



## **November 16, 2023 Strategic Partnerships and Advancement Committee**

Board of Trustees

Live Oak Event Center

Nov 16, 2023 12:30 PM - 1:00 PM EST

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## November 16, 2023, Strategic Partnerships and Advancement Committee

Board of Trustees

Nov 16, 2023 at 12:30 PM EST to Nov 16, 2023 at 1:00 PM EST

Live Oak Event Center

**Meeting Details:** <https://youtube.com/live/egO4OEQLT7o?feature=share>

**Conference Call Number:** +1 929 205 6099

**Meeting ID:** 916 9962 4851

**Passcode:** 586734

### Agenda

#### I. Agenda

##### Call to Order and Welcome

Presenter: John Miklos, Chair, Strategic Partnerships & Advancement Committee

##### Roll Call

#### II. Minutes from the September 27, 2023, meeting

12:30 PM

Presenter: John Miklos, Chair, Strategic Partnerships & Advancement Committee

#### III. Action

##### A. SPAC-1: External Naming Opportunity

12:33 PM

Presenter: Rodney Grabowski, Senior Vice President for Advancement & Partnerships and CEO, UCF Foundation, Inc.

#### IV. Discussion

##### A. DISC-1: Fiscal Year 2023-2024 Attainment & Division Update

12:45 PM

Presenter: Rodney Grabowski, Senior Vice President for Advancement & Partnerships and CEO, UCF Foundation, Inc.

#### V. Information

##### A. INFO-1: Strategic Communications Activity Update

Presenter: Patrick Burt '08MS, Chief Marketing and Communications Officer

#### VI. New Business

Presenter: John Miklos, Chair, Strategic Partnerships & Advancement Committee

#### VII. Adjournment

1:00 PM



UNIVERSITY OF CENTRAL FLORIDA

Board of Trustees  
Strategic Partnerships and Advancement Committee  
Meeting September 27, 2023  
FAIRWINDS Alumni Center

MINUTES

**CALL TO ORDER**

Trustee Danny Gaekwad (Zoom), Vice 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 members in attendance were Trustees Greenaway and McAlpin. Trustees Cardenas, Condello, and Conte were not in attendance. Chair Martins and Trustees, Altizer, King and Okaty attended as guests.

**MINUTES**

The minutes from the February 23, 2023, meeting were unanimously approved as written.

**NEW BUSINESS**

No items of new business were brought forward.

**DISCUSSION**

Vice Chair Gaekwad invited Rodney (Rod) Grabowski, Senior Vice President for Advancement and Partnerships and CEO, UCF Foundation Inc. to share an review of the prior fiscal year's actual attainment results (July 1, 2022-June 30, 2023). Grabowski shared the prior fiscal year saw record attainment figures, coming in at \$114.3 million, or 135% of goal.

Vice Chair Gaekwad then invited Grabowski to share an update about current attainment and progress made towards the fiscal year goal. Grabowski shared reporting related to fundraising forecasting and current attainment. Advancement and Partnerships is actively focused on \$100 million in annual attainment as well as endowment growth from \$215 million (current) to \$350 million by 2027.

Grabowski shared an update on the current status of the Pegasus Partnerships program. The current phase of the program involves establishing the criteria for the program. December 2023 is the target date for a permanent staff person to lead this program's operations.

### **INFORMATION**

Vice Chair Gaekwad asked if there were any questions concerning the specialty license plate update or feasibility study. There were no questions.

### **ADJOURNMENT**

Vice Chair Gaekwad adjourned the meeting at 4:00 p.m.

Reviewed by: \_\_\_\_\_  
Danny Gaekwad, Vice Chair, Strategic  
Partnerships and Advancement Committee

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

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

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



# Board of Trustees

*Strategic Partnerships and Advancement Committee*

*November 16, 2023*

## **Agenda Item**

SPAC-1: External Naming

## **Proposed Committee Action**

The Strategic Partnerships and Advancement Committee is asked to recommend to the Board of Trustees, on its non-consent agenda, approval of the Dr. Phillips Nursing Pavilion naming of the new College of Nursing building to the Board of Trustees.

## **Authority for Board of Trustees Action**

Board of Governors Regulation 9.005

### **Supporting Documentation Included**

Attachment A: Dr. Phillips Nursing Pavilion Renderings

### **Facilitators/Presenters**

Rod Grabowski, Senior Vice President, UCF Advancement & Partnerships, CEO, UCF Foundation, Inc.



# SPAC-1: External Naming

## EXECUTIVE SUMMARY

### Objective

Formal consideration and recommend approval of the Dr. Phillips Nursing Pavilion naming gift for the College of Nursing building to the Board of Trustees. This naming gift leverages UCF's successful collaboration with Dr. Phillips Charities to address the growing nursing workforce needs at local, regional, and state levels. The Board of Trustees' approval is required per Board of Governors Regulation 9.005.

### Summary of Key Observations/Recommendations

- The Board of Trustees approved the use of up to \$68,781,430 in funding for the design, preconstruction, permitting, construction, equipment, and other associated project costs on the College of Nursing Building at the June 29, 2023, Board of Trustees meeting.
- A building program for the College of Nursing Building project was developed and approved by the President on April 29, 2022. The Board of Trustees approved \$4.8 million in funding to start the design phase of the College of Nursing Building project on July 12, 2022.
- The State of Florida, as part of the 2022-23 budget, approved \$29 million toward the planning and construction of the new building, with an estimated cost of construction of \$63 million.
- The College of Nursing Building was included in the Fiscal Year 2023-2024 Capital Improvement Plan (CIP), approved by the Board of Trustees on May 26, 2022.

### Additional Background

Board of Governors Regulation 9.005 requires the naming of any University Facility to be approved by the board of trustees as a noticed, non-consent agenda item. Gift-related naming of a University Facility requires a donation, which makes a significant contribution to the cost of the University Facility.

### Rationale

The College of Nursing is leveraging the secured dollars from Dr. Phillips Charities that would support the Health and Human Performance focus area in the UCF Strategic Plan. The university has outlined the priority of addressing prevailing workforce needs in the healthcare sector. This naming opportunity will enable UCF to serve the growing enrollment in our Nursing programs. When the new building is open and faculty hiring is completed, we expect:

- 50% increase in pre-licensure BSN student enrollment (140-150 annually; nearly 1500 over the next 10 years)
- 20% increase in graduate student enrollment
- 6% increase in lower-division pre-nursing\* student enrollment (\*Students who have

declared their major as nursing but have not yet been admitted into the program.)

