



February 22, 2022 Strategic Partnerships and Advancement Committee

Board of Trustees

UCF Downtown Campus, DPAC 106A/106

Feb 22, 2022 3:15 PM - 4:45 PM EST

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Board of Trustees Meeting
Strategic Partnerships & Advancement Committee
February 22, 2022, 3:15 p.m. – 4:15 p.m. or upon adjournment of previous committee meeting
UCF Downtown Campus, DPAC 106A/106

Livestream: <https://ucf.zoom.us/j/99732242482?pwd=d1pNQ09BVTk5OXozUzJnQnlCT2pBdz09>
Conference call number: (929) 205-6099 | Webinar ID: 997 3224 2482 | Meeting ID: 997 3224 2482

AGENDA

- | | |
|--|---|
| 1. Call to Order and Welcome | Joseph Conte, <i>Chair, Strategic Partnerships & Advancement Committee</i> |
| 2. Roll Call | Lauren Ferguson '13,'18MPA, <i>Director of Foundation Board Relations and Development</i> |
| 3. Minutes of the November 16, 2021, meeting | Chair Conte |
| 4. New Business | |
| 5. Discussion (45 minutes) | |
| DISC – 1 | UCF Brand: Telling the UCF Story
Patrick Burt, <i>Associate Vice President for Communications and Marketing</i> |
| DISC – 2 | UCF Day of Giving
Heather Junod, <i>Associate Vice President for Alumni Engagement and Annual Giving</i>
Patrick Burt |
| 6. Adjournment | Chair Conte |



UNIVERSITY OF CENTRAL FLORIDA

Board of Trustees
Strategic Partnerships and Advancement Committee Meeting
November 16, 2021
Neptune Community Multipurpose Room 195

MINUTES

CALL TO ORDER

Trustee Joseph Conte, 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 and Advancement Committee Trustee Harold Mills, Trustee Jeff Condello (Zoom), Trustee Meg Hall, Trustee Caryl McAlpin, and Trustee John Miklos (Zoom) were in attendance. Ex Officio committee member and BOT Chair Alex Martins was also in attendance. Trustee Beverly Seay, Trustee Tiffany Altizer, and Trustee Joseph Harrington attended as guests.

MINUTES

The minutes from the September 22, 2021, meeting were unanimously approved as written.

ACTION

President Alexander Cartwright recognized Dale Ketcham, Vice President for Government and External Relations at Space Florida, and thanked him for his organization's partnership with UCF.

Dr. Elizabeth Klonoff, Vice President for Research and Dean of the College of Graduate Studies, provided an overview of the opportunity to rename UCF's Center for Microgravity Research to The Stephen W. Hawking Center for Microgravity Research and Education. Klonoff noted that if approved, this would be the first research center in the United States to use Dr. Hawking's name.

A motion was made by Trustee McAlpin to recommend the approval of renaming UCF's Center for Microgravity Research to The Stephen W. Hawking Center for Microgravity Research and Education to the Board of Trustees. Trustee Mills seconded the motion. The motion passed unanimously.

DISCUSSION

Trustee Conte invited Karen Cochran, Interim Vice President for Advancement and Interim CEO, UCF Foundation, to provide an update on the UCF Challenge. Cochran provided a review of the major gift cycle and an update on the results of prospect identification meetings with members of the Board of Trustees and UCF Foundation Board.

Cochran shared information on the solicitations made or planned for FY22 by quarter and the FY22 fundraising pipeline. Cochran noted that the UCF Challenge continued to bring about positive fundraising results, which included 17 match requests, 2 gifts in negotiation, and 2 closed gifts of \$1M.

Cochran addressed inquiries related to engaging alumni in the UCF Challenge that occurred at the September meeting of the Strategic Partnerships and Advancement Committee. Recommendations provided to address engaging alumni included matching the spendable portion of endowments created by UCF alumni in support of the UCF Challenge as well as creating a matching incentive for the Day of Giving Campaign. Discussion occurred regarding these recommendations.

Trustee Harrington inquired as to how UCF Advancement was building a culture of philanthropy among current students. Cochran shared that several initiatives surrounding student engagement are coordinated by the department of Alumni Engagement and Annual Giving. Cochran also noted that creating more opportunities for students to see philanthropy in action on campus, such as donor walls and commemorative signage, would be crucial to continue fostering a culture of philanthropy.

NEW BUSINESS

Chair Conte inquired if any members of the committee had additional items to bring forward. No additional business was brought forward.

ADJOURNMENT

Trustee Conte adjourned the meeting at 4:15 p.m.

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

Date: _____

Submitted by: _____
Michael Kilbride, Associate Corporate Secretary

Date: _____



Board of Trustees
Strategic Partnerships & Advancement Committee
February 22, 2022

DISC-1: UCF Brand: Telling the UCF Story

☐ Information

☒ Discussion

☐ Action

Meeting Date for Upcoming Action: N/A

Purpose and Issues to be Considered:

The purpose of this item is to update and share with the committee targeted marketing activities that tell the UCF story in new ways or to new audiences.

Background Information:

UCF Communications and Marketing is engaged in building an omnichannel marketing strategy to raise awareness for UCF, its student outcomes, faculty accomplishments and excellence, and innovative research occurring every day. This presentation is an overview of new activities to promote UCF to peer and influential audiences to raise awareness, rankings, and reputation of the university within those audiences.

Recommended Action:

N/A

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:

