



February 22, 2024 Strategic Partnerships and Advancement Committee

Board of Trustees

Rosen College of Hospitality Management - Disney Dining Room, Room 124

Feb 22, 2024 10:00 AM - 10:30 AM EST

Table of Contents

I. Agenda.....	2
II. Opening Actions	
III. Minutes from the November 16, 2023, meeting.....	3
IV. Action	
A. SPAC-1: External Naming Opportunity.....	5
V. Discussion	
A. DISC-1: Fiscal Year 2023-2024 Attainment & Division Update.....	10
B. DISC-2: Ologie Consultant Update.....	22
VI. Information	
A. INFO-1: Day of Giving Save the Date.....	36
B. INFO-2: UCF Specialty License Plate Sales Update.....	41
C. INFO-3: Strategic Communications Activity Update.....	44
VII. New Business	
VIII. Adjournment	



February 22, 2024, Strategic Partnerships and Advancement Committee

Board of Trustees

Feb 22, 2024 at 10:00 AM EST to Feb 22, 2024 at 10:30 AM EST

Rosen College of Hospitality Management - Disney Dining Room, Room 124

Virtual Link: <https://youtube.com/live/Zzquwtig2IE?feature=share>

Agenda

I. Opening Actions

Call to Order and Welcome

10:00 AM

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

Roll Call and Quorum Confirmation

10:01 AM

Presenter: Janelle Hom '10MA, Director, Foundation Board Relations, UCF Advancement & Partnerships

II. Minutes from the November 16, 2023, meeting

10:02 AM

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

III. Action

A. SPAC-1: External Naming Opportunity

10:03 AM

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

10:10 AM

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

B. DISC-2: Ologie Consultant Update

10:18 AM

Presenters: Patrick Burt '08MS, Chief Marketing and Communications Officer, Rodney Grabowski, Senior Vice President for Advancement & Partnerships and CEO, UCF Foundation, Inc

V. Information

10:26 AM

A. INFO-1: Day of Giving Save the Date

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

B. INFO-2: UCF Specialty License Plate Sales Update

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

C. INFO-3: Strategic Communications Activity Update

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

VI. New Business

10:28 AM

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

VII. Adjournment

10:29 AM



UNIVERSITY OF CENTRAL FLORIDA

Board of Trustees
Strategic Partnerships and Advancement Committee Meeting
November 16, 2023
Live Oak Center

MINUTES

CALL TO ORDER

Trustee John Miklos, Chair of the Strategic Partnerships and Advancement Committee, called the meeting to order at 12:30 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 Gaekwad, Cardenas, Condello, Conte, Greenaway, and McAlpin. Chair Martins and Trustees Altizer, Christy, King, Mills and Okaty attended as guests.

MINUTES

The minutes from the September 27, 2023, meeting were unanimously approved as written.

ACTION

At Chair Miklos' request, Youndy Cook, Vice President and General Counsel, confirmed there were no disclosures of conflict of interest from the Trustees.

External Naming Opportunity (SPAC-1)

Rodney Grabowski, Senior Vice President for Advancement and Partnerships and CEO, UCF Foundation, Inc., sought recommendation of approval of the Dr. Phillips Nursing Pavilion naming of the new College of Nursing building.

Trustee Conte motioned and Trustee McAlpin seconded. The external naming opportunity was unanimously recommended approval.

DISCUSSION

Chair Miklos 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 \$228 million (current) to \$350 million by 2027.

Grabowski shared a brief overview of recent updates within the Advancement and Partnerships division, including investments in consulting partners around campaign planning, partnerships, communications and marketing, and leadership development.

INFORMATION

Chair Miklos asked if there were any questions concerning the Strategic Communications Activity Update. There were no questions.

NEW BUSINESS

Trustee Gaekwad inquired as to whether UCF offered any sort of drone education program. Provost Johnson shared that while there is no formal program, some students are using drones for research.

Grabowski directed trustees to the 60th Anniversary Pegasus Magazine at their seats. This edition was the largest mailing to date totaling 305,000 constituents.

ADJOURNMENT

Chair Miklos adjourned the meeting at 1:00 p.m.

Reviewed by: _____
John Miklos, Chair, Strategic Partnerships and
Advancement Committee

Date: _____

Submitted by: _____
Michael Kilbride, Associate Corporate
Secretary

Date: _____



Board of Trustees

Strategic Partnerships and Advancement Committee

February 22, 2024

Agenda Item

SPAC-1: External Naming – Taylor A. Gerring Football Center

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 Taylor A. Gerring Football Center naming of the new Football Administration Coaches Building to the Board of Trustees.

Authority for Board of Trustees Action

Board of Governors Regulation 9.005

Supporting Documentation Included

Attachment A: Taylor A. Gerring Football Center 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 Taylor A. Gerring Football Center naming gift for the new Football Administration Coaches Building to the Board of Trustees. This naming gift aligns with the Mission XII initiative as part of the commitment to help transform the UCF football campus with the move to the Big 12 Conference. The Board of Trustees' approval is required per Board of Governors Regulation 9.005.

Summary of Key Observations/Recommendations

- UCF Athletics has invested \$47 million in facility upgrades and improvements since 2016 that have changed the way UCF recruits future Knights, develops student-athletes, and generates revenue.
- A football operations building was included in the Phase I Mission XII growth plan which will house coaches' offices, meeting rooms, and a student-athlete lounge.
- The Board of Trustees previously approved the naming to the entrance to the football campus as the "Sharon and Marc Hagle Gateway" on Jul 12, 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

As UCF strives to become the world's leading metropolitan research university, achievements in the classrooms, laboratories, and the community are enhanced by our national recognition in athletic competition.