### **Implementation Plan**

If the naming opportunity is approved by the Board, the College of Nursing will proceed with the approved renderings and naming ahead of an early 2024 groundbreaking.

### **Resource Considerations**

The funds secured for this naming opportunity are provided by Dr. Phillips Charities. These funds will support education and research within the College, build on current expertise (such as simulation), and develop new areas in partnership with other UCF colleges. The new facility will double the classroom space and offer three times the current simulation and lab space in Research Park. This additional space will enable offering twice as much evidence-based simulation training opportunities, resulting in graduates with immediate readiness for clinical practice. It will also provide innovative laboratory space to develop and test the utility of education and training technologies.

### **Conclusion**

Staff recommends that the committee recommend approval of the proposed naming opportunity to the Board of Trustees.



# DR. PHILLIPS NURSING PAVILION RENDERINGS (2 OF 3)



# DR. PHILLIPS NURSING PAVILION RENDERINGS (3 OF 3)





# Board of Trustees

*Strategic Partnerships and Advancement Committee*

*November 16, 2023*

## Agenda Item

DISC-1- FY2024 Attainment and Division Update

## Proposed Committee Action

This report will provide the committee with a high-level strategy overview toward ensuring UCF's revenue sustainability. This report will include attainment, alumni engagement, and endowment performance metrics.

## Authority for Board of Trustees Action

N/A

### Supporting Documentation Included

Attachment A: Attainment and Divisional Progress Presentation

### Facilitators/Presenters

Rod Grabowski, Senior Vice President, UCF Advancement & Partnerships, CEO, UCF Foundation, Inc.



# DISC-1: FY2024 Attainment and Division Update

## EXECUTIVE SUMMARY

### Objective

This report will provide the committee with a high-level strategy overview toward ensuring UCF's revenue sustainability. This report will include attainment, alumni engagement, and endowment performance metrics.

### Summary of Key Observations/Recommendations

- Advancement and Partnerships is actively working to achieve the 2027 Strategic Plan goal of \$100 million in annual attainment. This figure is reflective of the current fiscal year's goal.
- Current attainment as of October 30, 2023, sits at \$9.6 million. \$32.7 million is projected to close by December 31, 2023.
- Advancement and Partnerships is actively focused on endowment growth from \$215 million (current) to \$350 million by 2027.

### Additional Background

Attainment of \$6.3 million was reported at the September 27, 2023, meeting, with closing projections of \$12 million by September 30, 2023.

Historical attainment figures from the past three fiscal years have been included below:

Fiscal Year 2020-2021	\$77.5 million
Fiscal Year 2021-2022	\$75.8 million
Fiscal Year 2022-2023	\$114.3 million

### Rationale

The Board of Trustees oversight strategic partnerships and advancement communications aligns with the UCF Strategic Plan, which includes an annual attainment goal of \$100 million (achieved by 2027).

### Implementation Plan

Advancement & Partnerships is working toward \$100 million in annual, sustained attainment as well as growth of the endowment. The attainment goal for the current fiscal year is \$100 million. An attainment report will be provided to this committee at the February 23, 2024, and June 13, 2024, meetings.

### Resource Considerations

The impact of successful fundraising will expand access to higher education and help to make it affordable through scholarships and resources. This discussion item will not result in any additional costs to the University.

## **Conclusion**

Trustees are encouraged to engage in discussion with leadership regarding UCF's philanthropic goals for FY 2023-2024, including how they can engage as philanthropic advocates utilizing their networks to assist in achieving sustainable university support.



# **UCF ADVANCEMENT & PARTNERSHIPS UPDATE**

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Rodney Grabowski, CFRE

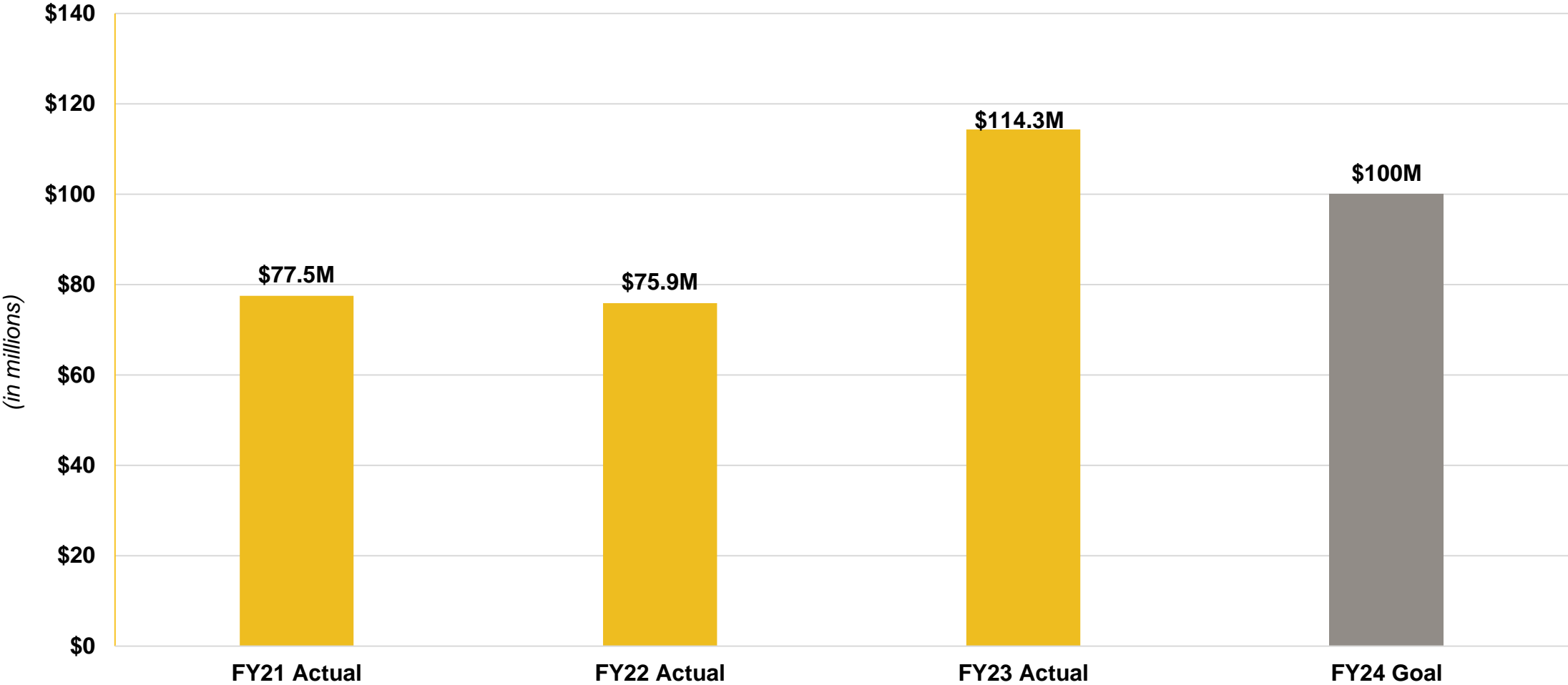
Senior Vice President for Advancement & Partnerships and CEO, UCF Foundation, Inc.

