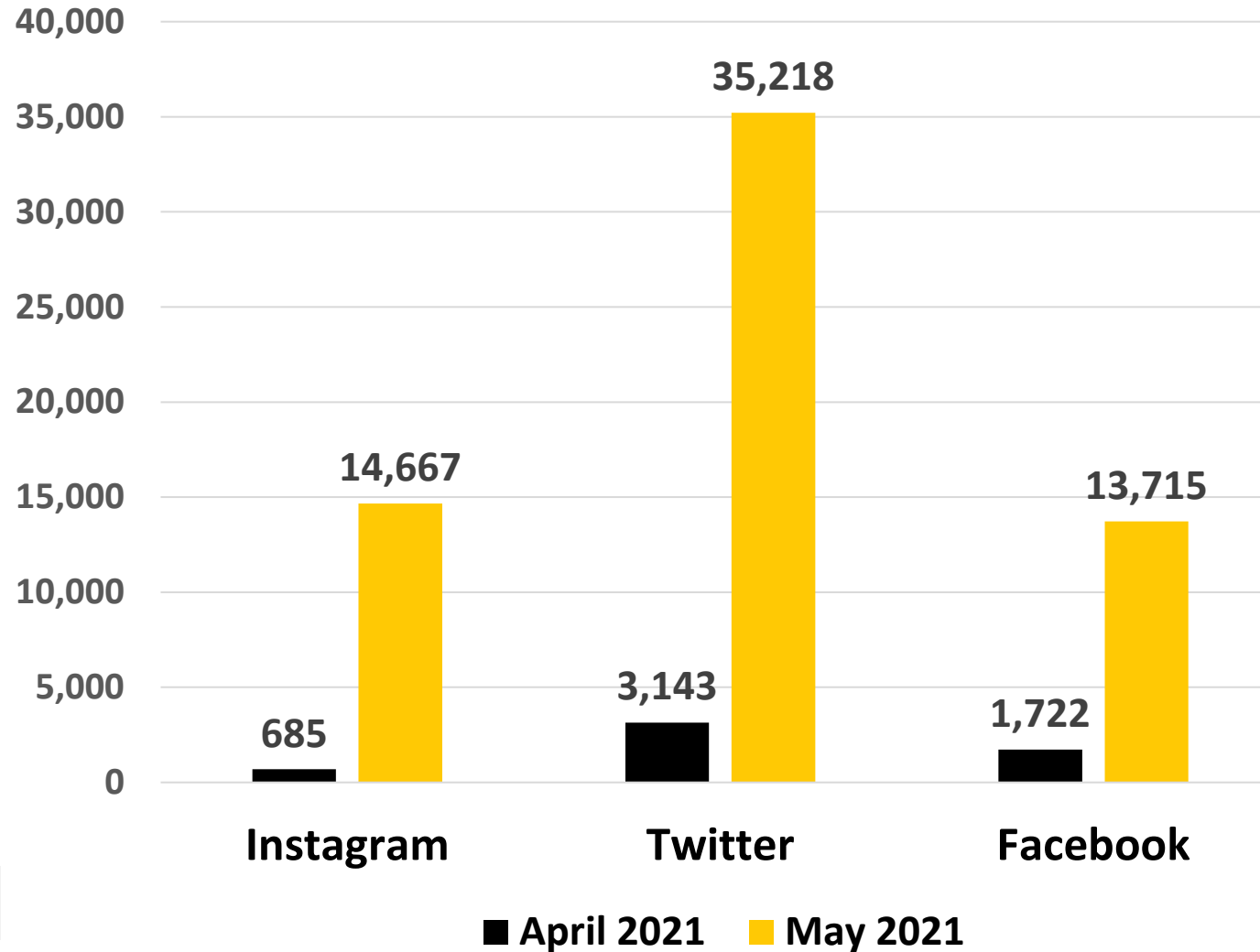
**As of June 4, 2021*

Gravyty

- Identifies the best donors at the right time for discovery, cultivation, solicitation and stewardship.
- Provides draft communications that staff can quickly edit, customize and send to the donor.
- AI learns individual staff member's writing style for enhanced customization.
- Empowers front-line fundraisers to do up to 4X more personal outreach and inspire first-time donors.