Implementation Plan

If the naming opportunity is approved by the Board, UCF Athletics will proceed with the approved renderings and naming ahead of the groundbreaking. Groundbreaking for the Sharon and Marc Hagle Gateway will begin in 2024, with various phases and buildings, including this facility, through 2026.

Resource Considerations

The funds secured for this naming opportunity are provided through Taylor A. Gerring's individual philanthropic support. These funds will support Mission XII objectives, including increasing the UCF Athletics operating budget and the delivery of unique athletics facilities for all student-athletes and fans, starting with the UCF Football Campus.

Attracting and attaining top talent while enhancing the operating budget and facilities are a key focus as UCF Athletics transitions to a Power 5 conference. The current operating budget must grow with the transition into Big 12 competition.

UCF has the largest living alumni base in the Big 12 Conference. Charitable investment in UCF from our alumni, family and friends sets the state for UCF to compete for Big 12 and National Championships. Every philanthropic gift will shape the future of college athletics at UCF.

The UCF Foundation is responsible for the applicable donor recognition of gifts made to benefit the University and maintains the policies and procedures for the acceptance and recognition of gifts. Accordingly, the UCF Foundation researched the Donor and the principals of the Donor regarding personal background, reputation and brand due diligence prior to finalizing negotiations and bringing this matter to the Board of Trustees.

Conclusion

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

TAYLOR A. GERRING FOOTBALL CENTER RENDERINGS (1 OF 2)

Attachment A



TAYLOR A. GERRING FOOTBALL CENTER RENDERINGS (2 OF 2)





Board of Trustees

Strategic Partnerships and Advancement Committee

February 22, 2024

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 February 8, 2024, sits at \$28.8 million.

Additional Background

Attainment of \$9.6 million was reported at the November 16, 2023, meeting, with closing projections of \$32.7 million by December 31, 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 of 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. A final attainment report will be provided to this committee at the June 13, 2024, meeting.

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

Rodney Grabowski, CFRE

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

February 22, 2024

METRICS & KEY PERFORMANCE INDICATORS

FY24 ATTAINMENT TO DATE

College/Unit	Goal	Attainment	Percentage to Goal
Athletics	\$35,000,000	\$13,669,921	39%
Burnett Honors College	\$400,000	\$84,070	21%
College of Arts & Humanities	\$10,000,000	\$1,071,103	11%
College of Business	\$6,000,000	\$1,185,299	20%
College of Community Innovation and Education	\$1,500,000	\$67,117	4%
College of Engineering and Computer Science	\$3,000,000	\$848,781	28%
College of Health Professions and Sciences	\$600,000	\$270,642	45%
College of Medicine	\$5,000,000	\$1,206,087	24%
College of Nursing	\$4,000,000	\$1,620,771	41%
College of Optics and Photonics & CREOL	\$500,000	\$143,595	29%
College of Sciences	\$4,000,000	\$507,949	13%
Student Success and Wellbeing	\$4,000,000	\$1,427,730	36%
The Rosen College of Hospitality Management	\$1,000,000	\$150,137	15%
Undergraduate Studies	\$200,000	\$16,210	8%
WUCF	\$4,000,000	\$2,020,659	51%
Divisions/All Other	\$20,800,000	\$4,507,618	22%
Grand Total	\$100,000,000	\$28,797,689	29%

Data as of 2/8/2024.
University of Central Florida

Page 3



FY24 PROPOSAL FORECAST

- \$82M to \$106M projected by 6/30/2024
- Closure of an eight-figure gift will be important

**Data as of 2/8/2024. Projection applies the UCF Close and Yield Rate discount to the raw data for expected closes.*
University of Central Florida

FY22-24 YTD PERFORMANCE SUMMARY

KPI	FYTD22	FYTD23	FYTD24
Total Attainment	\$26,261,810	\$58,805,311	\$28,797,689
Total Donors	30,797	31,654	38,296
Average Giving	\$853	\$1,858	\$752
Median Gift	\$60	\$60	\$50
Largest Gift	\$5,002,500	\$18,239,896	\$2,011,200