November 16, 2023

# **METRICS & KEY PERFORMANCE INDICATORS**

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# ATTAINMENT FY21 - PRESENT



# FY24 ATTAINMENT PROGRESS

College/Unit	Goal	Attainment	Percentage to Goal
Arts & Humanities	\$10,000,000	\$560,812	6%
Athletics	\$35,000,000	\$3,707,392	11%
Burnett Honors College	\$400,000	\$51,268	13%
Business Administration	\$6,000,000	\$643,892	11%
Community Innovation & Education	\$1,500,000	\$43,259	3%
Engineering & Computer Science	\$3,000,000	\$535,673	18%
Health Professions & Sciences	\$600,000	\$55,621	9%
Medicine	\$5,000,000	\$94,502	2%
Nursing	\$4,000,000	\$488,982	12%
Optics, Photonics, CREOL	\$500,000	\$33,480	7%
Rosen College of Hospitality Management	\$1,000,000	\$66,214	7%
Sciences	\$4,000,000	\$298,258	7%
SSWB	\$4,000,000	\$1,128,844	28%
Undergraduate Studies	\$200,000	\$7,935	4%
WUCF	\$4,000,000	\$931,858	23%
Divisions/All Other	\$20,800,000	\$1,020,945	4%
<b>Grand Total</b>	<b>\$100,000,000</b>	<b>\$9,668,935</b>	<b>10%</b>

Data as of 10/30/2023.

# FY24 PROPOSAL FORECAST

## Expected Asks Q2 (Raw Data)

Month	Expected Ask Amount
September	\$16,274,000
October	\$19,841,000
November	\$33,669,000
December	\$49,631,200
Total	\$119,445,200

## Expected Closes Q2 (Raw Data)

Month	Expected Close Amount
September	\$3,852,050
October	\$2,149,750
November	\$7,719,000
December	\$60,474,171
Total	\$74,184,971

## UCF Projections End of Q2

\$9M YTD Attainment  
\$19.8M Forecast From Expected Closes\*  
\$3.78M Estimated Annual + Other Giving

=

**\$32.7M Projected by  
12/31/2023**

*Data as of 10/23/2023.*

# FYTD PERFORMANCE SUMMARY

KPI	FYTD21	FYTD22	FYTD23	FYTD24
Total Attainment	\$6,267,176	\$9,091,039	\$10,866,431	\$9,076,840
Total Donors	15,907	21,362	20,813	22,512
Average Giving	\$394	\$426	\$522	\$438
Median Gift	\$42	\$40	\$35	\$30
Largest Gift	\$900,000	\$1,285,000	\$2,230,000	\$1,078,270

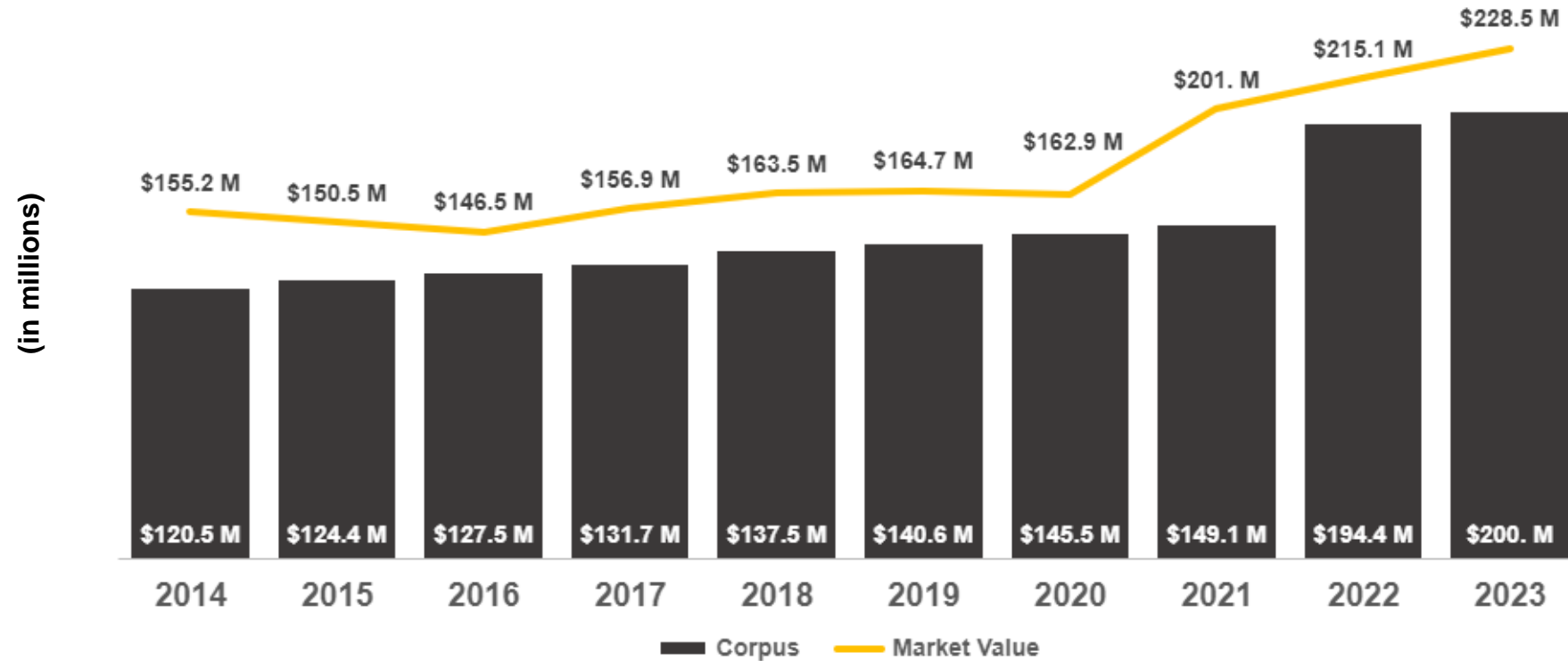
# FY24 FUNDRAISER PRODUCTIVITY GOALS

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CATEGORY	FY24 GOAL	FY24 PROGRESS	FY24 % TO GOAL
Proposals Submitted	741	195	26%
Proposals Funded	441	69	16%
Visits	4,690	1,007	21%
Qualifications	2,780	259	9%

Data as of 10/16/2023.

