



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: \_\_\_\_\_