Patrick Burt, Associate Vice President, Communications and Marketing



Board of Trustees

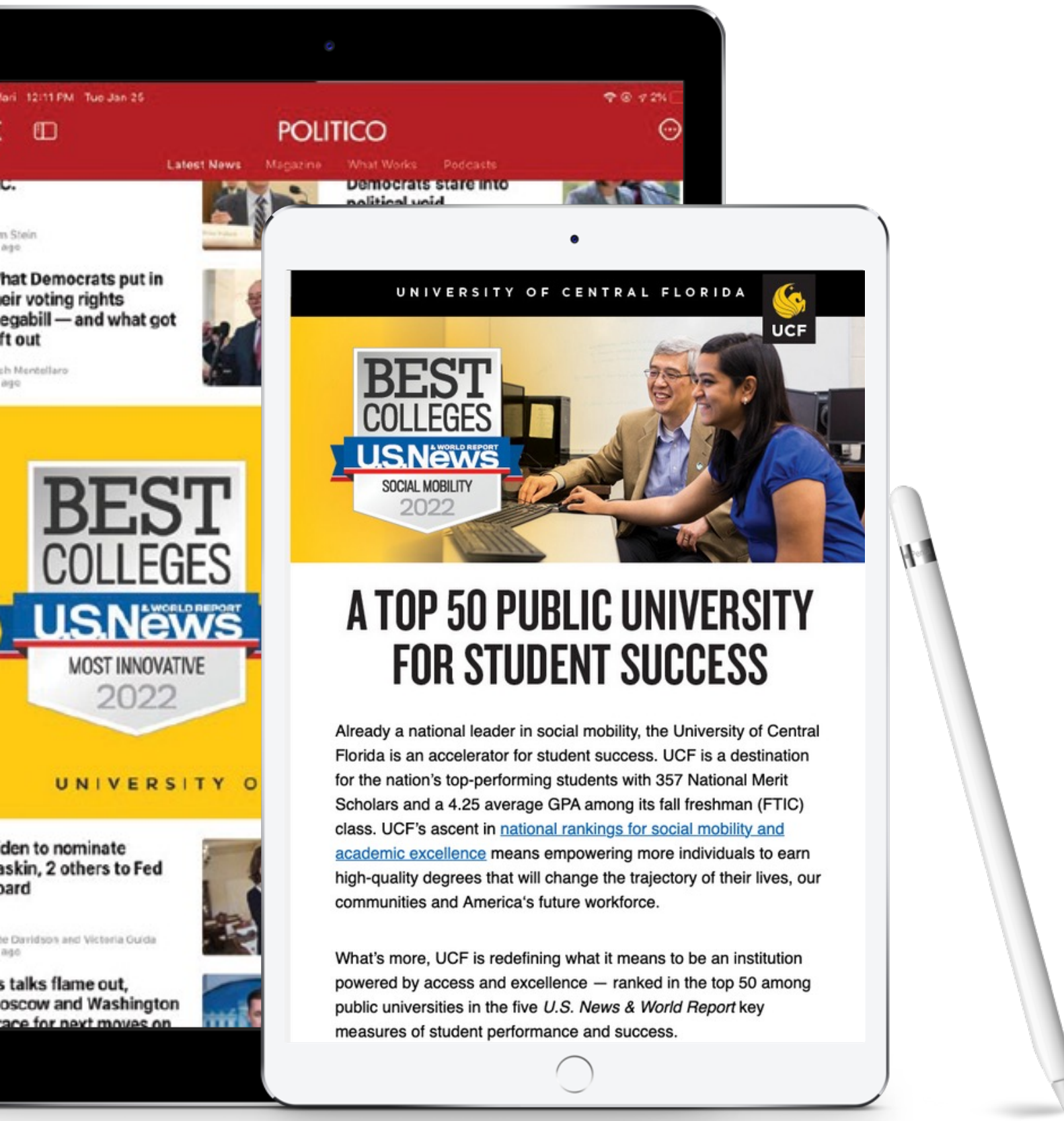
Agenda Memo

Supporting Documentation:

Attachment A: UCF Brand: Telling the UCF Story presentation

Facilitators/Presenters:

Patrick Burt, *Associate Vice President, Marketing and Communications*



Attachment A

Telling the UCF Story

An Update on Marketing Campaigns and Initiatives

Telling the UCF Story *Through*

01

RANKINGS AND SUCCESS METRICS WITH TARGET AUDIENCES

Tout *U.S. News and World Report* rankings and industry publication rankings to increase awareness of the quality at UCF.

02

FACULTY EXCELLENCE AND RESEARCH INNOVATION AT UCF

Put UCF faculty and research at the forefront of messaging, particularly when talking to peer higher education audiences. Share research stories that impact industry and the world.

03

SHARING THE UCF STORY IN NEW WAYS TO NEW AUDIENCES

Tell the UCF story focusing on academic excellence with an omnichannel approach. Share content in new ways to gain awareness and increase reputation.

Recent Activities

Campaigns and Initiatives

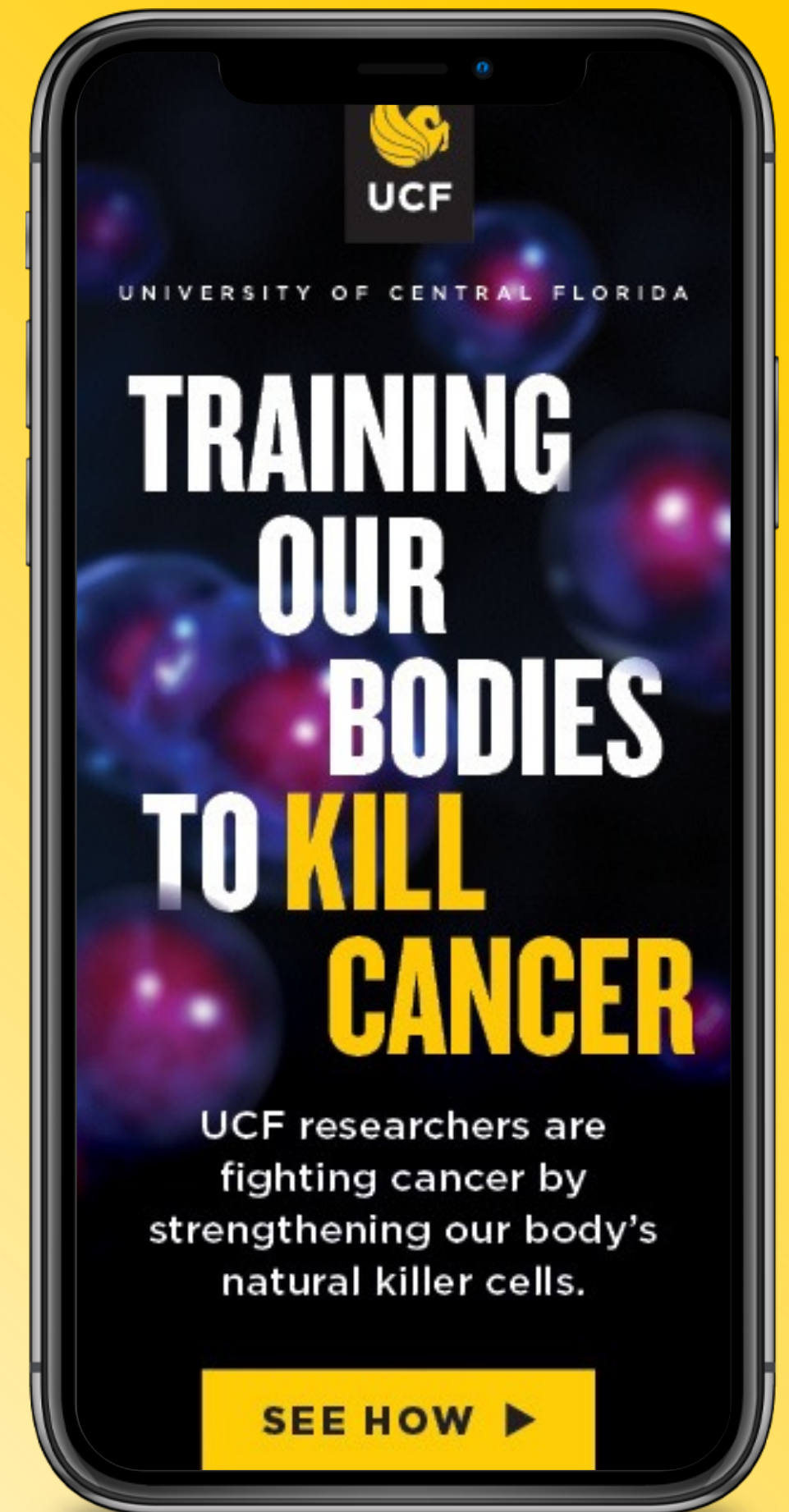
- Sharing with Alums and Fans
- Supporting Legislative Priorities
- “The College Tour” Series
- Higher Education Leaders
- Sharing the Excellence of Our People

Sharing Research Innovation with Alums and Fans

Campaign goal: High impact mobile ads designed to be interactive and encourage engagement. Share the story of research innovation in exciting ways.

Geo-targets:

- Raymond James Stadium
- Tampa Marriott Water Street
- JW Marriott Tampa Water Street
- Fan Event Locations
- **CTR: .55%** (extremely high CTR, expected range was between .10% - .15%)



Telling the UCF Story

“Trajectory” Spot

30-second TV commercial which uses STEM based concepts to discuss the life changing aspects of UCF

- Aired 402 times on the day of the Gasparilla Bowl on ESPN
- Combined with 22 digital billboards and digital advertising, campaign received 2.9 million impressions