# FY14-23 ENDOWMENT PERFORMANCE

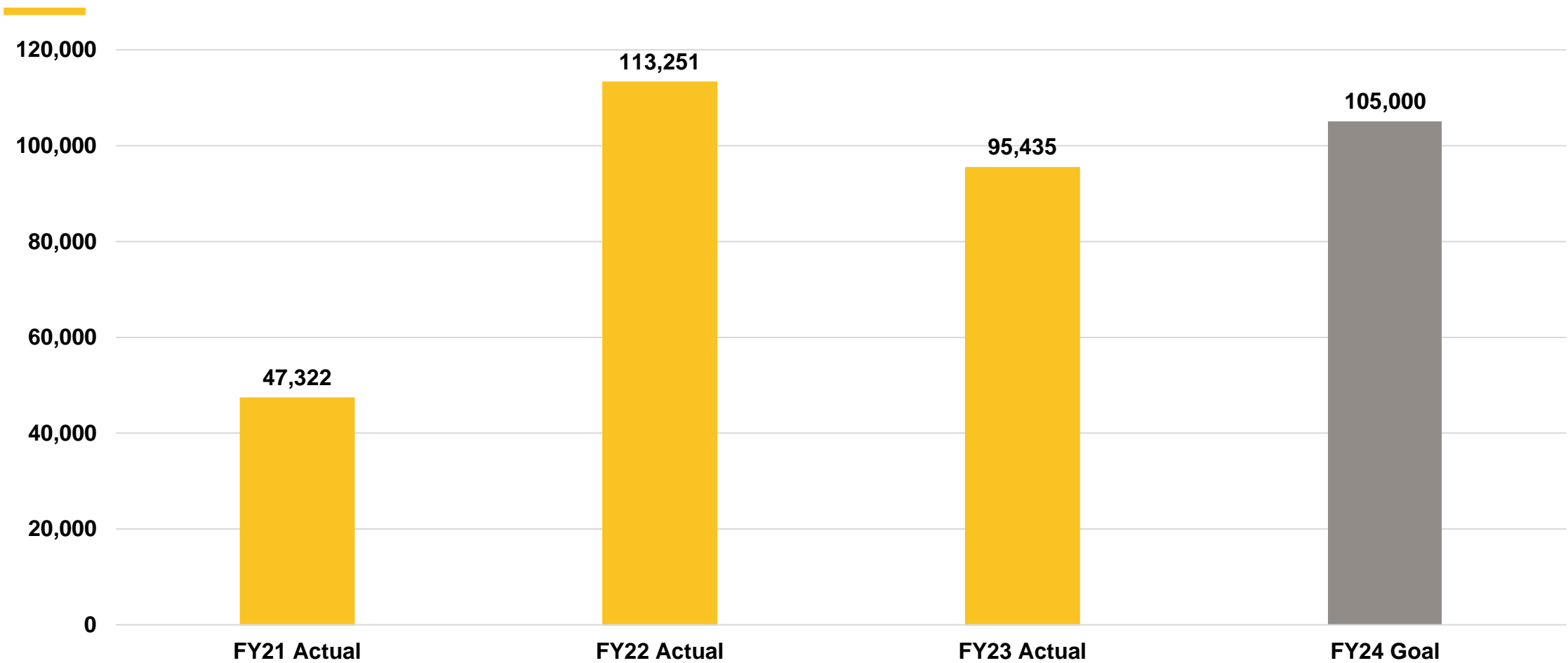


# FYTD ALUMNI ENGAGEMENT AND ANNUAL GIVING

KPI	FYTD23	FYTD24
Unique Engaged Alumni	25,291	25,236
Alumni Donors	6,130	7,073

Data as of 10/16/2023.

