

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=d1pNQ09BVTk5OXozUzJnQnICT2pBdz09 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, Chair, Strategic Partnerships & Advancement Committee
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, Associate Vice President for Communications and Marketing
		DISC – 2	UCF Day of Giving Heather Junod, <i>Associate Vice President for</i> <i>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 inquires 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.

<u>NEW BUSINESS</u>

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:

Date:

Joseph Conte, Chair, Strategic Partnerships and Advancement Committee

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	g 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 $\,igsacup\,$

Submitted by:

Patrick Burt, Associate Vice President, Communications and Marketing

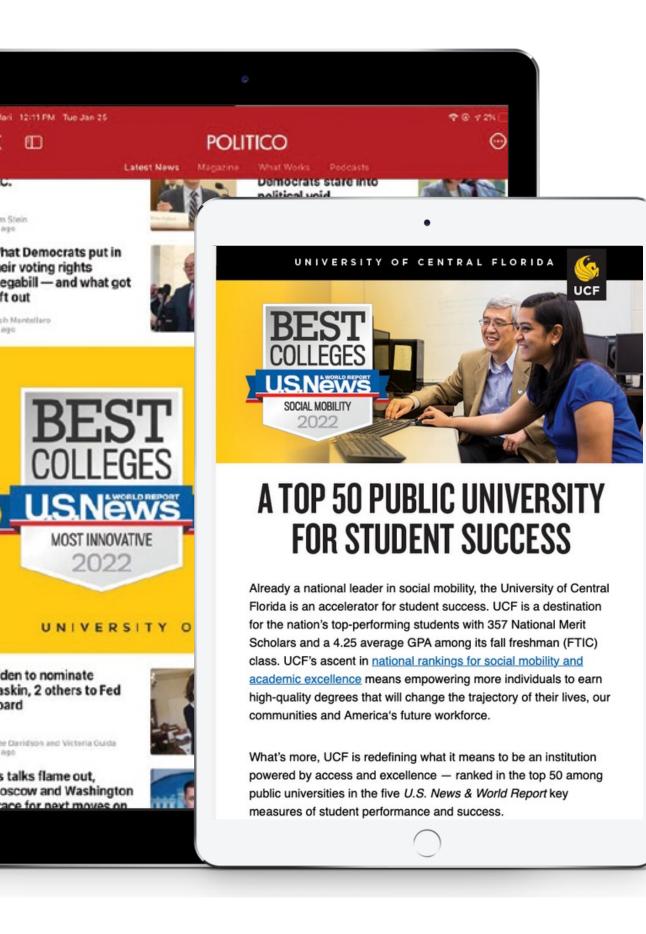


Supporting Documentation:

Attachment A: UCF Brand: Telling the UCF Story presentation

Facilitators/Presenters:

Patrick Burt, Associate Vice President, Marketing and Communications





UNIVERSITY OF CENTRAL FLORIDA

Telling the UCF Story



Attachment A

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.