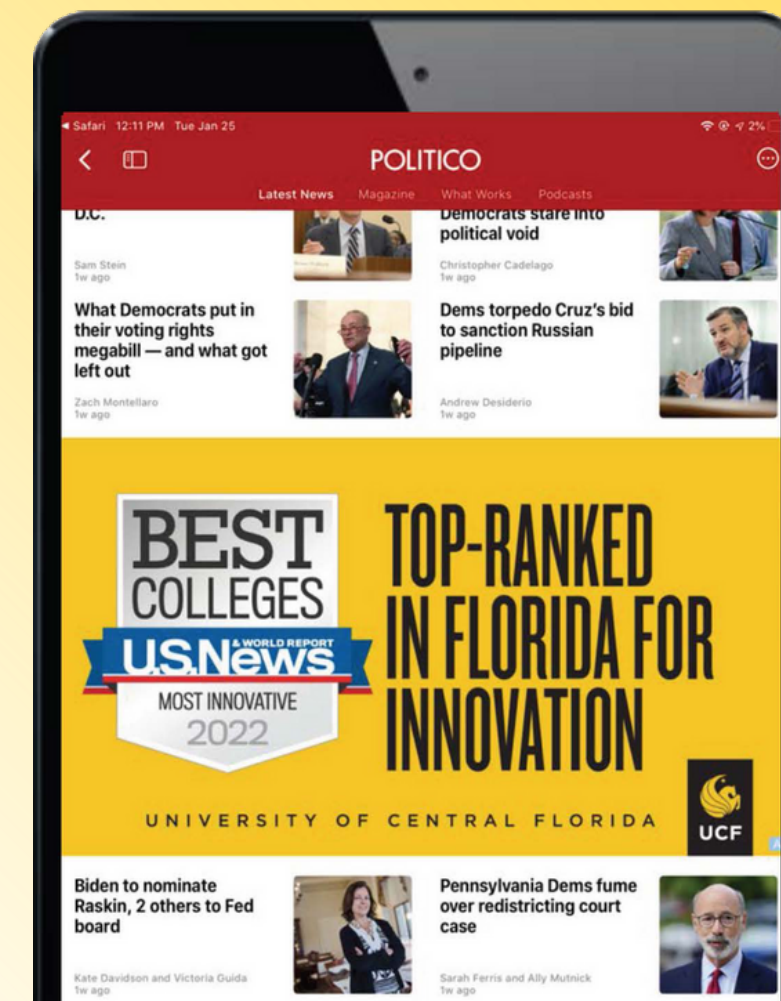
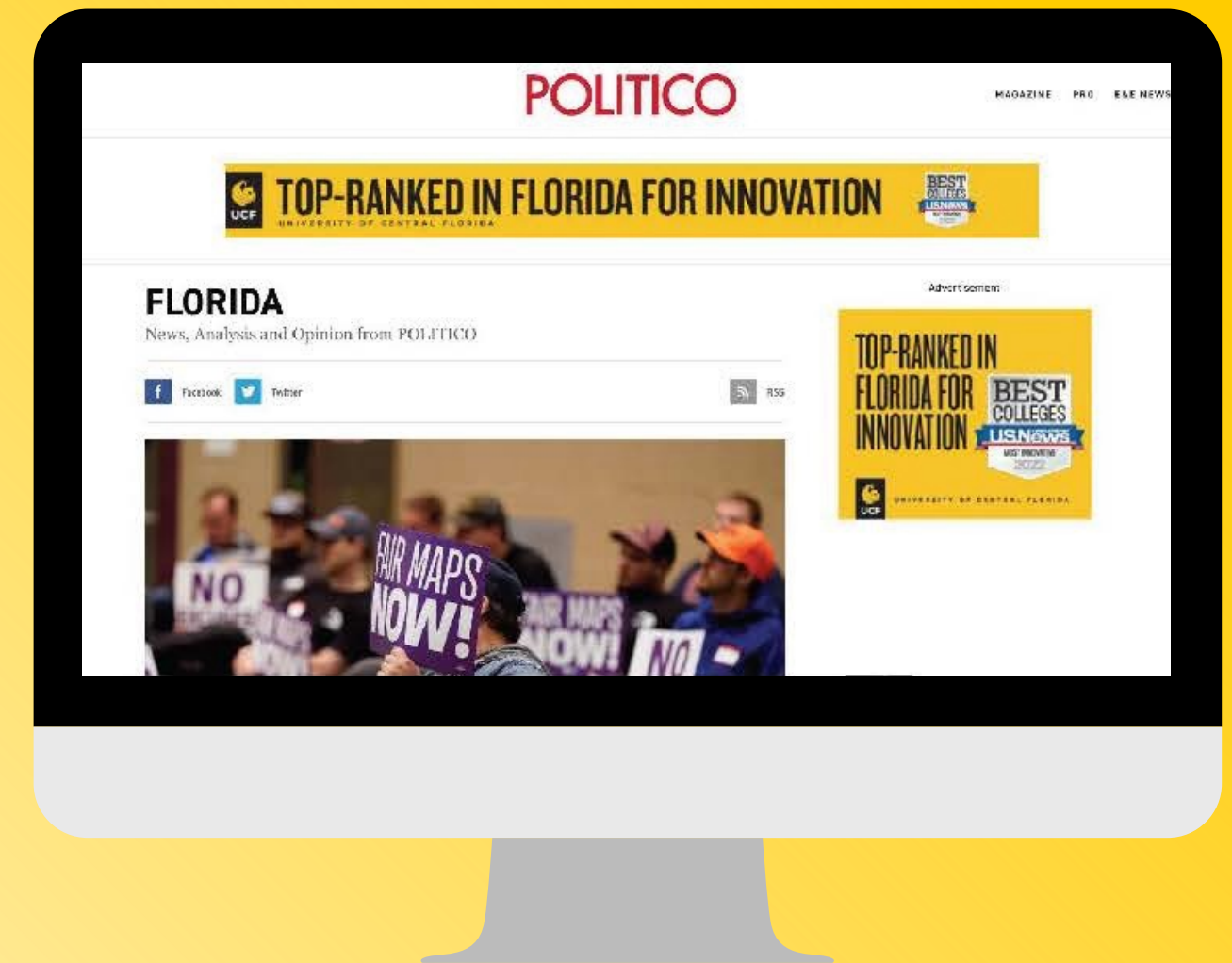
Sharing Rankings and Quality with Key Influencers

Targeted Digital and Email

Campaign Goal: Share rankings and topics related to legislative budget requests in digital publications and websites seen by elected officials and individuals involved in legislative process ahead of and during the legislative session.

Advertising outlets:

- POLITICO website and Apple News
- Apple News CTR is 0.72% (high end of avg.)