# ALUMNI ENGAGEMENT COUNTS

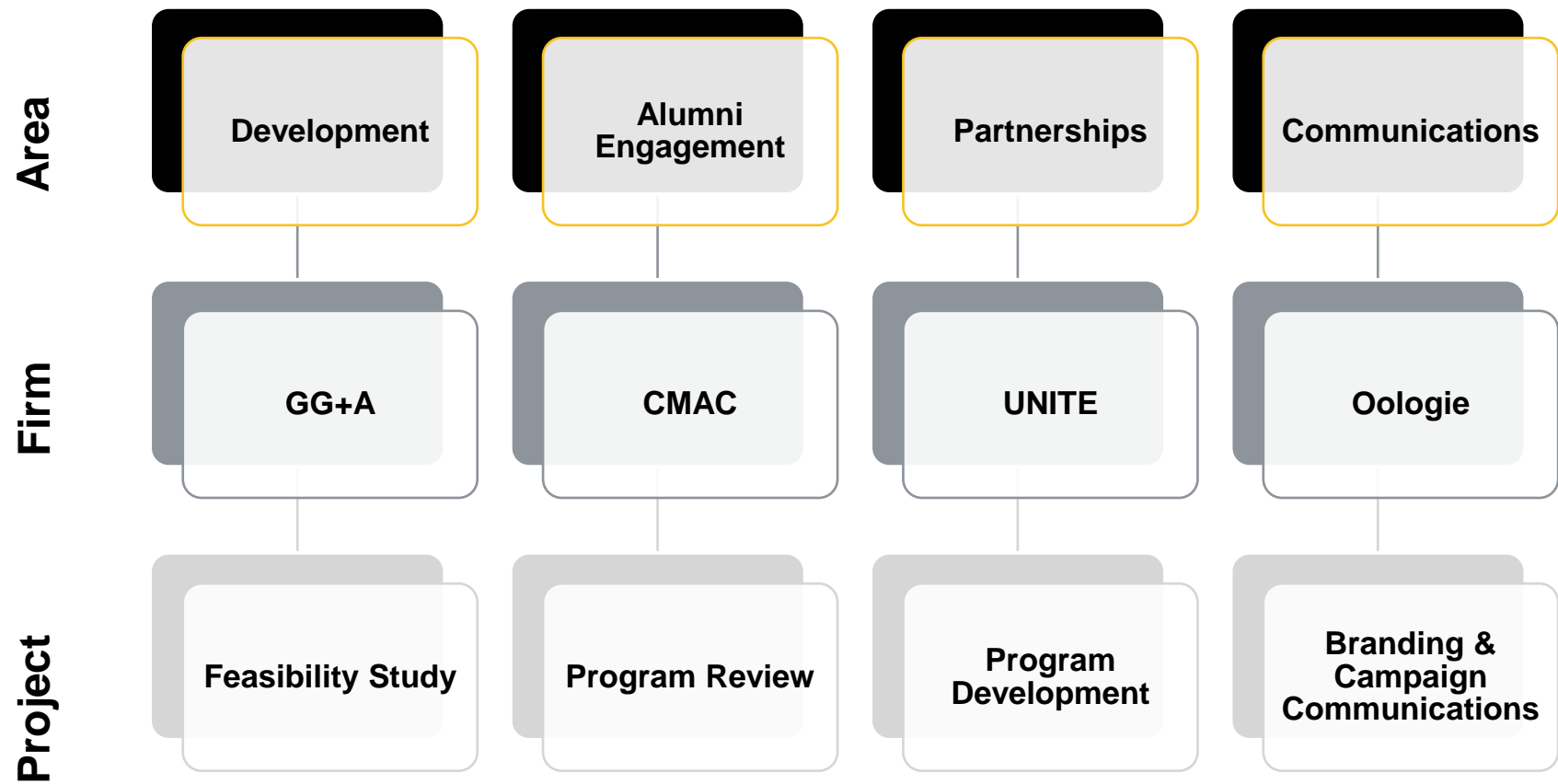




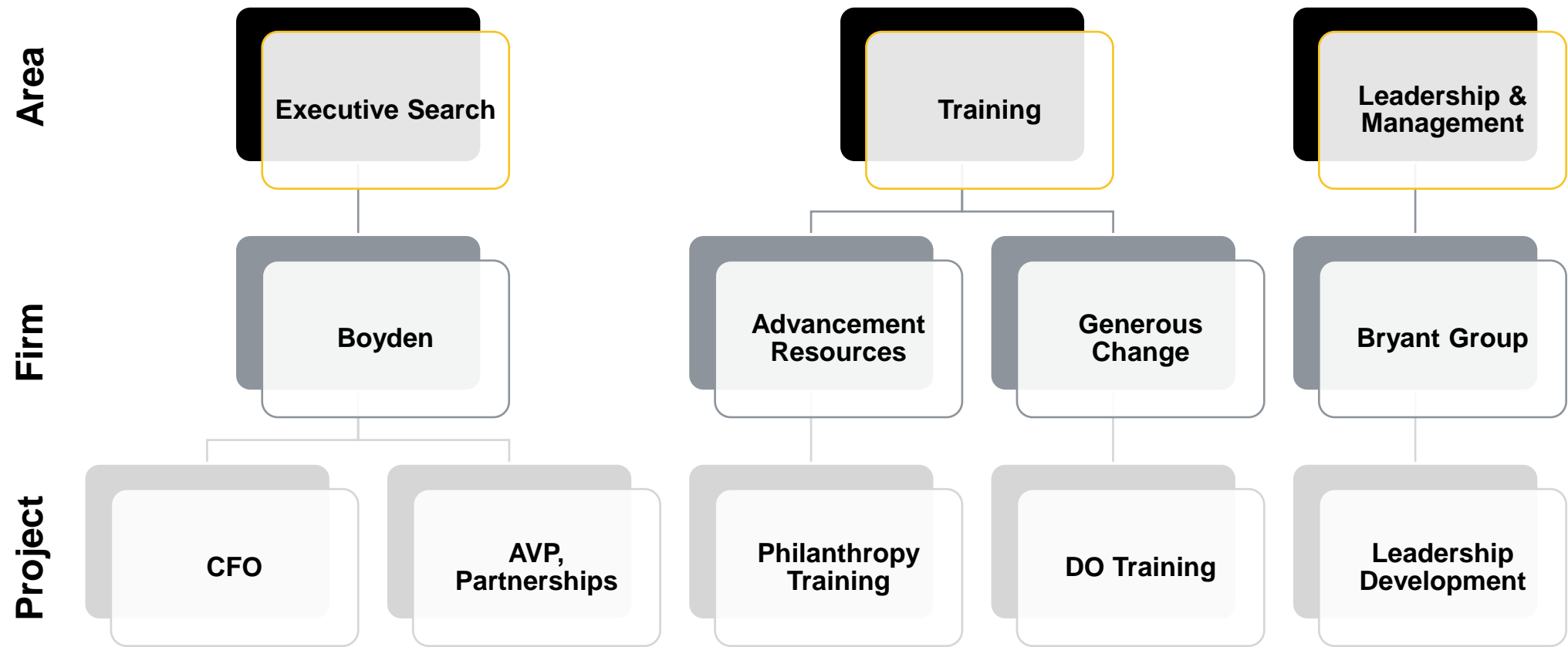
# **DIVISIONAL UPDATES**

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# CURRENT PROJECTS - PROGRAMMATIC



# CURRENT PROJECTS - OPERATIONAL







# QUESTIONS?

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# Board of Trustees

*Strategic Partnerships & Advancement Committee*

*November 16, 2023*

## **Agenda Item**

INFO-1: Strategic Communications Activity Update

## **Proposed Committee Action**

This item is provided to inform the committee regarding the progress toward UCF's Strategic Plan goal of brand and national reputation enhancement with USNWR Peer Evaluation Rating of 3.3.

## **Authority for Board of Trustees Action**

N/A

### **Supporting Documentation Included**

Attachment A: Strategic Communications Activity Report

### **Facilitators/Presenters**

Patrick Burt, Chief Communications & Marketing Officer, UCF Advancement & Partnerships



# INFO-1: Strategic Communications Activity Update

## EXECUTIVE SUMMARY

### Objective

To inform the committee of activities and outcomes related to increasing awareness and growing the reputation of UCF.

### Summary of Key Observations/Recommendations

In the first quarter of Fiscal Year 2023-2024, UCF had more than 22,000 mentions in media outlets that range from local publications to digital and major outlets. UCF earned placements in top-tier publications, including The New York Times, BBC, CBS News, Fox Business, USA Today, The Washington Post, The Wall Street Journal, Forbes, and others. Articles syndicated from the Associated Press and Ivanhoe Broadcast News reached audiences across the U.S. Sentiment of news media was predominantly positive during the quarter.