Social Media Engagement: April to May



2,041% Increase

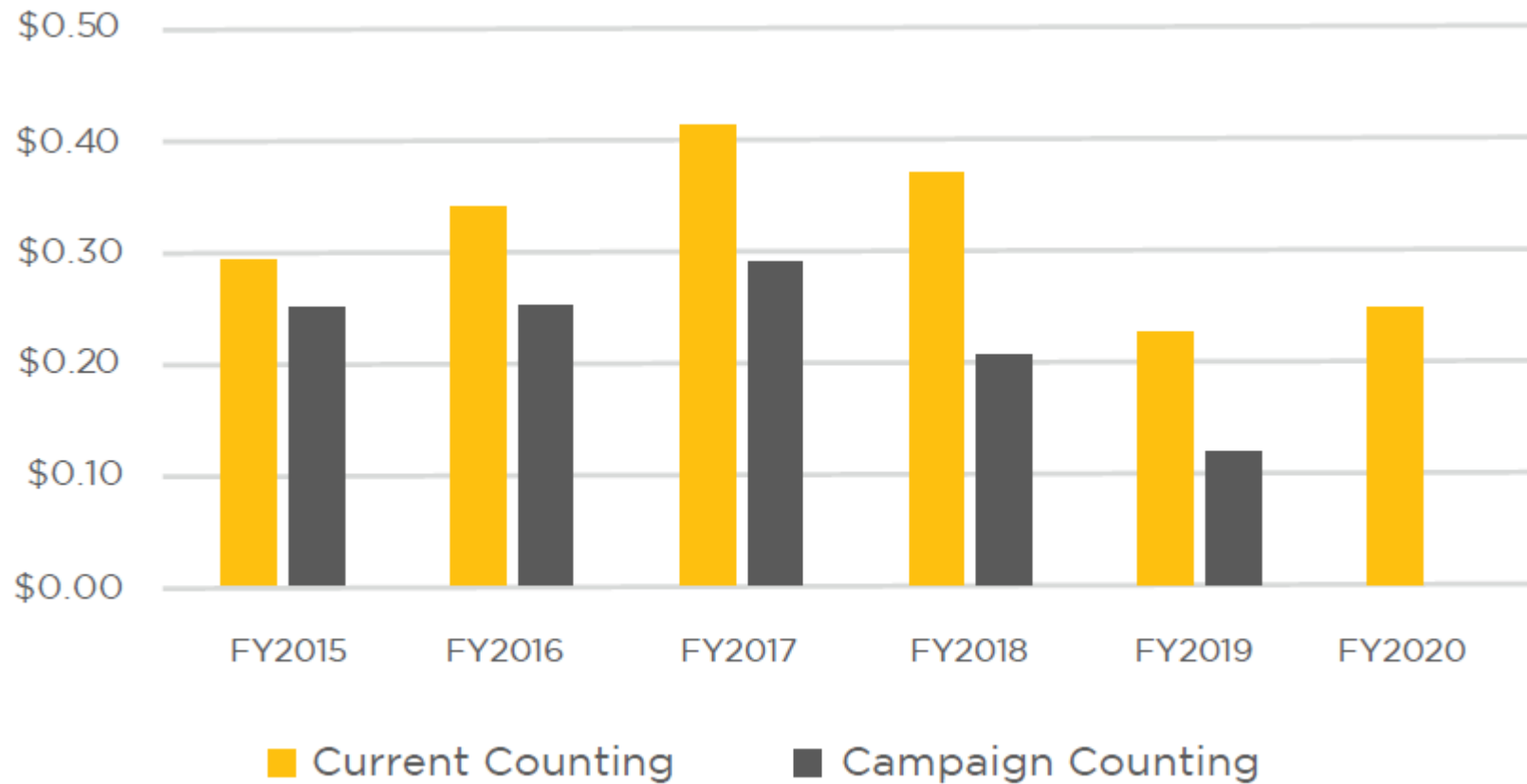


1,023% Increase



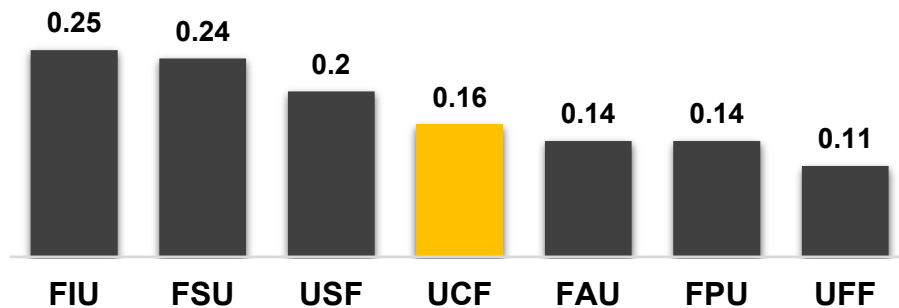
696% Increase

Cost To Raise A Dollar

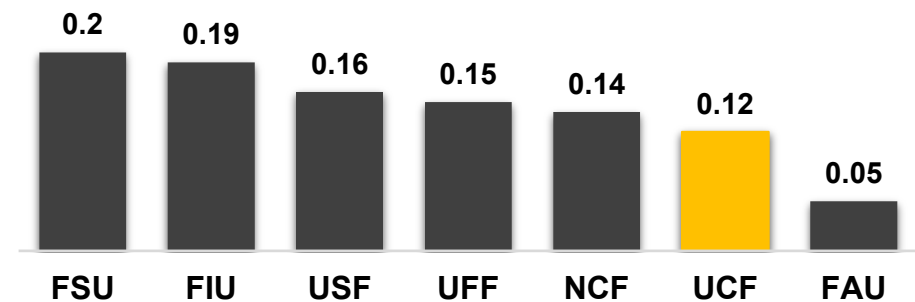


Comparative Fundraising Costs in SUS by VSE

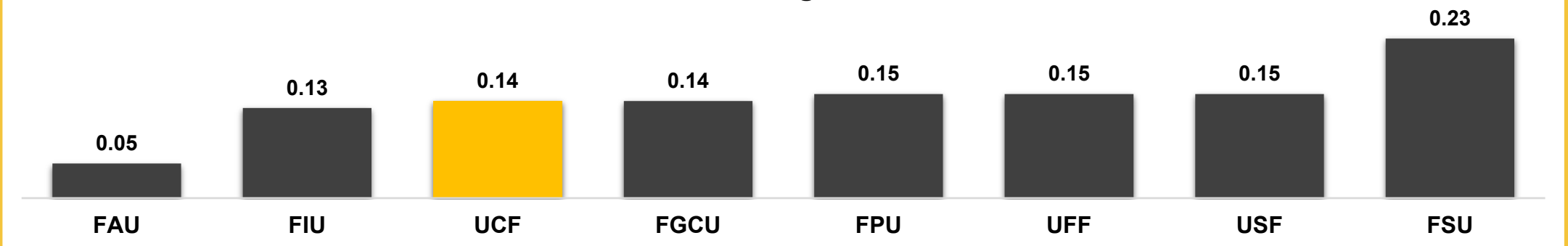
SUS Cost of Fundraising for Fiscal Year 2018



SUS Cost of Fundraising for Fiscal Year 2019



SUS Cost of Fundraising for Fiscal Year 2020



Fiscal Year 2022 Proposed Budget

	Final FY 21	Proposed FY 22	Variance	
Funding sources				
Funding from related organizations				
University funding				
Univ - E&G	\$ 10,516,804	\$ 10,520,000	\$ 3,196	0%
Univ - Auxiliary	249,696	249,696	-	0%
Univ - Other	320,000	320,000	-	0%
Total Funding from related organizations	11,086,500	11,089,696	3,196	0%
Foundation operations				
Endowment assessment	3,800,000	4,600,000	800,000	21%
Non-endowed investment earnings	1,698,050	2,000,000	301,950	18%
Current year allocation from buildings	2,000,000	2,000,000	-	0%
Alumni revenue	465,750	413,250	(52,500)	-11%
Unrestricted gift income	200,000	200,000	-	0%
Athletics Line of Credit Interest	-	90,000	90,000	0%
Total funding from operations	8,163,800	9,303,250	1,049,450	13%
Total Funding Sources	\$19,250,300	\$ 20,392,946	\$ 1,052,646	5%

Sources Impact

- University funding expected to remain flat
- Removed license plate revenue and expense