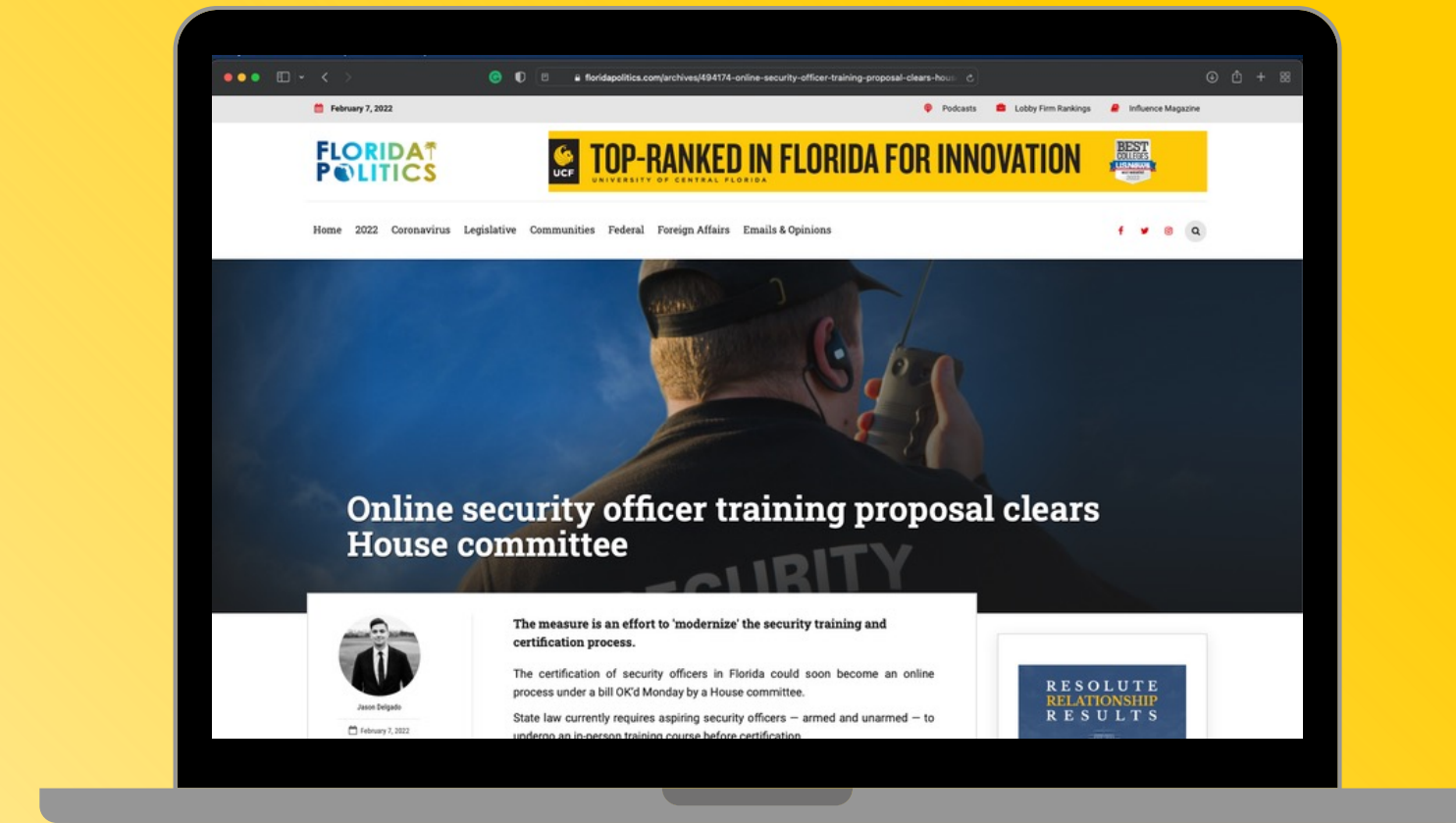
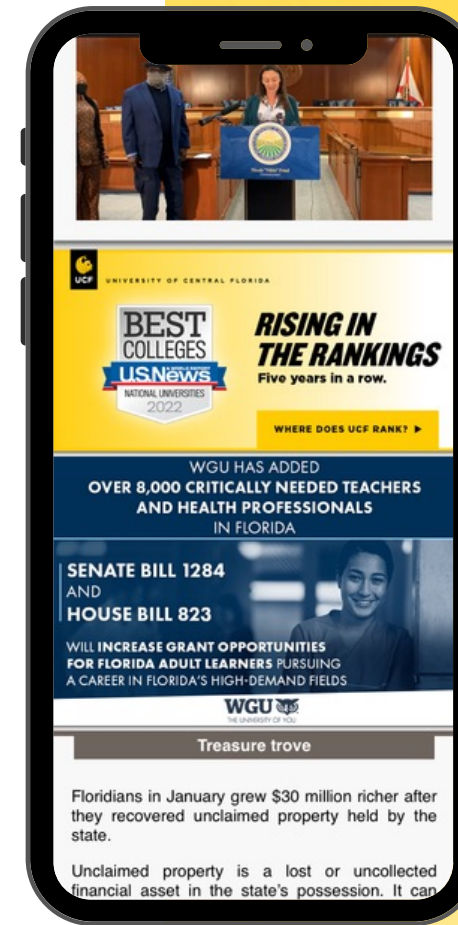
Sharing Rankings and Quality with Key Influencers

Targeted Digital and Email

Campaign Goal: Share rankings and topics related to legislative budget requests in digital publications and websites seen by elected officials and individuals involved in legislative process ahead of and during the legislative session.

Advertising outlets:

- Florida Politics website
- Sayfie Review email and website
- Sunburn - Florida Politics Morning email
- Paid Social, Display and Geofencing



Sharing experiences and outcomes with prospects

Streaming on Amazon, Roku and IMDB channels

An hour episode about UCF available as part of The College Tour season 3. Released Feb. 8, the episode features faculty, students and alumni sharing what the value of being a metropolitan research university, Florida studies, being a space university, campus traditions and more.

- Premiered on the UCF YouTube Channel
- <https://www.ucf.edu/about-ucf/college-tour/>