Data as of 2/8/2024

University of Central Florida

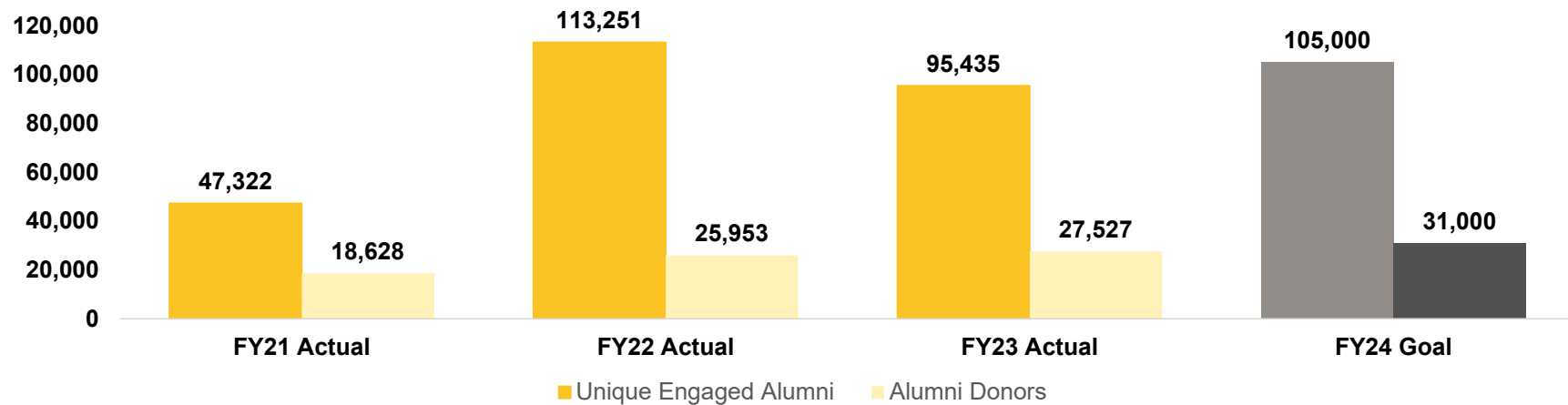
Page 5

FY24 FUNDRAISER PRODUCTIVITY GOALS

CATEGORY	FY24 GOAL	FY24 PROGRESS	FY24 % TO GOAL
Proposals Submitted	904	433	48%
Proposals Funded	511	191	39%
Visits	5,700	2,251	39%
Qualifications	3,630	863	24%

ALUMNI ENGAGEMENT & ANNUAL GIVING

KPI	FYTD23	FYTD24
Unique Engaged Alumni	47,203	117,558
Alumni Donors	10,642	10,790



DIVISIONAL UPDATES

- Partnerships Update
- AVP-Partnerships and CFO Hiring Update
- Campaign Feasibility Study

CAMPAIGN FEASIBILITY STUDY

Components include:

- Case for Support and Visioning Process
- Donor Interviews and Small Group Discussions
- Donor Insights Survey





QUESTIONS?



Board of Trustees

Strategic Partnerships and Advancement Committee

February 22, 2024

Agenda Item

DISC-2: Ologie Consultant Update

Proposed Committee Action

This report will provide the committee with a high-level update on UCF Advancement & Partnerships' work with Ologie, a marketing and branding agency for education. This report will provide an overview of the university's current framework, the benefits of aligning staff resources, and anticipated outcomes.

Authority for Board of Trustees Action

N/A

Supporting Documentation Included

Attachment A: Aligning Marketing & Communications Effectiveness Presentation

Facilitators/Presenters

Patrick Burt '08MS, Chief Communications and Marketing Officer, UCF Advancement & Partnerships

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



DISC-2: Ologie Consultant Update

EXECUTIVE SUMMARY

Objective

This report will provide the committee with a high-level update on UCF Advancement & Partnerships' work with Ologie, a marketing and branding agency for education.

Summary of Key Observations/Recommendations

- The framework for aligning the university-wide marketing and communications efforts is not robust, leading to limited focus and support across campus.
- In parallel to planning of UCF's next campaign, UCF Advancement & Partnerships has finalized a contract with Ologie to unify the university's positioning and brand story.
- Over the next 12-14 months, Ologie will assist in identifying themes around perceptions, strengths, and challenges for the brand, articulate clearly and concisely what is distinctive about UCF, and position UCF as a top-choice opportunity among our peers and competitors.

Additional Background

Across the university, 143 employees are categorized as marketing and communications professionals. 78 percent of those staff are outside of the Advancement and Partnerships division.

Currently, there is a valuable opportunity for colleges and units to align their priorities and focus, creating a cohesive and scalable narrative across the university. Enhancing communication and support around brand story guidelines presents a chance for improvement and consistency and will enable our leaders to tell our story consistently. Additionally, expanding resources to offer education and training on best practices is an opportunity to align effective messaging with UCF.

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

Completing the initiative's objectives will take 12-14 months and began in November 2023. The final phase of the initiative is planned to conclude in December of 2024, overlapping with campaign communications and brand development.

Resource Considerations

The impact of this investment and expected project outcomes will positively impact the university's resources through the attraction and retention of exceptional students, faculty, and staff, and increase broad philanthropic support.

Conclusion

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



OLOGIE CONSULTANT UPDATE

February 2024



Aligning Marketing and Communications for Effectiveness

The Current Situation

The framework for aligning university-wide marketing and communications efforts is not robust, leading to limited focus and support across campus.

- Colleges and units are unaligned in priorities and focus; no cohesive, scalable story to tell.
- Communication and support around brand guidelines is scarce and inconsistent.
- Resources to provide education and training on best practices are limited.

Alignment: Staffing Resources

Across the university, 143 employees are categorized as marketing and communications, with \$10.8 million in salary. **78 percent of staff** and **73 percent of salaries** are outside of Advancement and Partnerships.

Advancement and Partnerships

- **32 employees** listed as communications and marketing classification within Advancement Communications and Marketing and UCF Communications and Marketing
- **\$2.95 million** in active personnel salaries across 32 positions within Advancement and Partnerships

Vision →

Colleges and Units

- **111 employees** listed as communications and marketing classification within the colleges and units, excluding Advancement and Partnerships
- **\$7.85 million** in active personnel salaries across 111 positions in the colleges and units

Benefits of Alignment

- Our leaders will know our story and will tell it consistently.
- Initiatives will be perceived as a strategic part of our mission. We will stay focused and coordinated in our messaging.
- Expected outcomes will be aligned with strategies and tactics.
- We will better communicate “The Why” or purpose with emotional storytelling.
- We will be more efficient with our resources and will produce communications with better measures of effectiveness.