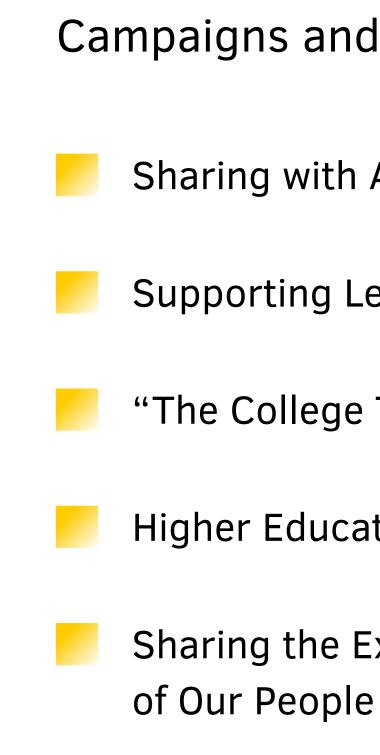
03

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





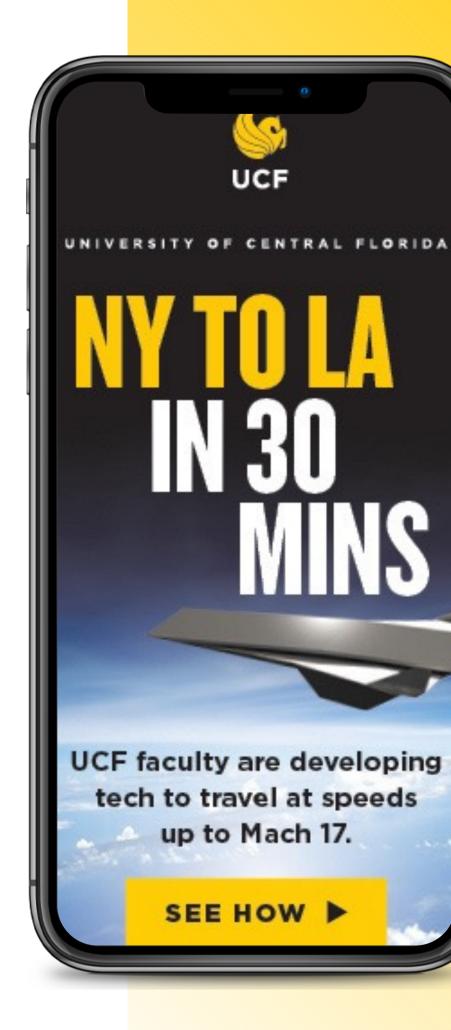
- **Campaigns and Initiatives**
 - Sharing with Alums and Fans
 - Supporting Legislative Priorities
 - "The College Tour" Series
 - **Higher Education Leaders**
 - Sharing the Excellence

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%)





UCF researchers are fighting cancer by strengthening our body's natural killer cells.

SEE HOW

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



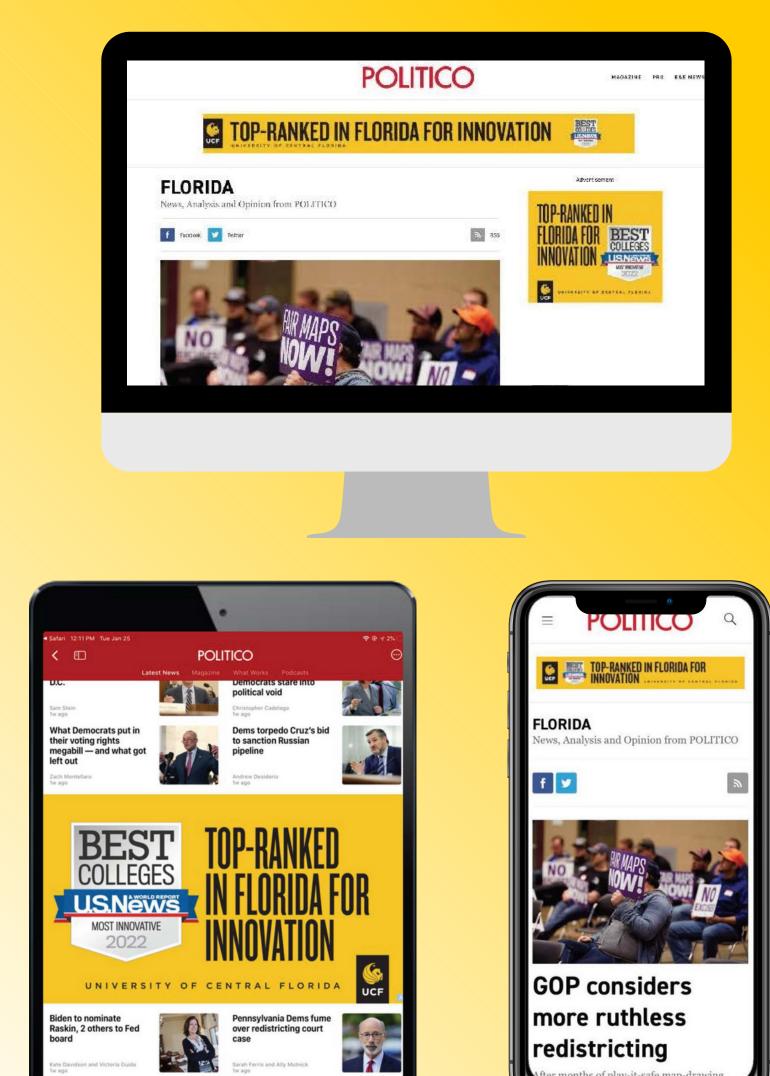
Sharing Rankings and Quality with Key Influencers

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/collegetour/

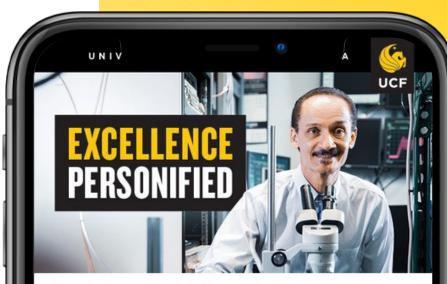
Sharing Faculty Excellence and **Research with Peers**

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.