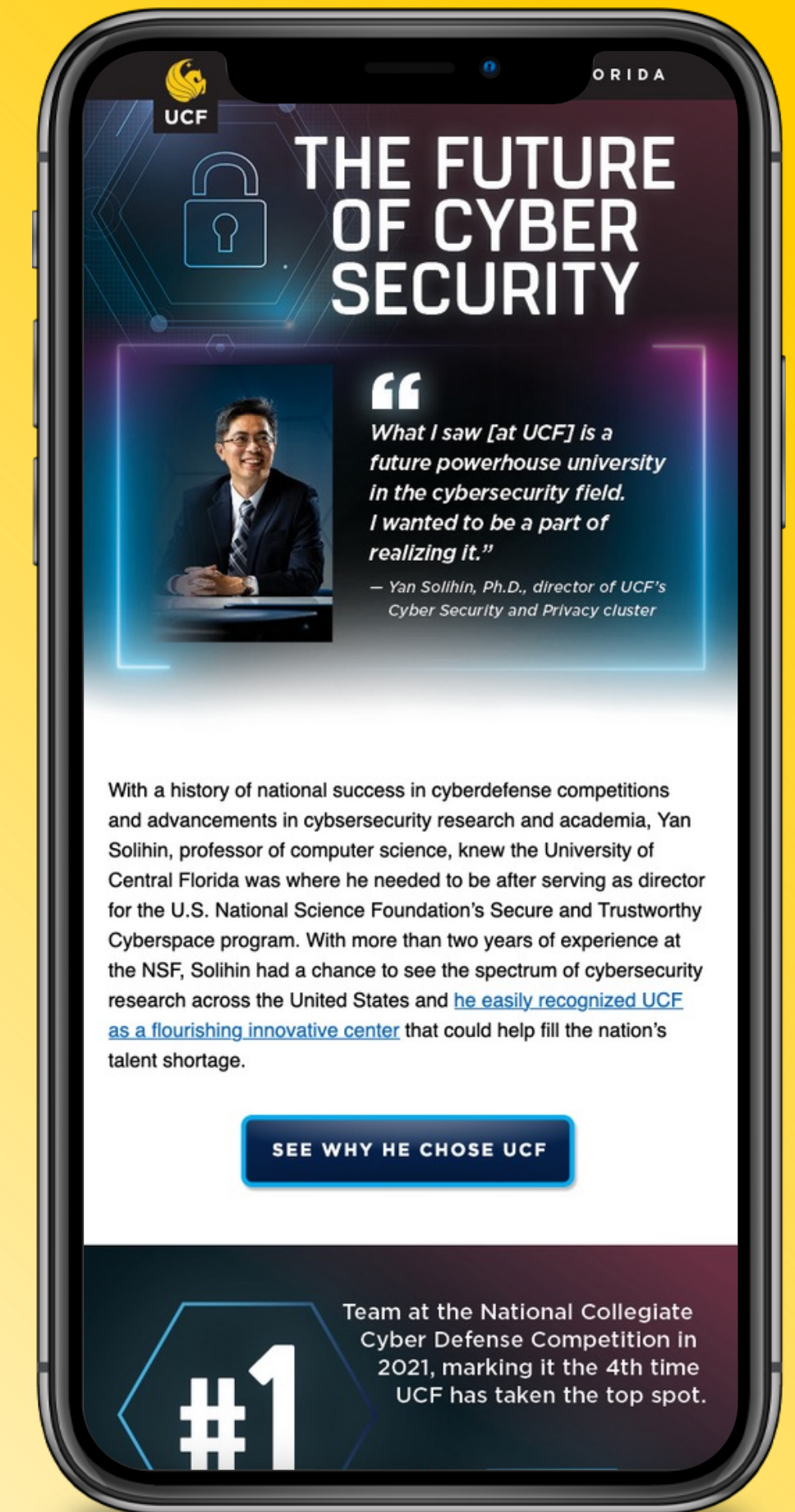
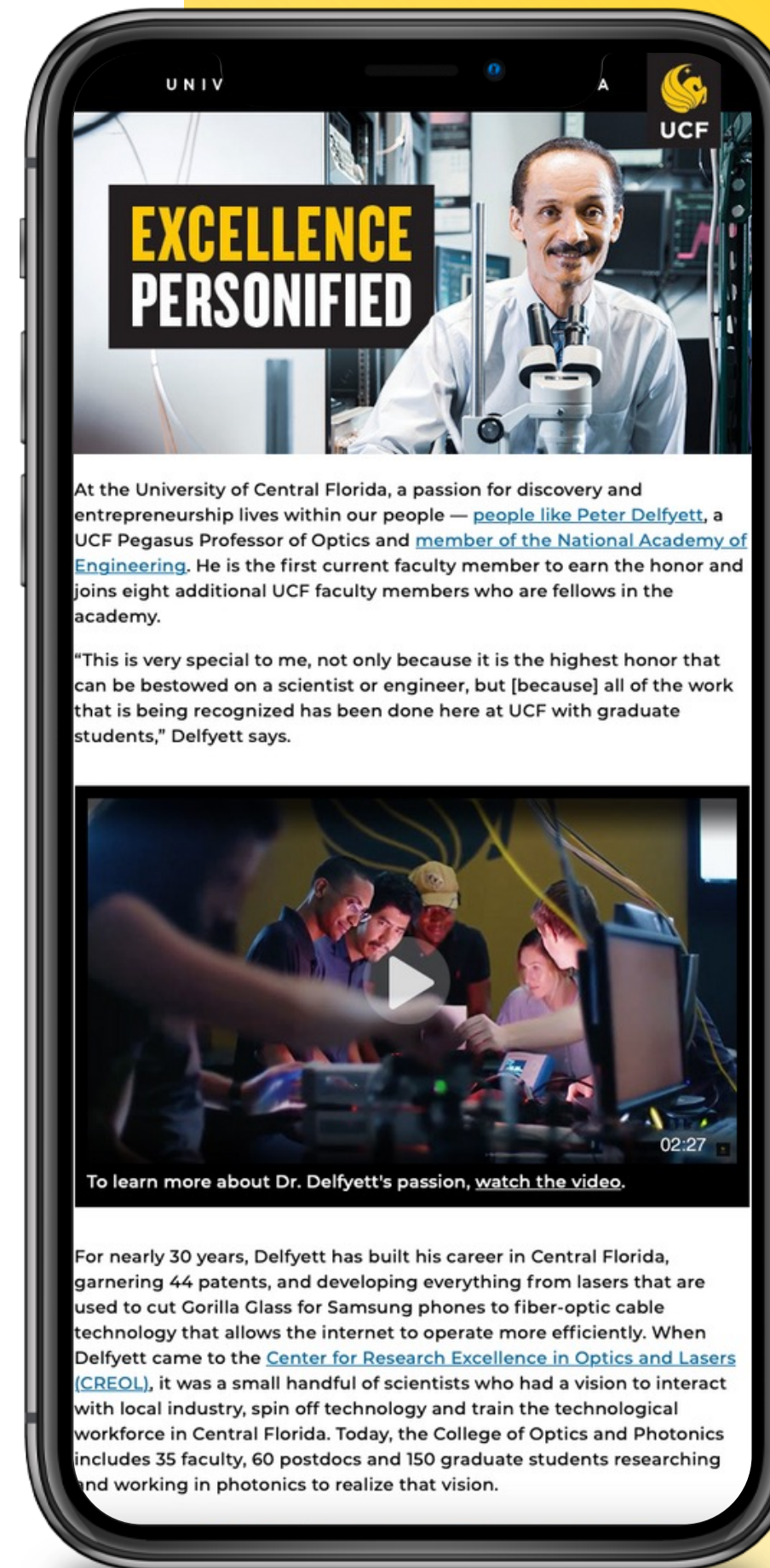
Sharing Faculty Excellence and Research with Peers

Targeting Higher Ed Leaders

Share faculty excellence, research innovation, student success and alumni outcomes with 20,000 higher education leaders using *The Chronicle of Higher Education* sponsored email.

Goals:

- Raise awareness for UCF
- Increase reputation by sharing faculty stories
- Increase quality perception amongst peers