UCF's main website and brand social accounts experienced typical activity, engagement, and growth for the quarter. Engagements totaled 183,505 across Facebook, LinkedIn, and Instagram accounts. YouTube experienced 26,887 hours of watch time on UCF's channel.

### Additional Background

This item provides data around media reach, website statistics, and social media engagement on top-level UCF brand accounts.

### Rationale

The UCF Strategic Plan's fourth pillar of Innovation and Sustainability includes the goal of enhancing UCF's brand and national reputation. The priority initiative includes launching targeted and comprehensive marketing initiatives that raise UCF's national profile by highlighting academic excellence, student achievements, research and creative activities, and membership in the Big XII athletic conference.

### Implementation Plan

UCF Communications and Marketing continues to identify opportunities within faculty research and innovation, the colleges and student success, alumni outcomes, philanthropy, and athletics to engage followers and broaden audiences for UCF. These opportunities are developed into engaging content, stories, videos, and media pitches to increase engagement with and awareness for the university.

### **Resource Considerations**

This informational item will not result in any additional costs to the University.

### **Conclusion**

The committee is encouraged to review and provide feedback to the Communications and Marketing staff.



#### 2023-24 Q1 Report

#### FACULTY AND STAFF EXCELLENCE

##### Notable Media Placements

- Thomas Wahl (CECS): [National Geographic](#)
- Phil Metzger (COS): [Wired](#)
- Mary Jean Amon (SMST): [Washington Post](#)
- Salvador Almagro-Moreno (COM) [TODAY.com](#)
- Noemí Pinilla-Alonso (COS): [Forbes](#)
- Mindy Shoss (COS): [The New York Times](#), [BBC](#), [Washington Post](#)
- Ady Milman (RCHM): [CBS News](#)
- Joshua Colwell (COS): [Salon](#)
- Claudia Andl (COM): [Fox News](#), [Ivanhoe Newswire](#)
- Steven Pratt (RCHM): [Marketplace \(NPR\)](#)
- Richard Lapchick (COB): [Associated Press](#), [The New York Times](#) and [ESPN](#)
- Kareen Ahmed (CECS): [Inceptive Mind](#), [Interesting Engineering](#), [New Atlas](#)
- Debopam Chakrabarti (COM): [WebMD](#)
- Sean Snaith (COB): [The Wall Street Journal](#), [CNN](#) and [Reuters](#)
- Ramses Ramirez (COS): [Smithsonian Magazine](#) and [Science Magazine](#)
- John Iannarelli (CCIE): [Fox News Radio](#)
- Olga Molina (CHPS): [USA Today](#)
- Aubrey Jewett (COS): [CNN](#), [Axios](#) and [Axios](#)
- Mark Ruffalo (COM): [Psychiatric Times](#)
- Joel Schneier (CAH): [CNET](#)
- Melanie Coathup (COM): [Ivanhoe Newswire](#)
- Luis Martinez-Fernandez (CAH): [Ivanhoe Newswire](#)
- Ning Wang (CREOL): [Phys.org](#)
- Jonathan Powell (COS): [USA Today](#), [Vox](#)
- [Florida Politics](#) featured UCF's rise in the Washington Monthly rankings, which rate schools on "what they do for their country, instead of for themselves. U.S. News & World Report ranked UCF among the most innovative universities in the nation. Media coverage included [Florida Politics](#) and the [Orlando Sentinel](#).
- Faculty involved with NASA in the historic OSIRIS-REx mission garnered national headlines for commenting on the excitement of the sample collected from asteroid Bennu returning to Earth. Coverage included Kerri Donaldson Hanna in [The Guardian](#) and [Accuweather](#), Humberto Campins in [Science News](#) and Yan Fernandez in [Forbes](#).

##### Peer Messaging

- Deployed two sponsored email blasts to peer influencers via *The Chronicle of Higher Education*. All emails surpassed the open rate benchmark of 30%.
  - **38.2%** Avg. Open Rate
  - **41.5%** Highest Open Rate ([Using AI for Faster, Cheaper Drug Development](#), 9/20)
  - **15,249** Total Opens
  - **0.15%** Avg. Click-through Rate (CTR)
- Deployed one sponsored email blast via SmartBrief for the Higher Ed Leader (total audience: 43,377)
  - [Using AI for Faster, Cheaper Drug Development](#)
  - **20% Open Rate** (at benchmark)

##### Best of UCF Today Features

- [3 Faculty Named UCF Trustee Chairs for 2023-28](#) (CREOL, CECS)
- [12 Things to Know About UCF Athletics](#)
- [Orlando Ranks No. 9 for Fastest-growing Tech Hubs Nationally](#) (CECS, COB, COS, CGS)
- [Forbes Ranks UCF a Best Employer in Florida for Second Year](#)

##### Research in 60 Seconds

- **Tara Pattilachan '22** (COM): [Tiny Bubbles, Big Solutions for Treating Osteoporosis](#)
- **Kayla Elizabeth Campana '15 '22MA** (CAH): [WWI's Psychological Impact on Nurses](#)

##### UCF.edu Homepage Features

- [Top-Talent for the Tech Hub](#)
- [Solving Challenges. Securing Our Nation](#)
- 60th Anniversary: 60 Years Ago, We Began Reaching for the Stars
- UCF Joins the Big 12 Countdown
- [Nationally Recognized for Positive Impact](#): Washington Monthly version
- [Nationally Recognized for Positive Impact](#): U.S. News & World Report version

**FACULTY AND STAFF EXCELLENCE** continued .....**Key Projects**

- Released promotions for [U.S. News & World Report](#), [Washington Monthly](#) and [Forbes Best Employers](#) rankings — including UCF Today articles (6,258 sessions), press releases (12-plus features), homepage headers (2), website updates, organic social media toolkits and posts (96,416 impressions), and email (318,185 delivered, 115,863 opened).
- Big 12 launch announcement and related sports activations (media kits, game day flyers for four games, pole and library banners).

**STUDENT SUCCESS AND INCLUSIVE EXCELLENCE** .....**Notable Media Placements**

- [ISS Source](#) featured student Cameron Whitehead, winner of the U.S. Department of Energy's 2023 CyberForce Conquer the Hill – Reign Edition Competition.
- In a [Chronicle of Higher Education](#) column, Josh Wyner of the Aspen Institute highlighted UCF among three “highly selective colleges” that “have figured out how to enroll more low-income students and achieve higher levels of diversity than their peers.”
- Dwight Howard, a mechanical engineering student and vice president of the Robotics Club, demonstrated the robot dog Tape Measure on [WOFL](#), [WFTV](#), and [WESH](#).