Anticipated Outcomes

- A consistent brand story
- clearly articulated mission and purpose and an
- operating plan that will leverage communications and marketing to support UCF in becoming a Top 50 research university.



- The marketing and branding agency for education.
- Experts at helping identify the story, harness it, and get it out into the world.
- Based in Columbus, OH

Areas of Focus:

- Brand Development
- Digital and Media Campaigns
- Reputation Building
- Advancement Communications

Their Approach:

- Research and Strategy
- Creative and Video
- Web Experiences
- Digital Marketing and Media
- Marketing and Technology
- Planning and Consultation

The Project

This initiative with Ologie will:

- Identify themes around perceptions, strengths and challenges for our brand.
- Articulate clearly and concisely what's distinctive about UCF.
- Position UCF as a top-choice opportunity among our peers and competitors.
- Define UCF's most differentiating attributes and overarching story.
- Develop and deliver compelling messages to key audiences.
- Attract, retain and engage great students, donors, faculty and staff.
- Increase awareness and build the reputation of UCF's offerings.

Discover, Define, Create, Activate over the next 12-14 months

The Progress to Date

To begin, Ologie has immersed themselves in all facets of the university and the campaign to gather input and develop key insights for strategy development.

Interviews

- Interviewed 38 people including President, Provost, Deans and select Trustees, donors, students and alumni
- Interview with all communicators (central and units)

Interactive Experiences

- Campus Visit in December
- Campus Tour in December
- Socialization, surveys and exercise with communicators, scheduled late January
- Workshops in late February

Additional Branding Review

- Secondary material review
- Peer audit

The Timeline

Completing the initiative's objectives will take 12-14 months and began in November 2023. The final phase of the initiative is planned to conclude in December of 2024, overlapping with campaign communications and brand development.

Nov. '23 – June '24

- Comprehensive discovery and assessment
- Brand strategy and creative
- Campaign consultation
- Internal brand training and guidelines
- Internal rollout plan

July '24 – June '25

- External brand rollout and marketing plan (July)
- Brand and campaign launch consultation
- Brand asset development (internal/external) (June-Aug)
- Campaign discovery, strategy, and creative (Aug-Dec)
- Campaign guidelines (Dec)
- Campaign activation plan (Jan)
- Campaign asset development (Feb-May)

July '25

- Ongoing support
- Brand governance plan



UCF

Unleashing
Potential



Board of Trustees

Strategic Partnerships and Advancement Committee

February 22, 2024

Agenda Item

INFO-1: Day of Giving Save the Date

Proposed Committee Action

This item is intended to provide Trustees with an update on a key initiative under Alumni Engagement & Annual Giving to increase engagement and participation among UCF alumni, students, parents, and friends.

Authority for Board of Trustees Action

N/A

Supporting Documentation Included

Attachment A: Day of Giving Save the Date

Facilitators/Presenters

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



INFO-1: Day of Giving Save the Date

EXECUTIVE SUMMARY

Objective

This item is intended to provide Trustees with an update on a key initiative under Alumni Engagement & Annual Giving to increase engagement and participation among UCF alumni, students, parents, and friends.

Summary of Key Observations/Recommendations

- The 2023 Day of Giving initiative raised \$6.9 million through 5,309 donors and 9,551 gifts.
- A comprehensive communications and marketing plan will be outlined in the coming weeks.
- Opportunities for day-of engagement will be communicated through board staff along with post-campaign stewardship.

Additional Background

UCF Day of Giving is a celebration of Knight Nation, designed to rally alumni, students, parents, and friends and show their support by making a gift to UCF. The 2023 event included various challenges throughout the day, a Student Union Takeover, and a robust communications and marketing plan. Donors have the flexibility to choose from a wide range of areas to support the university that speaks to their passion. Day of Giving gifts are eligible for tax deductions.

Rationale

UCF's Day of Giving helps to increase UCF's reputation and rankings. The alumni participation rate impacts our rankings in *U.S. News and World Report*. The more UCF alumni who rally together on Day of Giving, the UCF's ranking can rise, enhancing the university's reputation and prestige.

Implementation Plan

Day of Giving will take place on Thursday, April 11, 2024. Promotion of the date, storytelling, and pre-giving opportunities will be shared with Trustees in the coming weeks.

Resource Considerations

The impact of a successful Day of Giving campaign will positively impact the philanthropic goals in support of the university. This item will not result in any additional costs to the University.

Conclusion

The committee is encouraged to mark their calendar for the 2024 Day of Giving and connect with board office to explore opportunities for participation and promotion to assist in the success of the campaign.



Thursday, April 11, 2024

Save the date as we celebrate Knight Nation!



A Celebration of Knight Nation

UCF Day of Giving

- What: Day of Giving is a 24hr fundraising event where we celebrate Knight Nation and encourage the entire UCF community to support key areas of the university.
- When: Thursday, April 11, 2024





Board of Trustees

Strategic Partnerships & Advancement Committee

February 22, 2024

Agenda Item

INFO-2: UCF Specialty License Plate Sales Update

Proposed Committee Action

This report is intended to provide Trustees with an update of current marketing activities and the status of current UCF license plate registrations (with a goal of 40,000) and revenues.

Authority for Board of Trustees Action

N/A

Supporting Documentation Included

None

Facilitators/Presenters

Patrick Burt '08MS, Chief Communications & Marketing Officer, UCF Advancement & Partnerships



INFO-2: UCF Specialty License Plate Sales Update

EXECUTIVE SUMMARY

Objective

This report is intended to provide Trustees with an update on the current marketing activities and the status of current UCF specialty license plate registrations (with a goal of 40,000) and revenues (with a goal of \$1 million).