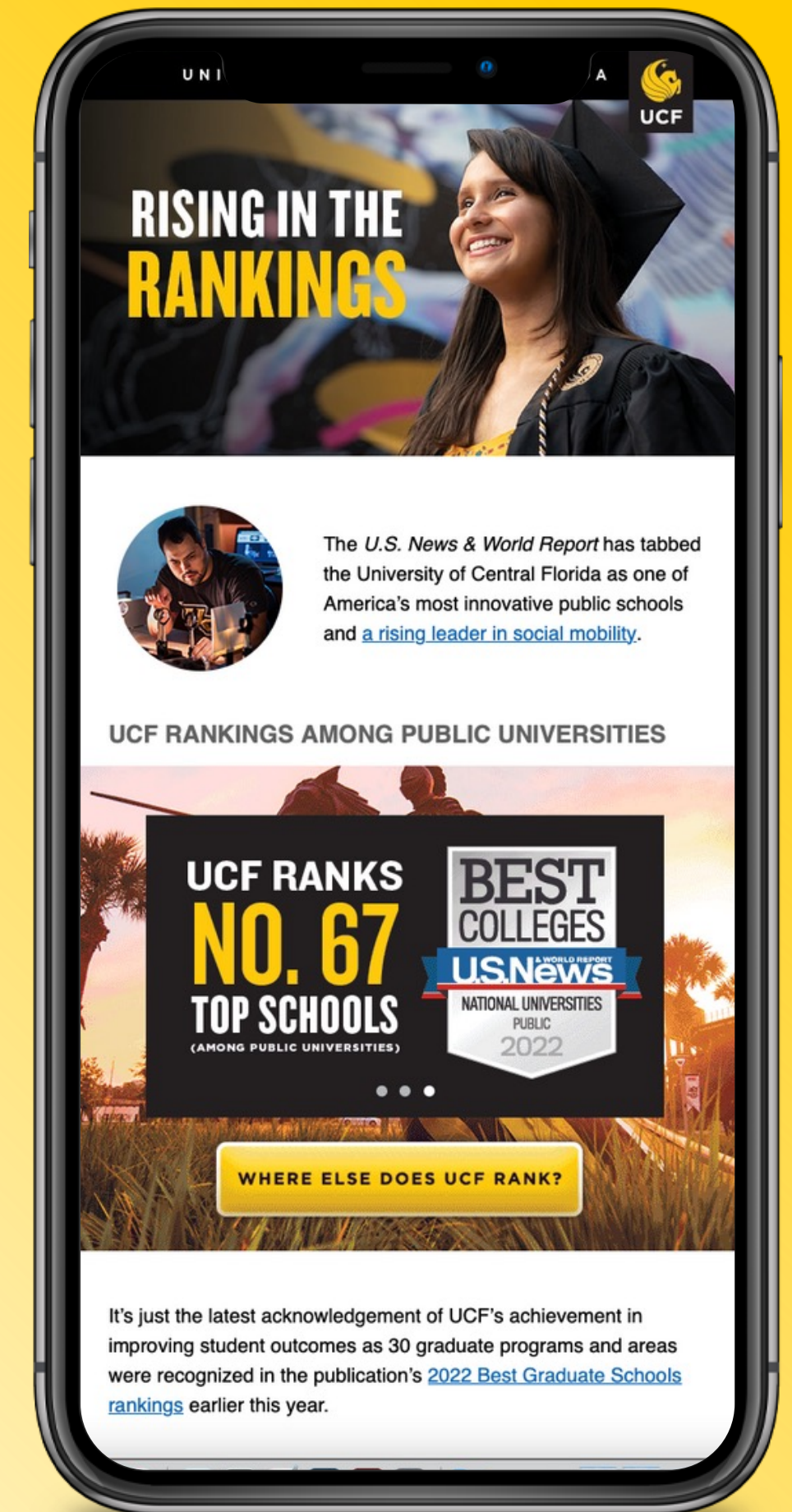
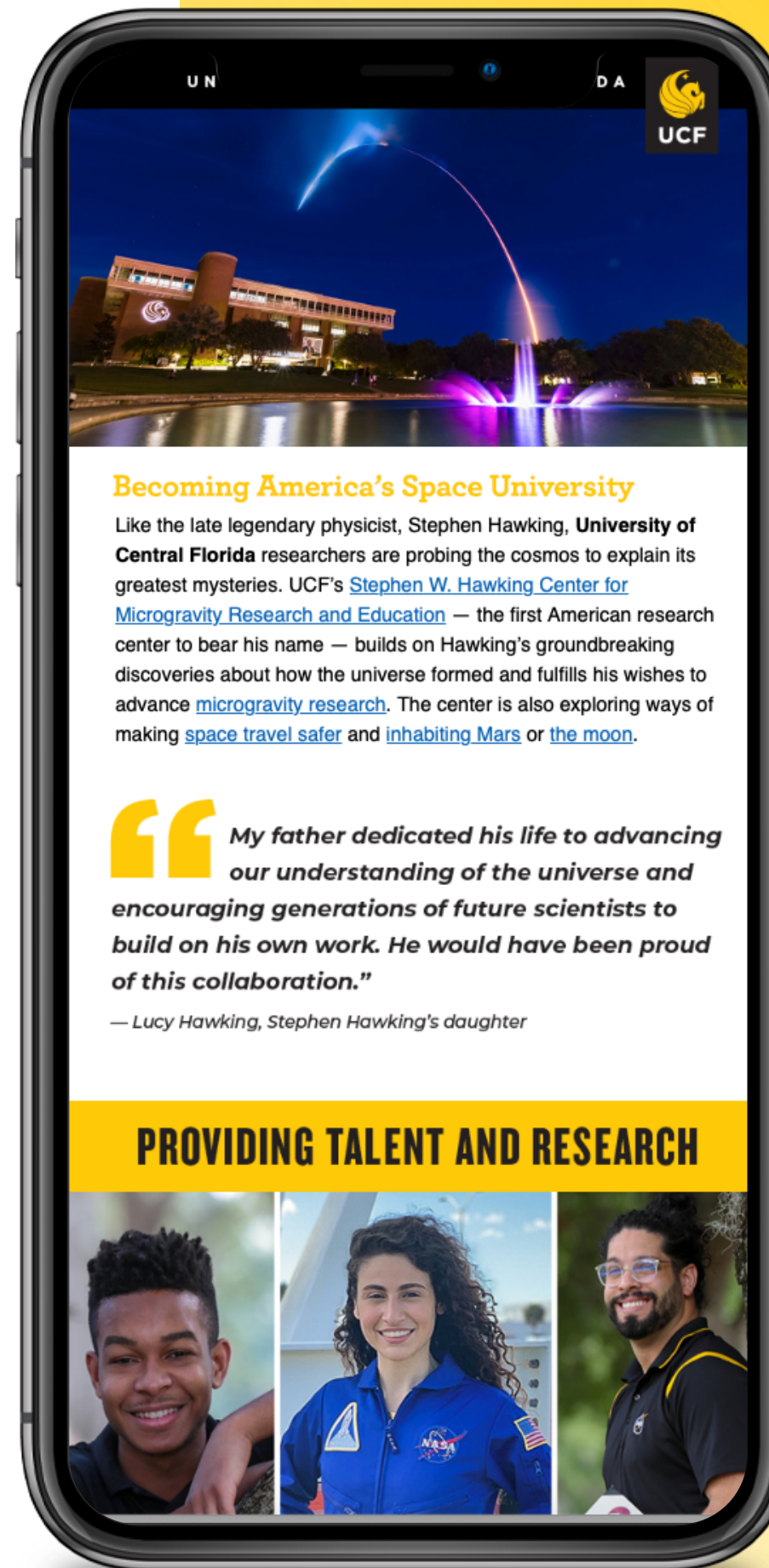
Sharing Quality and Rankings with Peers

Targeting Higher Ed Leaders

Share faculty excellence, research innovation, student success and alumni outcomes with 20,000 higher education leaders using *The Chronicle of Higher Education* sponsored email.

Outcomes:

- On average, 4,000+ unique opens per email
- 25% average open rate (CHE avg. 20%)
- Last 3 emails received above a 30% open rate
- More than 48,000 impressions to date



