



UNIVERSITY OF CENTRAL FLORIDA

Board of Trustees  
Strategic Partnerships and Advancement Committee Meeting  
September 22, 2021  
Live Oak Event Center

MINUTES

**CALL TO ORDER**

Trustee Joseph Conte (Zoom), Chair of the Strategic Partnerships and Advancement Committee, called the meeting to order at 11:32 a.m. and stated that the meeting was covered by the Florida Sunshine Law and the public and press were invited to attend. Strategic Partnerships & Advancement Committee Trustee Harold Mills, Trustee Jeff Condello (Zoom), Trustee Meg Hall, Trustee Caryl McAlpin (Zoom), and Trustee John Miklos (Zoom) were in attendance. Ex Officio committee member and BOT Chair, Alex Martins was also in attendance. Trustee Beverly Seay and Trustee Joseph Harrington attended as guests.

**MINUTES**

The minutes from the June 16, 2021 meeting were unanimously approved as written.

**REPORTS**

Trustee Conte provided an update on the new format for information agenda items.

**DISCUSSION**

Trustee Conte invited Karen Cochran, Interim Vice President for Advancement and CEO, UCF Foundation, to present on the UCF Challenge. Cochran thanked Trustee Conte and yield the floor to UCF President, Alexander Cartwright, for a few opening remarks prior to her formal presentation. President Cartwright provided comments on the UCF Challenge and its ability to utilize the generous \$40M contribution from McKenzie Scott and Dan Jewett to encourage additional philanthropy.

Cochran thanked President Cartwright for his remarks. Cochran continued by providing information on the UCF Challenge – which aims to generate \$40M in new gifts to be invested in the university’s endowment, doubling the impact of the \$40M Scott/Jewett gift. Cochran noted that endowments are sought in three critical areas, which are student success, faculty excellence, and scholars’ programs.

Chair Martins commended President Cartwright on his team’s vision and approach to the UCF Challenge. Trustee Mills concurred with Chair Martins and provided comment about the importance of engaging donors at various giving levels in the UCF Challenge. Trustee Conte inquired how the Scott/Jewett gift will inspire additional philanthropy. Cochran shared that transformational gifts, such as the Scott/Jewett gift, attracts gifts of similar magnitudes through elevating the university’s reputation by endorsing the institution with their philanthropic investment. Trustee Seay inquired about UCF Advancement’s goals in relation with the UCF Challenge. President Cartwright provided additional information on the threshold to endow a fund and the benefits of the university’s endowment. Discussion occurred regarding donor participation and possible future engagement opportunities. Cochran shared she would report back with an update on the UCF Challenge at the next meeting of the Strategic Partnerships and Advancement Committee.

Cochran provided a presentation on the Philanthropic Action Plan. It was noted that the three strategic pillars of the Philanthropic Action Plan are creating a culture of philanthropy, building a sustainable enterprise, and defining and leveraging best practices. It was shared that the FY22 annual fundraising goal was \$100M. Cochran provided information on the five goals set forth in the Philanthropic Action Plan. Cochran noted that a meeting of all university deans and development officers was forthcoming to discuss college naming opportunities. Additional updates were provided on FY21 fundraising metrics and new technologies UCF Advancement was utilizing to increase their ability to reach larger numbers of prospective donors. Cochran shared data on the number of unique engaged alumni for fiscal years 2018-2021. Chair Martins inquired about what number of unique engaged alumni in each fiscal year were first-time donors. Cochran committed to following up with the requested data.

Cochran provided a snapshot of where UCF ranked in FY21 fundraising compared to Florida SUS peers. Fiscal year 2022 fundraising goals were discussed. Trustee Mills inquired if fundraising was a component of university deans’ annual performance metrics. Provost Johnson shared that fundraising goals for the deans have been soft in the past. Trustee Mills inquired if deans would have more significant goals in the future. Provost Johnson said that would be a conversation after the upcoming meeting with the deans and development officers planned for October. Trustee Mills inquired about the Alumni Association’s relationship with the UCF Foundation. Cochran shared that UCF Alumni was a department within the division of UCF Advancement. Cochran also shared that investments were being made to move the needle on alumni engagement.

## **INFORMATION**

Chair Conte shared that three information items were included in the addenda packet. Trustee Conte inquired if any committee members would like to discuss any of the provided information items. No discussion was requested.

**ADJOURNMENT**

Trustee Conte adjourned the meeting at 12:31 p.m.

Reviewed by: \_\_\_\_\_ Date: \_\_\_\_\_  
Joseph Conte, Chair, Strategic Partnerships and  
Advancement Committee

Submitted by: \_\_\_\_\_ Date: \_\_\_\_\_  
Michael Kilbride, Associate Corporate Secretary

DRAFT