**Best of UCF Today Features**

- [UCF Student Awarded Department of Defense SMART Scholarship](#)
- [Coming to UCF From Out of State? Use These 5 Tips to Prepare](#)
- [After Life's Unexpected Turns, Graduating Nursing Student Finds Calling](#) (CON)
- [UCF Doctoral Graduate Aims to Support Exceptional Education Teachers, Students with STEM Education Accessibility](#) (CCIE)
- [Preparing for Your First Week of Graduate School at UCF](#) (CGS)
- [UCF Puerto Rico Research Hub Celebrates 5th Anniversary](#)
- [UCF Students Receive \\$25,000 EPA Grant to Develop Toxin Biosensor for Drinking Water](#) (CECS)

**Key Projects**

- Launched 13 updated, keyword-driven college webpages with high-impact headers to increase organic traffic and the [Value of a College Degree](#) page.
- Produced and printed 10 Undergraduate Admissions recruitment assets.
- Partnered with Student Success and Well-Being and the Registrar's Office on the Fall returning student registration campaign, which included 15 emails and 11 text messages to all returning undergraduate students.
- Summer Commencement: Photos/videos, social media, grad banners.
- Launched three new programs for UCF Online.

## ALUMNI OUTCOMES, PHILANTHROPY AND ADVANCEMENT .....

### Notable Media Placements

- Rod Grabowski (A&P): [The Chronicle of Philanthropy](#)
- Three UCF alumni were named in Scott Maxwell's Orlando Sentinel column about 10 People Who Make Orlando a Better Place to Live: [Orlando Sentinel](#).

### Best of UCF Today Features

- [UCF Engineering Alum Receives International Award for Expertise in Combustion](#) (CECS)
- [UCF Alumni Announces 2023 Shining Knights Award Recipients](#) (CREOL, COS, COM, COB, BHC)
- [3 Distinguished UCF Alumni, Business Leaders Join UCF Foundation Board](#)
- [Advocacy and Authenticity: Social Work Grad Recruits Top Talent](#) (CHPS, COS)
- [3 Knights Set to Compete at 2023 FIFA Women's World Cup](#)
- [UCF Alum on How FIEA Took Him From Gamer to Creator](#) (COS)
- [Adrien Bouchet Named Richard & Helen DeVos Foundation Endowed Chair, Eminent Scholar](#) (COB)

### Key Projects

- Expanded the Knight Your Ride campaign to include FBC Mortgage Stadium stairwell wraps, a new paid social campaign, a refreshed landing page, and an updated form submission process.
- Supported the Constellation Society with a video and booklet copy.

## PARTNERSHIPS AND OTHER .....

### Notable Media Placements

- The [Orlando Business Journal](#) covered UCF's ranking by Forbes among the best employers in Florida.

### Best of UCF Today Features

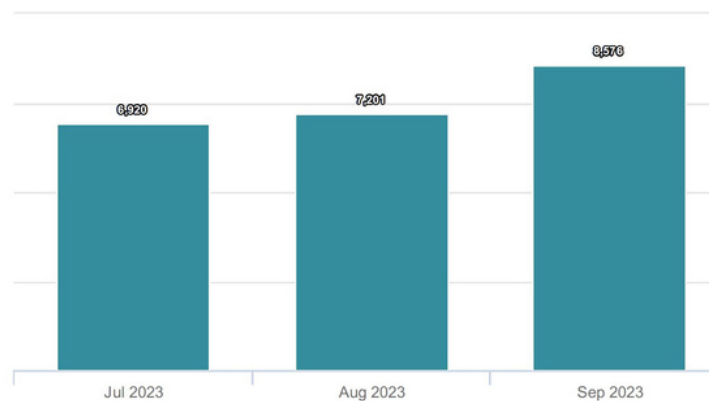
- [UCF Sees Success With Efforts to Increase Local Student Recruitment Through Community Engagement](#) (CCIE)
- [UCF to Advance Space Exploration Careers Through U.S. Department of Education Partnership](#) (CCIE)

## NEWS MEDIA REACH .....

TOTAL ARTICLE MENTIONS: **22,697**TOTAL AD VALUE EQUIVALENCY (AVE): **\$1.05B**[View the full metrics report here.](#)*This represents online news outlet mentions only and does not include mentions on radio/TV.*

## NEWS ARTICLES .....

UCF Coverage Report 2023 Qtr 1 - Articles

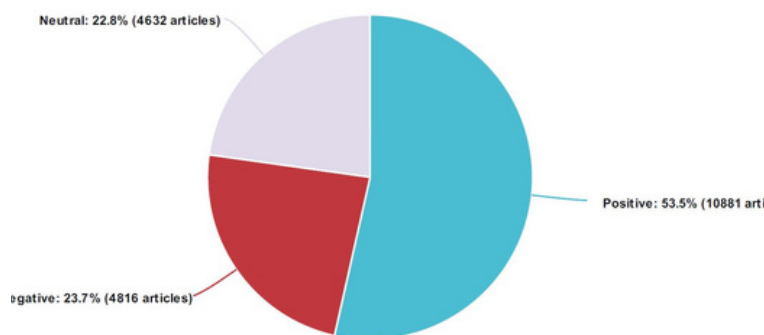


September saw increased article volume due to several spikes. These included an article about Boise State football looking to rebound from a loss before it faces UCF; another from PRNewswire about sexual health month; and 300-plus shares on Twitter of an [Associated Press](#) article "Supreme Court to decide if state laws limiting social media platforms violate the Constitution" referencing laws enacted in Florida.

## NEWS SENTIMENT .....

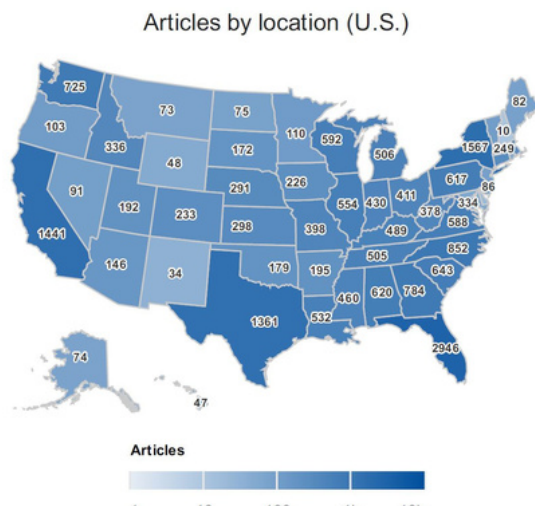
UCF Coverage Report 2023 Qtr 1 - Sentiment

07/01/2023 - 09/30/2023



Sentiment ratings reflect how MuckRack rates overall stories, not whether they are positive or negative for UCF. For example, many "negative" stories are those in which UCF faculty experts are quoted on topics that Muck Rack considers negative, even though the story may be positive for UCF.