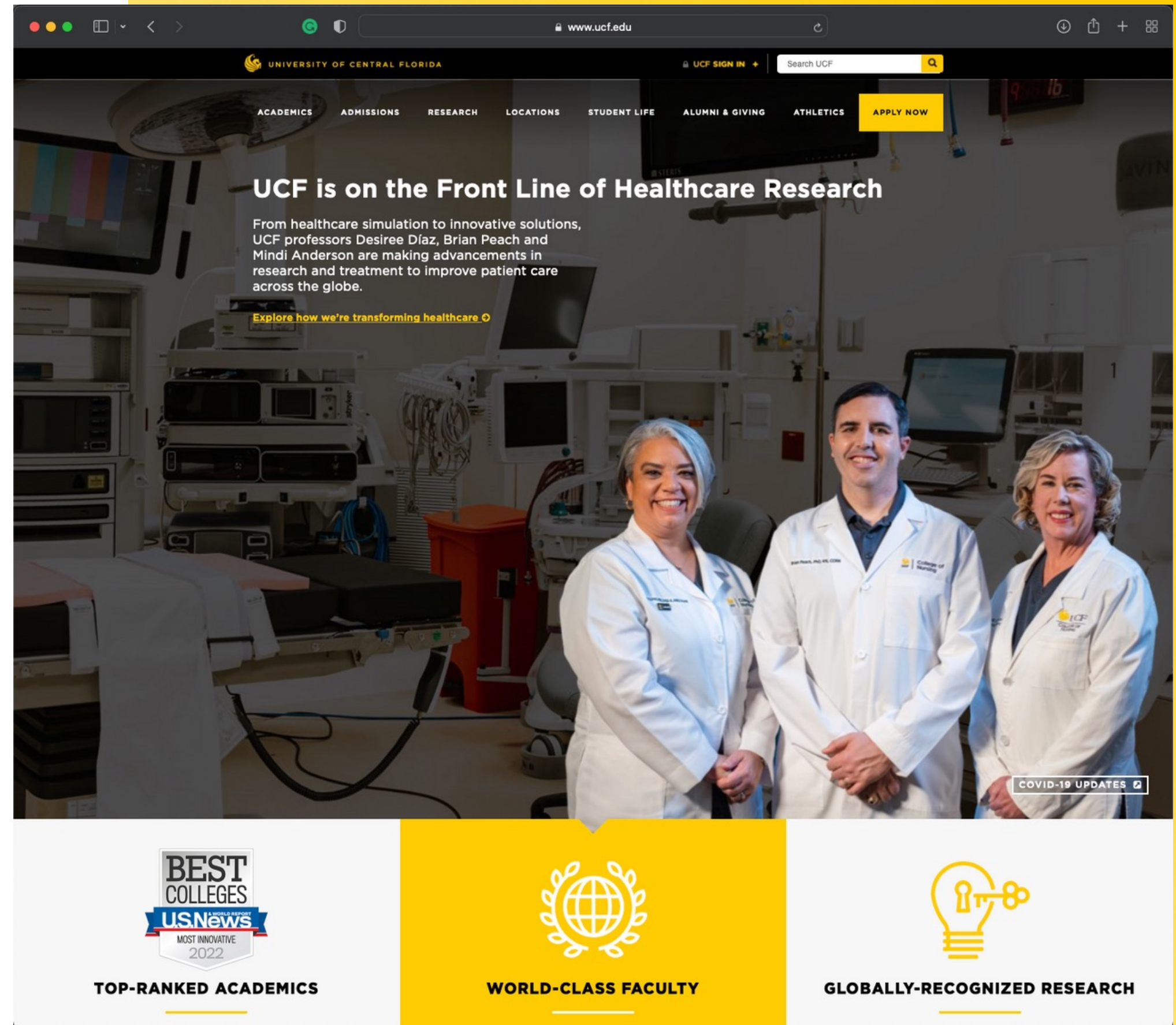
Highlighting Exceptional Expertise

New faculty feature on UCF.edu

UCF.edu began prominently featuring faculty profiles in January. UCF.edu will tell the UCF story by sharing faculty excellence, creative works, and research and aligning content with the institutional priorities. The homepage will raise awareness for our dedicated faculty's amazing work. The feature links to a web page specifically designed to share more about the featured faculty.

Statistics:

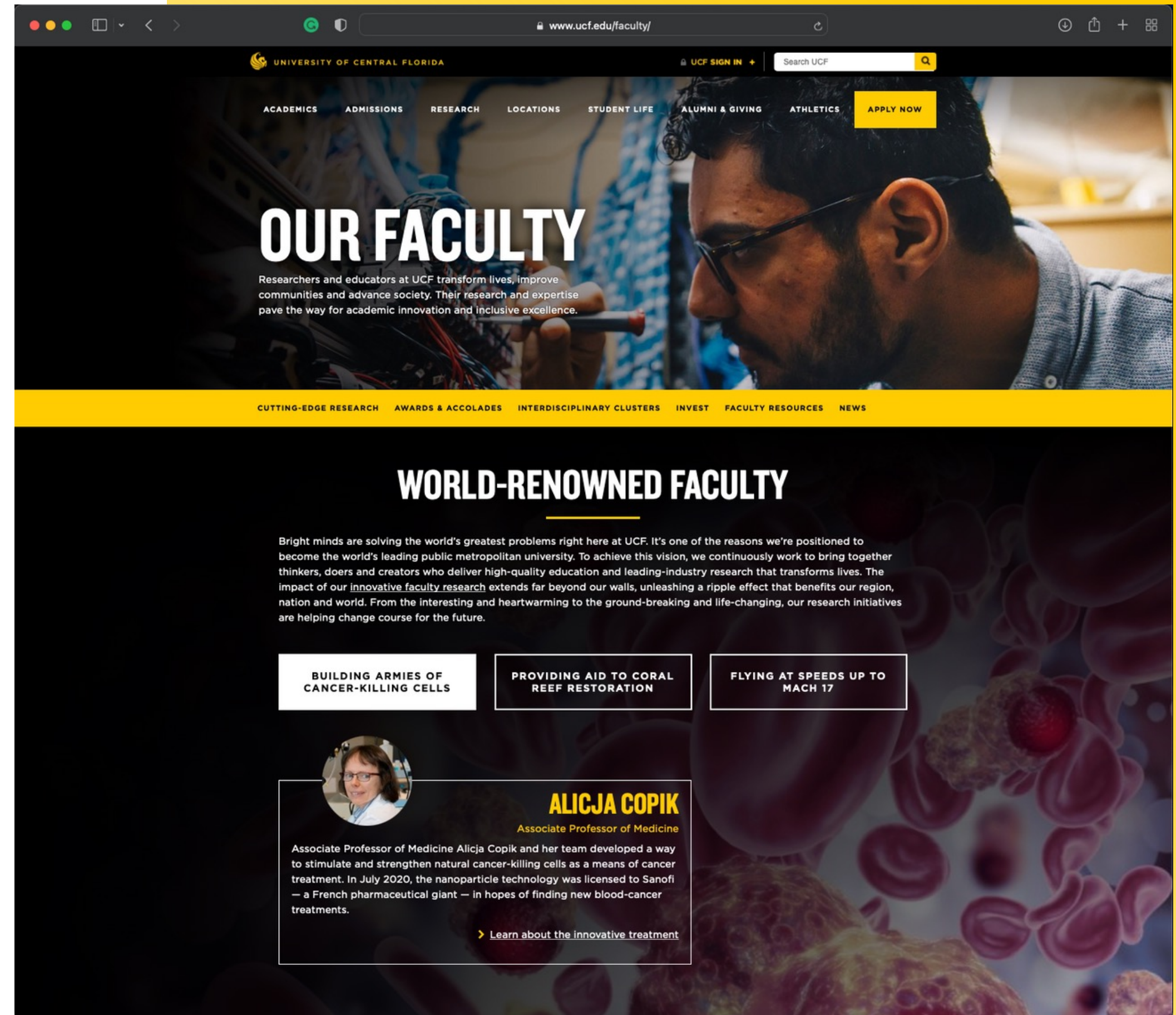
- Over the past six months, The UCF homepage has received 3.4 million pageviews and 2.7 unique sessions



Sharing Faculty Excellence and Expertise

New faculty page -
ucf.edu/faculty

Also launched in January, the new faculty webpage shares the story of UCF's faculty by featuring faculty awards and accomplishments, faculty research clusters, faculty success resources, news about faculty, and a Research in 60 seconds videos. Plans are in the works to add a faculty database that will include individual faculty listings with data from ORCID and Academic Analytics.



Bringing Research to New Audiences, in New Ways

Research in 60 secs videos

New video series featuring faculty and students showing off their research with the challenge of doing it in a brief format. Lighter than a lecture, the series is intended to show our faculty sharing their detailed research in a very easy to comprehend way. Watch what you can learn in just a quick minute or two.

Yael's Research in 60 secs video has received over 6 hours of watch time since it was posted.



Sharing Excellence with New Audiences, in New Ways

Knights Do That Podcast

Podcasts are opportunities for their listeners to engage in "learning and laughing." And our faculty engage in teaching, research and sharing knowledge every day. Through the Knights Do That podcast, our people are telling the UCF story in their own voices, in their own words. By listening to our faculty, every one can learn and listen to the talent and expertise here at UCF.

EP 1

ALEXANDER
CARTWRIGHT



EP 6

KATE
MANSFIELD



EP 13

ELENA
CYRUS



EP 14

PHIL
METZGER



EP 16

MICHELE
GILL



EP 18

SEJAL
BARDEN



Sharing Excellence with New Audiences, in New Ways

Knights Do That Podcast

Podcast episodes have reached more than 18,000 plays total and can be found on Spotify, Apple Podcasts, Facebook and the web.

The Future of Space Exploration with Phil Metzger:

- 1,000 plays for the episode
- Average listening time, 1 hour, 3 minutes
- Over 1,000 hours of listening or 41 days

Phil Metzger



The future is
amazing. If I could
look into the future
and tell you what

Questions?

Patrick J. Burt
Associate Vice President for Communications and Marketing





Board of Trustees
Strategic Partnerships & Advancement Committee
February 22, 2022

DISC-2: UCF Day of Giving

☐ Information

☒ Discussion

☐ Action

Meeting Date for Upcoming Action: N/A

Purpose and Issues to be Considered:

The purpose of this agenda item is review past UCF Day of Giving metrics and planned enhancements for the FY22 Day of Giving campaign.

Background Information:

UCF Day of Giving is a single day annual giving campaign designed to:

- Acquire and reactivate donors
- Close major gifts
- Meet donors where they are
- Strengthen pride and connection
- Increase philanthropic spirit
- Create a sense of urgency

This fiscal year's (FY22) UCF Day of Giving is scheduled to occur on April 7, 2022.