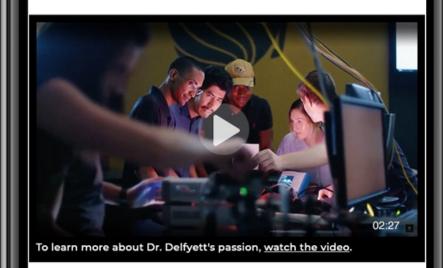
Goals:

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



the University of Central Florida, a passion for discovery and repreneurship lives within our people — people like Peter Delfyett, a CF Pegasus Professor of Optics and member of the National Academy of neering. He is the first current faculty member to earn the honor and ins eight additional UCF faculty members who are fellows in the cademy

This is very special to me, not only because it is the highest honor that an be bestowed on a scientist or engineer, but [because] all of the work hat is being recognized has been done here at UCF with graduate tudents," Delfyett says.



or nearly 30 years, Delfyett has built his career in Central Florida, arnering 44 patents, and developing everything from lasers that are sed to cut Gorilla Glass for Samsung phones to fiber-optic cable echnology that allows the internet to operate more efficiently. When elfyett came to the Center for Research Excellence in Optics and Lasers CREOL), it was a small handful of scientists who had a vision to interact vith local industry, spin off technology and train the technological vorkforce in Central Florida. Today, the College of Optics and Photonics cludes 35 faculty, 60 postdocs and 150 graduate students researching d working in photonics to realize that vision.

UCF

THE FUTURE **OF CYBER** SECURITY

ORIDA



What I saw [at UCF] is a future powerhouse university in the cybersecurity field. I wanted to be a part of realizing it."

Yan Solihin, Ph.D., director of UCF's Cyber Security and Privacy cluster

With a history of national success in cyberdefense competitions and advancements in cybsersecurity research and academia, Yan Solihin, professor of computer science, knew the University of Central Florida was where he needed to be after serving as director for the U.S. National Science Foundation's Secure and Trustworthy Cyberspace program. With more than two years of experience at the NSF, Solihin had a chance to see the spectrum of cybersecurity research across the United States and he easily recognized UCF as a flourishing innovative center that could help fill the nation's talent shortage.

SEE WHY HE CHOSE UCF

Team at the National Collegiate Cyber Defense Competition in 2021, marking it the 4th time UCF has taken the top spot.

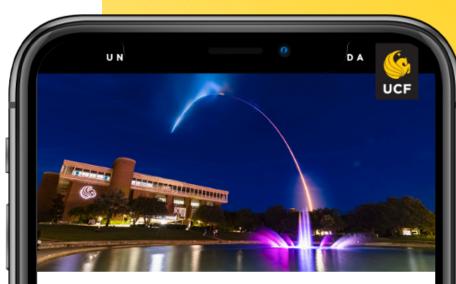
Sharing Quality and **Rankings with Peers**

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



Becoming America's Space University

Like the late legendary physicist, Stephen Hawking, University of Central Florida researchers are probing the cosmos to explain its greatest mysteries. UCF's Stephen W. Hawking Center for Microgravity Research and Education — the first American research center to bear his name — builds on Hawking's groundbreaking discoveries about how the universe formed and fulfills his wishes to nicrogravity research. The center is also exploring ways of making space travel safer and inhabiting Mars or the moon



My father dedicated his life to advancing our understanding of the universe and encouraging generations of future scientists to build on his own work. He would have been proud of this collaboration."

— Lucy Hawking, Stephen Hawking's daughter









The U.S. News & World Report has tabbed the University of Central Florida as one of America's most innovative public schools and a rising leader in social mobility.

UCF RANKINGS AMONG PUBLIC UNIVERSITIES



It's just the latest acknowledgement of UCF's achievement in improving student outcomes as 30 graduate programs and areas were recognized in the publication's 2022 Best Graduate Schools rankings earlier this year.