## NEWS MENTIONS



## CONTENT

## UCF Today

UCF-affiliated individuals mentioned, quoted or used as sources

**250** faculty (63.5%)

**18** students (4.5%)

**72** alumni (18.3%)

**50** staff (12.7%)

**4** postdocs (1%)

**394** Total

Total Stories

**84**

Total Pageviews

**220,368**

Users

**297,732**

## Top 10 Stories by Pageviews

[Thursday Football: Student Admission, Classes, Parking and More](#)

Pageviews: **7,981**

[How We Use Rhetoric in Everyday Life](#)

Pageviews: **4,400**

[UCF is Highest Ranked in Florida for Innovation by U.S. News, Rise to No. 14 Driven by Research and Student Success Outcomes](#)

Pageviews: **3,820**

[7 Little-Known Facts about the Declaration of Independence](#)

Pageviews: **3,616**

[ADHD Kids Can Be Still - If They're Not Straining Their Brains](#)

Pageviews: **3,562**

[7 Influential Protests in American History](#)

Pageviews: **3,398**

[How I Learned to Stop Worrying and Love Paw Patrol](#)

Pageviews: **3,152**

[Everything You Need to Know About UCF Transportation and Parking](#)

Pageviews: **2,781**

[UCF Rises to No. 36 Best National Universities Ranking by Washington Monthly for 2023](#)

Pageviews: **2,757**

[11 Lesser-Known Facts about the Mayflower and Thanksgiving](#)

Pageviews: **2,517**

**UCF.EDU WEBSITE**

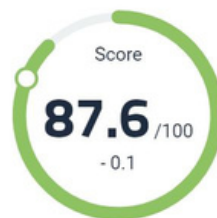
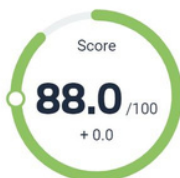
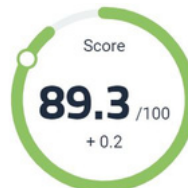
Pageviews	3,683,221
Users	1,054,991

**Top Pages Pageviews**

Homepage	1,548,302
Degree Search	221,168
Academics & Degree Programs	168,789
Become a Knight	117,233
Apply to UCF	80,524

**UCF.EDU PERFORMANCE**

as of October 17, 2023

**Digital Certainty Index****Quality Assurance Score****SEO Score****Accessibility Score****Digital Certainty Score (DCI)**

The DCI Score is calculated based on a website's performance across three categories: Quality Assurance, SEO, and Accessibility. Each category makes up one-third (33.33%) of the Overall DCI Score.

**Quality Assurance Score**

The measure of a website's credibility and user-facing characteristics: content quality, content freshness, user experience and security.

**SEO Score**

The measure of how well the user-facing and technical aspects of a site contribute to search engine optimization, and ultimately, higher rankings and organic traffic.

**Accessibility Score**

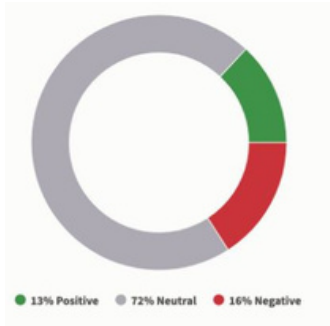
A measure of how well a website tests against web accessibility standards set out in WCAG (Web Content Accessibility Guidelines) 2.1.

## SOCIAL

## Social Posts by Category

Student Experience	43
Academic and Research	47
Alumni, Community and Partnerships	49

## Sentiment



## X (Twitter)

Published Posts	130
Followers	188,846
Impressions	658,705
Mentions	3,376
Total Engagements	13,565
Top Posts: Big 12 State of Mind; 12 things to love about UCF; RWC: Barbie edition; City of Orlando quote tweet; Campus closure Aug. 30; UCF monitoring Idalia; Claim your free student pass for UCF Football; Quote Tweet to Baylor University billboard post; Fall 2023 Internship and Career Expo; Hispanic Heritage Month series week 3 video; World Tourism Day; UCF Puerto Rico Research Hub Anniversary	

## Facebook

Published Posts	91
Followers	307,204
Impressions	10,327,284
Total Engagements	20,892
Top Posts: RWC Barbie edition; Dr. Phillips Performing Arts Center ranked #11 in the world; World Emoji Day; Forbes Ranking; Summer Grad Caps; Summer Move In; Hispanic Heritage Month series week 3 video; Research in 60 Tara Pattilachan; World Tourism Day; First Big 12 Game in the Bounce House; UCF Puerto Rico Research Hub Anniversary	

## LinkedIn

Published Posts	67
Followers	415,397
Impressions	1,363,560
Total Engagements	19,842
Top Posts: July 4; Happy Birthday City of Orlando; National Parents Day; Forbes Rankings; NanoScience Technology Center (butterfly paint); Congrats UCF Summer Grads; September 11; National Suicide Prevention Week; 2024 U.S. News & World Report; Internship & Career Expo; Hispanic Heritage Month series week 1 video	

## Instagram

Published Posts	323
Followers	111,380
Impressions	4,476,305
Accounts Reached	2,356,505
Total Engagements	160,957
Top Posts: Knightro as Barbie trend; RWC Barbie edition; Oppenheimer 2.0 Knightro edition; World Emoji Day; July 4; 12 things to love about UCF; UCF 1963 Version (Taylor Swift trend); Storm Update (feed post); Shawn Welcome VO UCF Commencement Video; International Day of Sign Languages; UCF life hacks carousel; Fall 2023 Internship & Career Expo reel	

## YouTube

Subscribers	41,775
Views	2,876,621
Watch Time (hours)	26,887
Impressions	19,958,628
Top Videos: ADHD Study; The Ocoee Massacre; How Play Therapy Helps Children; UCF's Biggest Campus Tour (Ever); UCF & Nemours; Mini Cows (WUCF TV's "ONE" in 2013); Summer Commencement Live streams; UCF Fight Song; What Makes Lovebugs Appear and Disappear	

## Knights Do That Podcast

Total All-Time Plays	92,020
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[Listen to Podcasts](#)