Recommended Action:

N/A

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:**

Heather Junod, *Associate Vice President, Alumni Engagement and Annual Giving*

Patrick Burt, *Associate Vice President, Marketing and Communications*

Supporting Documentation:

Attachment A: UCF Day of Giving Presentation

Facilitators/Presenters:

Heather Junod, *Associate Vice President, Alumni Engagement and Annual Giving*

Patrick Burt, *Associate Vice President, Marketing and Communications*



UCF Day of Giving

Heather Junod

Associate Vice President
Alumni Engagement and Annual Giving

Patrick Burt

Associate Vice President
Marketing and Communications

UCF Day of Giving



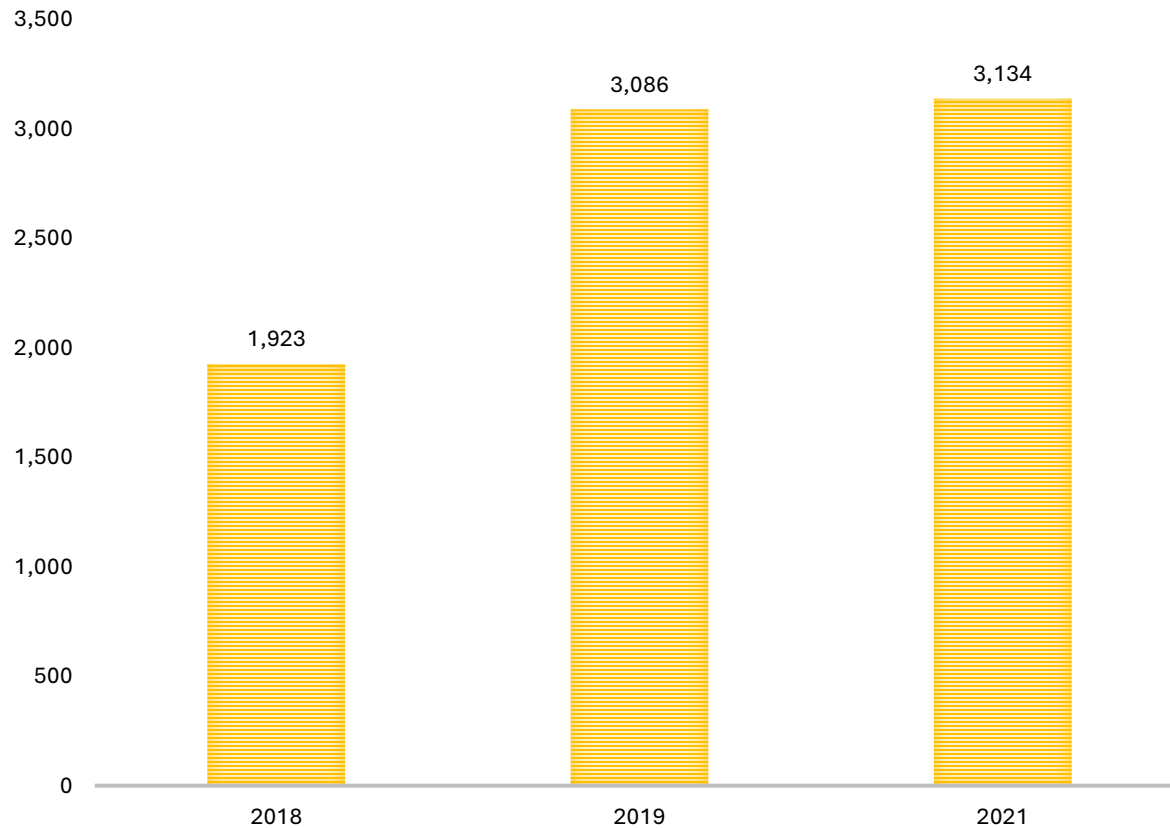
UCF Day of Giving is designed to:

- Acquire and reactivate donors
- Close major gifts
- Meet donors where they are
- Strengthen pride and connection
- Increase philanthropic spirit
- Create a sense of urgency

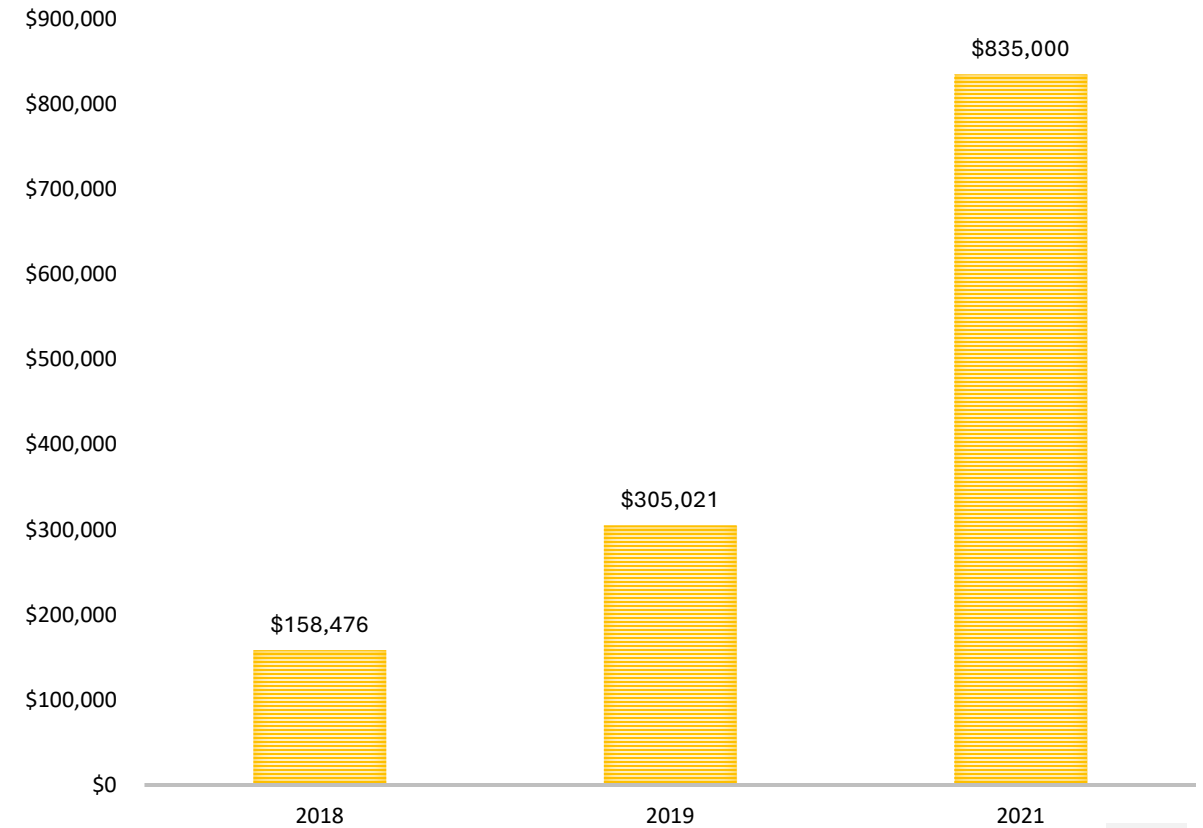


UCF Day of Giving Overview

DONOR COUNT



DOLLAR ACTUAL



Enhancing UCF Day of Giving 2022



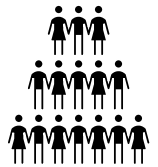
Contract State of Wow



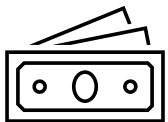
Onboard Give Gab



Incorporate Game Theory



Build Broad Participation + Engagement



Incorporate Major Gifts

Expected Goals + Outcomes

5,000

DONORS

2,000,000

DOLLARS



Questions
