



UNIVERSITY OF CENTRAL FLORIDA

Board of Trustees  
Strategic Partnerships and Advancement Committee Meeting  
February 22, 2022  
UCF Downtown Campus, DPAC 106A/106

MINUTES

**CALL TO ORDER**

Trustee Joseph Conte (Zoom), Chair of the Strategic Partnerships and Advancement Committee, called the meeting to order at 3:15 p.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 members Trustee Jeff Condello, Trustee Meg Hall, Trustee Caryl McAlpin, and Trustee John Miklos were in attendance. Ex Officio committee member and BOT Chair, Alex Martins was also in attendance. Trustee Michael Okaty, Trustee Tiffany Altizer, Trustee Joseph Harrington, and Trustee Bill Christy attended as guests.

**MINUTES**

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

**NEW BUSINESS**

No items of new business were brought forward.

**DISCUSSION**

Trustee Conte invited Patrick Burt, Associate Vice President for Communications and Marketing, to share an update on the UCF brand and how the university and others are telling the UCF story. Discussion occurred regarding opportunities to continue to amplify the reach of the UCF brand. Trustee Condello encouraged a prominent focus on students in future marketing initiatives. Chair Martins inquired to the creation of a dashboard to measure brand success. Burt noted that such a dashboard was under development. Trustee Hall recommended pursuing campus partnerships for future marketing and communications initiatives.

Trustee Conte invited Karen Cochran, Interim Vice President for Advancement and CEO, UCF Foundation, to provide an update on the UCF Challenge and fundraising to date. Cochran provided a brief update and acknowledged the dedicated work of the UCF Alumni Engagement and Annual giving team. Cochran concluded her report by yielding the floor to Heather Junod, Associate Vice President for Alumni Engagement and Annual Giving, and Patrick Burt for a UCF Day of Giving presentation.

Junod and Burt provided an overview of the 2022 UCF Day of Giving Campaign, scheduled for April 7, 2022. It was noted that Day of Giving is a 24hr campaign focused on acquiring and reactivating donors. The goal for the 2022 Day of Giving Campaign is to reach 5,000 donors and raise \$2M. Chair Martins thanked Junod and Burt for their hard work and requested that all Trustees participate in Day of Giving.

**ADJOURNMENT**

In response to Chair Alex Martins’ call for 100% Trustee participation in Day of Giving, Trustee Conte encouraged his fellow Trustees to make a philanthropic contribution in support of UCF. It was noted that staff was available to assist with any questions about UCF Day of Giving. Trustee Harrington provided suggestions for areas of support for those without a designation in mind.

Trustee Conte adjourned the meeting at 4:19 p.m.

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

Date: \_\_\_\_\_

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

Date: \_\_\_\_\_