



STRATEGIC PARTNERSHIPS AND ADVANCEMENT COMMITTEE

PURPOSE AND AUTHORITY

The Strategic Partnerships and Advancement Committee ("Committee") is a standing Committee of the University of Central Florida Board of Trustees ("Board"). The purpose of the Committee is to advise the Board on the University's philanthropic strategies, community engagement activities, strategic communications and marketing activities, and economic and business development activities to advance the mission of the University and bolster the institution's brand and reputation.

The Board authorizes the Committee to perform activities within the scope of its charter as follows:

- Provide oversight and strategic direction to the University's advancement, communications and marketing, community and government relations, and economic and business development activities.
- Monitor key performance indicator results, including, but not limited to, fundraising targets, alumni engagement metrics, national rankings, community engagement, brand strength and economic impact.
- Discuss and recommend to the Board strategies and actions that address pressing local, state, national, and international issues in support of the global community.
- Build positive relationships and maintain open channels of communication between the University and the Board of Governors, the Governor, the Florida Legislature, the Florida Congressional Delegation, and other public officials and leaders.
- Ensure the advancement of the University's external engagement priorities by advising the Board on opportunities to serve as advocates, ambassadors, and champions of the University's strategic goals and accomplishments.
- Perform other duties as assigned by the Board or the Board Chair.

ROLES AND RESPONSIBILITIES

As outlined in its annual work plan, the Committee will review and recommend the following to the Board for action:

- The naming of any University facility in accordance with Board of Governors Regulation 9.005 and in alignment with the University's mission and values.
- Strategic opportunities to engage or invest in strategic partnerships that impact the University's brand and reputation.
- Additional items within the Committee's scope and authority that require approval.



REPORTING RESPONSIBILITIES

- The Committee will, at the next regularly scheduled board meeting, report to the Board any action taken by the Committee.
- The Committee will promptly notify all board members of any matters within its oversight roles and responsibilities that might significantly impact the financial, legal, academic standing, or reputation of the University.

MEMBERSHIP

- The chair of the Board will appoint the chair and members of the Committee and serves as a non-voting ex officio member.
- The Committee will consist of at least three members.
- Members of the Committee will serve until their resignation or replacement by the chair of the Board.

MEETINGS AND MINUTES

- Meetings will be held not less than two times per fiscal year.
- A majority of the Committee members will constitute a quorum for the conduct of business. Action shall require a majority vote of Committee members present.
- The Committee will maintain and post written minutes of its meetings in accordance with Florida Statute 1001.71.

STAFF

- The senior vice president for external affairs and advancement will serve as the primary liaison to the Committee and delegate administrative responsibilities as necessary.
- The president or senior vice president for external affairs and advancement may call upon additional direct executive support staff to provide presentations, information, or recommendations in the scope of the Committee's charter.

CHARTER REVIEW

- The Committee will review its charter annually and recommend to the Board any changes that the Committee deems necessary.



Board of Trustees

COMMITTEE CHARTER

ADOPTION

I HEREBY CERTIFY that the University of Central Florida Board of Trustees adopted this charter at its regularly scheduled meeting on June 17, 2021.

A handwritten signature in blue ink, appearing to read "Mufu Akorin".

A handwritten date in blue ink, "July 1, 2021".

Associate Corporate Secretary
University of Central Florida Board of Trustees

Date