- Endowment earnings higher due to strong performance. Used 7% returns and reduced fee of 2.15%.
- Non-endowed earnings higher, but conservative at 3.4% (based on consultation with NEPC).
- \$90K interest income related to Athletics Line of Credit



Fiscal Year 2022 Proposed Budget

Uses Impact

Funding uses	Final FY 21	Proposed FY 22	Variance	
Support to university				
President's allocations	504,320	534,883	\$ 30,563	6%
Vice Presidents' allocations	352,763	322,200	\$ (30,563)	-9%
Other allocations to university	174,564	224,564	\$ 50,000	29%
Total Support to university	1,031,647	1,081,647	50,000	5%
Foundation expenses				
Salaries and benefits				
Development	6,597,062	6,636,859	39,797	1%
Administration	6,252,898	6,597,427	344,529	6%
Alumni Relations	1,786,662	1,943,733	157,071	9%
Total Salaries and Benefits	14,636,622	15,178,020	541,398	4%
Other operating				
Development	625,432	687,606	62,174	10%
Administration	2,015,473	2,175,645	160,172	8%
Alumni Relations	941,126	1,108,628	167,502	18%
Total Other operating	3,582,031	3,971,879	389,848	11%
Total Foundation expenses	18,218,653	19,149,899	931,246	5%
Total Funding Uses	\$19,250,300	\$ 20,231,546	\$ 981,246	5%
Available Excess	\$ -	\$ 161,400	\$ 71,400	

- Total of 128 FTE, no change YOY
- Anticipated salary increases of 1.5%
- \$200K for KnightVision (Workday) project
- Vacancies open for 90 days
- Additional investments in technology driven marketing strategies and campaign preparation.



Questions?