Summary of Key Observations/Recommendations

- UCF license plate registrations grew during 2023, however, December saw a slight decrease in overall license plate registrations. This is the first decrease in overall registered plates since August 2016, when the new UCF license plates became available for purchase. UCF specialty license plate registrations total 36,896 as of January 1, 2024.
- According to Florida Highway Safety and Motor Vehicle reports, UCF license plate revenue totaled \$999,925 in calendar year 2023. This is a \$49,350 increase over calendar year 2022.
- Compared to our SUS peers, UCF continues to increase active registered plates faster than its peers. UCF ranks third among SUS universities for active license plate registrations (Table 1). Additionally, UCF remains No. 16 overall for state issued specialty license plates as of January 2024.

Additional Background

In 2016, UCF redesigned its State of Florida specialty license plate with the stacked UCF logo and began marketing to increase sales and renewals to increase revenue used for academic enhancement and scholarship, and drive brand awareness in Central Florida and the state. Each active UCF license plate registration generates \$25 annually and is paid to the UCF Foundation, Inc.

Rationale

Increasing specialty license plate registrations raises the awareness and brand of UCF within Central Florida and the state. Each registration returns \$25 back to the university in operational support. Additionally, captured registrations may also help to achieve 9 percent alumni participation by 2027.

Implementation Plan

UCF Communications and Marketing will continue to promote UCF License Plates to target audiences and work with campus partners for promotion opportunities to continue growth towards 40,000 registrations and \$1M in annual revenue. To reach the target active registrations, the team will retain plate holders by encouraging them to renew, generating revenues over multiple years.

Resource Considerations

This informational item will not result in any additional costs to the university. Each registration returns \$25 to the university in operational support.

Conclusion

UCF specialty license plate registrations continues to grow, increasing annual revenue and brand visibility within Florida. With increased competition from new specialty plates created by local organizations, UCF Communications and Marketing continue to find ways to encourage sales of UCF plates to reach 40,000 active registrations generating \$1M in annual review to support fundraising goals.

Table 1: State University Plates by Active Registrations

State University License Plates – January 2024		Active Plates
1	University of Florida	91,777
2	Florida State University	69,280
3	University of Central Florida	36,896
4	Florida A&M University	16,108
5	University of South Florida	14,296
6	Florida International University	3,322
7	Florida Atlantic University	2,507
8	University of West Florida	1,617
9	Florida Gulf Coast University	1,578
10	University of North Florida	1,558
11	New College of Florida	588



Board of Trustees

Strategic Partnerships & Advancement Committee

February 22, 2024

Agenda Item

INFO-3: 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 '08MS, Chief Communications & Marketing Officer, UCF Advancement & Partnerships



INFO-3: 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 second quarter of Fiscal Year 2023-2024, UCF had more than 27,000 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, Forbes, CNN, Fox Business, Newsweek, The Washington Post, The Wall Street Journal, Smithsonian Magazine, Scientific American, and others.
- UCF's main website and brand social accounts experienced typical activity and engagement for the quarter.
- Engagements totaled 151,286 across Facebook, LinkedIn, and Instagram accounts. YouTube experienced 17,600 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.

The November 16, 2023, report shared that during the first quarter of the current fiscal year, UCF had more than 22,000 mentions in media outlets that range from local publications to digital and major outlets. Social media engagements totaled 183,505 across Facebook, LinkedIn, and Instagram 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 Q2 Report

FACULTY AND STAFF EXCELLENCE

Notable Media Placements

SpaceU faculty served as go-to experts for national media on a variety of topics, including the Psyche mission, harnessing energy in space, the challenges faced by private space flights and more.

- Humberto Campins (COS): [Popular Science](#) and [Forbes](#)
- Julie Brissett (COS): [Weather Channel](#)
- Yan Fernandez (COS): [USA Today](#) and [Forbes](#)
- Phil Metzger (COS): [BBC](#), [Space.com](#) and [Salon](#)
- Phil Metzger and Zoe Landsman (COS): [CNN](#)
- Dale Cruikshank (COS): [Space.com](#) and [Smithsonian Magazine](#)
- Naomi Pinilla-Alonso (COS): [New Scientist](#)

From virtual reality to supersonic air travel, several national media outlets featured UCF faculty research or expertise in engineering, optics and technology.

- Kareem Ahmed (CECS): [The Economist](#) and [Vigour Times](#)
- Debashis Chanda (CREOL): [The Wall Street Journal](#) and [Phys.org](#)
- Deborah Beidel (COS): [Inside Higher Ed](#)
- Necati Catbas (CECS): [Construction Equipment Guide](#) and [Building Enclosure](#)
- Shin-Tson Wu (CREOL): [Phys.org](#)
- Sasan Fathpour (CREOL): [Photonics.com](#)
- Matt Dombrowski (CAH): [Forbes](#)
- Kevin Aslett (COS): [Scientific American](#) and [Newsweek](#)

In the heart of the nation's most successful tourism corridor, UCF faculty offered their expertise to national media on a variety of hospitality topics, from new theme parks to how businesses can best mix robotic technology and customer service.