Highlighting Exceptional Expertise

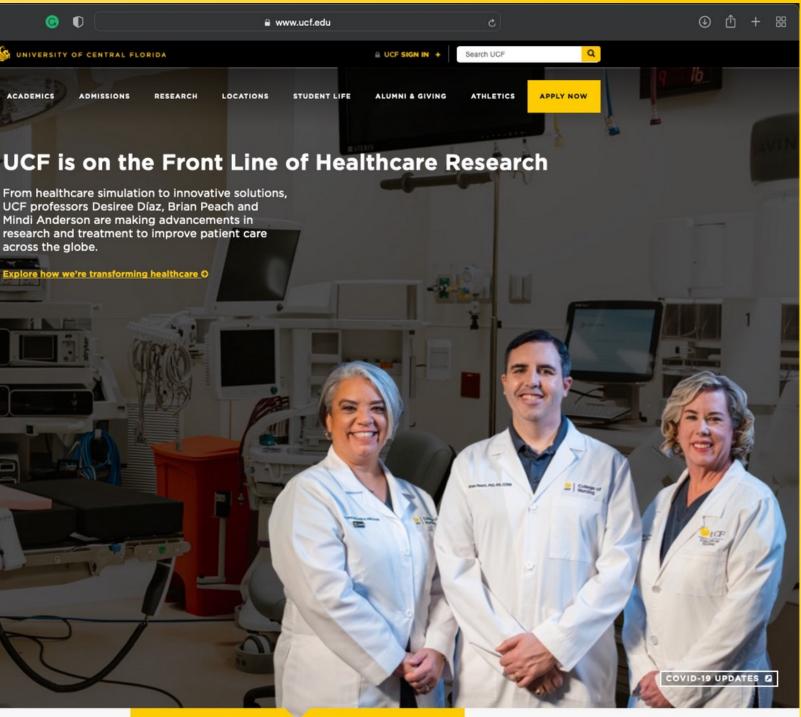
New faculty feature on UCF.edu

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. ● ○ ● < O G UNIVERSITY OF CENTRAL FLORIDA across the globe.



Statistics:

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





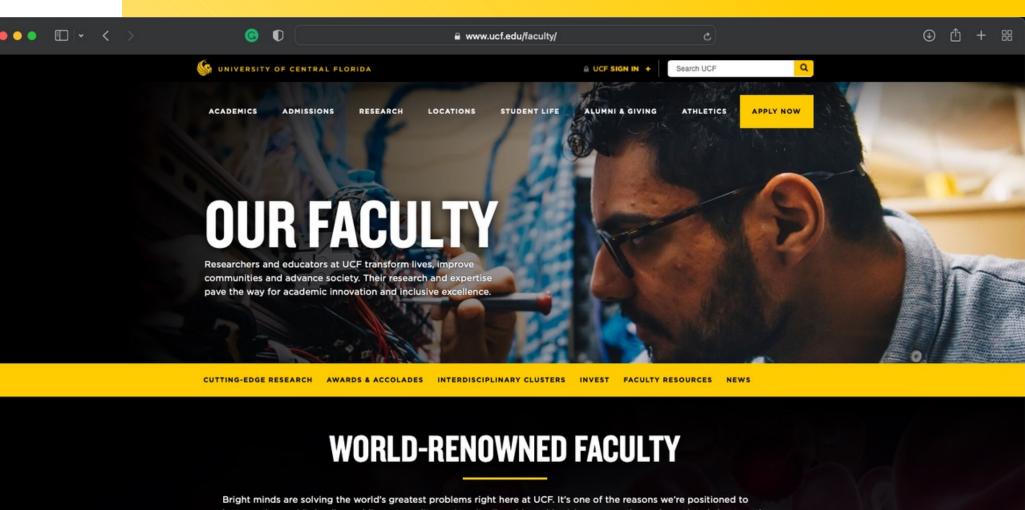


GLOBALLY-RECOGNIZED RESEARCH

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.



orld's leading public metropolitan university. To achieve this vision, we continuously work to bring together rs and creators who deliver high-quality education and leading-industry research that transforms lives. The act of our <u>innovative faculty research</u> extends far beyond our walls, unleashing a ripple effect that benefits our region, nation and world. From the interesting and heartwarming to the ground-breaking and life-changing, our research initiative are helping change course for the future.

BUILDING ARMIES OF CANCER-KILLING CELLS



treatments

PROVIDING AID TO CORAL REEF RESTORATION

FLYING AT SPEEDS UP TO MACH 17

ALICJA COPI

Associate Professor of Medicine Alicja Copik and her team developed a way to stimulate and strengthen natural cancer-killing cells as a means of cancer treatment. In July 2020, the nanoparticle technology was licensed to Sanofi a French pharmaceutical giant — in hopes of finding new blood-cancer

Learn about the innovative treatment

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 a 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.



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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

22



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

DISC-2: UCF Day of Giving							
Information	⊠ Discussion		Action				
Μ	Meeting Date for Upcoming Action:						

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 🖂	\langle
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Committee Chair or Chair of the Board has approved adding this item to the agenda $\,igsquare$



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

2019

2018



DONOR COUNT 3,500 \$900,000 \$835,000 3,134 3,086 \$800,000 3,000 \$700,000 2,500 \$600,000 1,923 2,000 \$500,000 \$400,000 1,500 \$305,021 \$300,000 1,000 \$200,000 \$158,476 500 \$100,000 \$0 0

2021

DOLLAR ACTUAL

2019

2018

2021



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