- Peter Weishar (CAH): [The Washington Post](#), [The Wall Street Journal](#) and [InPark Magazine](#)
- Cynthia Mejia (RCHM) and Mindy Shoss (COS): [Harvard Business Review](#)
- Steven Pratt (RCHM): [The Guardian](#)
- Alan Fyall (RCHM): [Insider.com](#)
- Gisele Casanova (RCHM): [WalletHub](#)

National media featured UCF medical research and expertise related to cancer, brain implants, healing broken bones and how to help kids with disabilities play most effectively.

- Annette Khaled (COM): [Ivanhoe Newswire](#)
- Jennifer Tucker (COM): [Ivanhoe Newswire](#)
- Eleftherios "Terry" Mamounas (COM): [Healio](#)
- Cassidy Foley Davelaar (COM): [Physician's Weekly](#)
- Mehdi Razavi (COM): [BoneZone Magazine](#)
- Kiminobu Sugaya (COM): [Verywell Health](#)
- Raghav Bassi (COM): [Becker's ASC Review](#)
- Melanie Coathup (COM) and Sudipta Seal (CECS): [Nano Statistics](#)
- Melanie Coathup (COM), Griff Parks (COM) and Sudipta Seal (CECS): [Comps Mag](#)

Other national coverage featuring UCF faculty and staff included:

- Stacey Malaret (SSWB): [NBC News Latino](#)
- Adrien Bouchet (COB): [The New York Times](#) and [USA Today](#)
- Fernando Rivera (COS): [The Atlantic](#)
- Sean Snaith (COB): [NPR/Marketplace](#), [Reuters](#), [CNBC](#)
- Richard Lapchick (COB): [ESPN](#)
- Stephen Masyada (COS): [The New York Times](#)
- Kim Voss (COS): [The Washington Post](#)
- Tom Cavanagh (AA): [EdSurge](#)
- Don Harrell (CAH): [Parents](#)
- James Bacchus (COS): [The Hill](#)
- Jeff Gish (COB): [Phys.org](#) and [Psychology Today](#)
- David Head (CAH): [The Guardian](#)
- Sean Snaith (COB): [NPR/Marketplace](#), [Reuters](#), [CNBC](#)
- Richard Lapchick (COB): [ESPN](#)
- Stephen Masyada (COS): [The New York Times](#)
- Kim Voss (COS): [The Washington Post](#)
- Aubrey Jewett (COS): [The Washington Post](#) and [Axios](#)
- Steve Haberlin (CCIE): [Atlanta Journal-Constitution](#)
- Yara Asi (CCIE): [The Conversation](#), [NPR](#) and [Al Jazeera English](#)
- Kim Schneider (SSWB): [Inside Higher Ed](#)
- Dane Blevins (COB): [Newsweek](#)
- Thomas Baker (CCIE): [Axios](#)
- Larry Marks (CAPS): [Readers Digest](#)
- Amanda Wilkerson (CCIE): [The Hechinger Report](#)

FACULTY AND STAFF EXCELLENCE continued**Best of UCF Today Features**

- [UCF is a Top University for Research and Development in Florida](#) (CECS, COS)
- [Orlando Ranks No. 1 for Florida's Best College City, Place to Start Career](#) (CAH, Rosen)
- [UCF Among Nation's Top 5 Universities Fueling Engineering, Computer Science Talent Pipeline with Hispanic Students](#) (CECS)
- [With World-Class Faculty and Unrivaled Industry Partnerships, UCF's Rosen College Again Ranks No. 1 in Nation](#) (Rosen)

Key Projects

- Celebrated UCF's recognition of [ShanghaiRankings](#) and [Hispanic Outlook Magazine](#) rankings — including organic social media, UCF Today articles, press releases and website updates.
- Produced print and digital brand advertising assets targeting higher education leadership, APLU and I/ITSEC conference attendees, and Florida legislators (81 new assets).

Peer Messaging

- Deployed five sponsored email blasts highlighting UCF's impact in technology and engineering — three to 20,000 presidents, provosts and deans of admissions via *The Chronicle of Higher Education* and two to 42,875 higher ed leaders via SmartBrief. All emails met or surpassed the open rate benchmarks per channel.

Research in 60 Seconds

- Marie Oury (CAH): [Uncovering Stories of Florida WWII Veterans Buried in France](#)

ucf.edu Homepage Features

- Exploring Space to Advance Life on Earth & Beyond and [landing_page](#) (Space Technologies and Systems area of focus)
- Exploring Space to Advance Life on Earth & Beyond and [landing_page](#) (Transforming Lives Through Innovative Health Research)
- Giving Tuesday: UCF is Unleashing Potential
- Top Talent for Modeling & Simulation Industry
- Celebrating #UCFGrads and the Exciting Paths Ahead

STUDENT SUCCESS AND INCLUSIVE EXCELLENCE

Notable Media Placements

- Members of the Hack@UCF Cyber Security Team won their third consecutive national championship in the U.S. Department of Energy's CyberForce competition, which earned news coverage in outlets such as [Orlando Tech News](#) and [POWER magazine](#).
- [Inside Higher Ed](#) and [University Business](#) featured UCF's DirectConnect to UCF program in stories about how admission guarantees benefit transfer students and ways that universities can strengthen transfer pipelines.
- During Hispanic Heritage Month, [Florida Politics](#) and [WFTV](#) covered UCF's top 5 national ranking for awarding degrees and engineering degrees to Hispanic students. [WFTV](#) also featured the Spanish-language broadcast crew for UCF football games.

Best of UCF Today Features

- [UCF Students Support U.S. Military with New Technology](#) (CECS)
- [Success Hacks: 700 Students Attend UCF Knight Hacks' Largest Hackathon](#) (CECS)
- [3 UCF Students Participate in Prestigious Department of Defense Fellowship](#) (CECS, COS)
- [UCF Earns 4th CyberForce National Championship](#) (CECS)
- [UCF's Florida Interactive Entertainment Academy to Graduate its 1,000th Student](#) (COS, CGS)
- [UCF Student Awarded \\$25,000 Google-CAHSI Dissertation Award for VR, AR Research](#) (CECS)

Key Projects

- Produced and printed seven Undergraduate Admissions recruitment assets (74,000 prints total).
- Launched UCF Online Spring application campaign.
- Overhauled college website pages.
- Fall Commencement: Photos/videos, social media, grad banners

ALUMNI OUTCOMES, PHILANTHROPY AND ADVANCEMENT

Notable Media Placements

- The [Orlando Sentinel](#) covered former UCF football player Ron Thow's gift to UCF Athletics, the largest ever made by a former student-athlete.

Best of UCF Today Features

- [UCF's Limbitless Solutions Selected as a 2023 Disney Grant Recipient](#)
- [UCF Alumna Receives \\$1M NSF Grant to Further Development of Microbe-Killing Residual Disinfectant](#) (CECS, COM)
- [A Year of Fulbright Honors for UCF](#) (CCIE, COS, CUGS)
- [The Next Giant Leaps for All of Humankind](#) (CECS)
- [UCF Alum Among Distinguished Researchers to Be Inducted into National Academy of Inventors](#) (CREOL)
- [UCF's Top Gifts of 2023](#) (COM, CON, COS, Athletics)

Key Projects

- Created assets in support of alumni philanthropy, including Giving Tuesday and Day of Giving — including a homepage header, images, logo packages, TV screens, website banners, kickoff email assets and PowerPoint presentations.
- Pegasus Fall 2023: printed 305,555 (with donor envelopes); mailed 302,825; and emailed 222,126 recipients.
- Produced holiday season video ad, Alumni Digest email footer and Pegasus magazine ad to promote Knight Your Ride.

PARTNERSHIPS AND OTHER**Notable Media Placements**

- The Space Game's ability to connect the many UCF projects involved with space and our football program was highlighted in the [Orlando Business Journal](#), and [ESPN](#), which called space "the new frontier in college football rivalries."
- The expansion of UCF Global's partnership with Orange County, Rosen Hotels & Resorts and other companies to teach Orange County tourism employees language skills was covered widely in Central Florida media outlets from the [Orlando Sentinel](#) to [FOX 35](#).

Best of UCF Today Features

- [UCF Center for Community Schools Welcomes \\$3.9M Funding Increase](#)
- [Successful UCF Global Pilot Program to Upskill Hospitality Workers with English-language Instruction is Expanding](#)
- [UCF Expands Healthcare Partnerships to Prepare Practice-ready Nurses](#)

Key Projects

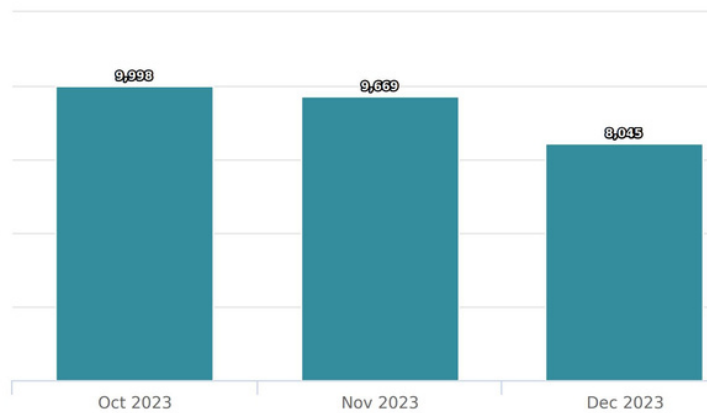
- Produced a "Florida's Premier Engineering and Technology University/Tech Talent" flyer for the Board of Governors meeting.

NEWS MEDIA REACH

TOTAL ARTICLE MENTIONS: **27,712**TOTAL AD VALUE EQUIVALENCY (AVE): **\$674.21M**[View the full metrics report here.](#)*This represents online news outlet mentions only and does not include mentions on radio/TV.*

NEWS ARTICLES

Coverage Report Oct-Dec 2023 - Articles

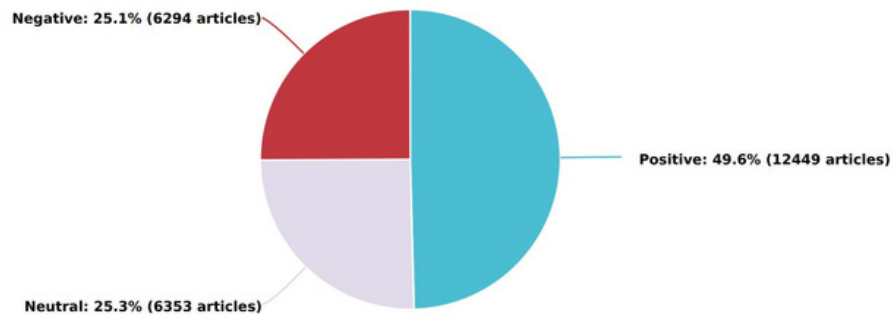


October saw increased article volume due to a sports story that had roughly 700 duplicates.

NEWS SENTIMENT

Coverage Report Oct-Dec 2023 - Sentiment

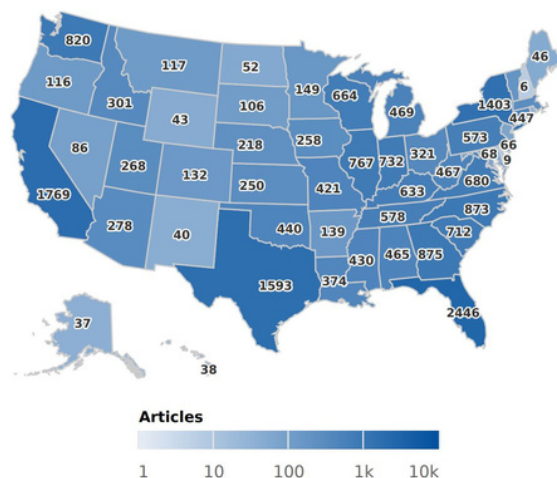
10/01/2023 - 12/31/2023



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

Articles by location (U.S.)



CONTENT

UCF Today

UCF-affiliated individuals mentioned, quoted or used as sources

- 154** faculty (42.3%)
- 89** students (24.5%)
- 75** alumni (20.6%)
- 40** staff (11%)
- 6** postdocs (1.6%)
- 364** Total

Total Stories **107**

Total Pageviews **268,290**

Users **201,550**

Top 10 Stories by Pageviews

[What is Diwali?](#)

Pageviews: **11,478**

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

Pageviews: **8,321**

[7 Influential Protests in American History](#)

Pageviews: **7,358**

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

Pageviews: **6,396**

[How Fake News Affects U.S. Elections](#)

Pageviews: **4,417**

[Orlando Ranks No. 1 for Florida's Best College City, Place to Start Career](#)

Pageviews: **4,188**

[UCF Accepts Invitation to Face Georgia Tech in Gasparilla Bowl](#)

Pageviews: **3,106**

[New DOD-funded Project Will Develop Morphing Hypersonic Engine](#)

Pageviews: **3,086**

[New Ethanol Fuel Cell Technology Rivals Fossil Fuels and Electric Car Batteries](#)

Pageviews: **2,839**

[Ultimate Guide to UCF Homecoming 2023](#)

Pageviews: **2,772**

UCF.EDU WEBSITE

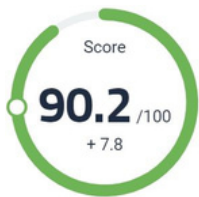
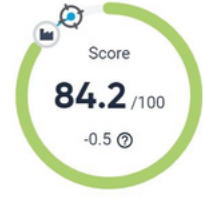
Pageviews	3,350,316
Users	1,546,668

Top Pages Pageviews

Homepage	1,346,992
Degree Search	193,549
Academics & Degree Programs	154,984
Become a Knight	119,323
Apply to UCF	97,814

UCF.EDU PERFORMANCE

as of January 17, 2024

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

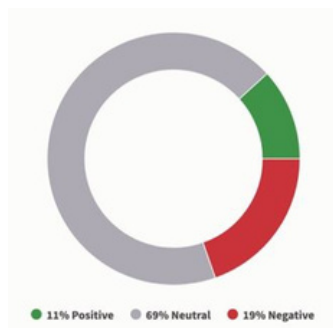
A measure of how well a website tests against web accessibility standards set out in WCAG (Web Content Accessibility Guidelines) 2.1.

SOCIAL

Social Posts by Category

Engineering/Technology	44	Space
Community	79	Health
Research	13	Alumni/Philanthropy
Student Experience	35	Academic/Other

Sentiment



X (Twitter)

Published Posts	133
Followers	190,385
Impressions	376,461
Total Engagements	6,091

Top Posts: UCF Earns 4th CyberForce National Championship; Additional Pedestrian Safety Improvements Coming Near UCF's Main Campus; Happy #WorldKindnessDay, Respond to this tweet and we'll leave you a compliment 🥰

Facebook

Published Posts	89
Followers	295,680
Impressions	9,357,124
Total Engagements	26,912

Top Posts: Spirit Splash was one for the books! 🦉📖; Orlando Ranks No. 1 for Florida's Best College City, Place to Start Career; 2 UCF Students to Compete on the 2024 U.S. Cyber Team

LinkedIn

Published Posts	72
Followers	423,380
Impressions	1,374,249
Total Engagements	20,138

Top Posts: Orlando Ranks No. 1 for Florida's Best College City, Place to Start Career; UCF Among Nation's Top 5 Universities Fueling Engineering, Computer Science Talent Pipeline with Hispanic Students; UCF Earns 4th CyberForce National Championship

Instagram

Published Posts	365
Followers	114,421
Impressions	1,206,427
Total Engagements	98,145

Top Posts: Happy Birthday Knightro; These are the moments you'll remember for the rest of your life ❤️💛
Once a Knight, always a Knight 🦉📖 #UCFgrad;
Nothing like Homecoming in the Bounce House with @djdiesel and UCF fans of all ages 🎉🦉📖

YouTube

Subscribers	42,972
Views	988,504
Watch Time (hours)	17.6K
Impressions	7,598,959

Top Videos: ADHD Study, Spirit Splash 2023, UCF Fall 2023 Commencement | December 15 at 9 a.m., The Ocoee Massacre, UCF Fall 2023 Commencement | December 15 at 6:30 p.m.

Knights Do That Podcast

Total All-Time Plays	96,929
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