



UNIVERSITY OF CENTRAL FLORIDA

Board of Trustees  
Strategic Partnerships and Advancement Committee Meeting  
February 22, 2024  
Rosen College of Hospitality Management

MINUTES

**CALL TO ORDER**

Trustee Danny Gaekwad, Vice Chair of the Strategic Partnerships and Advancement Committee, called the meeting to order at 10:10 a.m. Vice Chair Gaekwad stated that due to his travel schedule for the morning, he would be handing the presiding of the meeting to Trustee Cardenas.

Trustee Cardenas 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 Chair Martins (ex officio). Trustees Altizer, Christy, King, and Okaty attended as guests.

**MINUTES**

The minutes from the November 16, 2023, meeting were unanimously approved as written.

**ACTION**

At Trustee Cardenas' 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 Taylor A. Gerring Football Center naming of the new Football Coaches Administration building.

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

**DISCUSSION**

Trustee Cardenas 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 update regarding the hiring of a new Associate Vice President of Partnerships, the continued search for a new Chief Financial Officer for the UCF Foundation, and information around the campaign feasibility study briefings.

Trustee Cardenas invited Patrick Burt, Chief Marketing and Communications Officer, and Grabowski to provide an update on efforts to align communications and marketing across the university. Burt and Grabowski shared information on the university's partnerships with Ologie, an agency with a specific focus on marketing and branding for education. The project will take approximately 14 months to complete, and began in November 2023.

**INFORMATION**

Trustee Cardenas noted at the start of the information session that UCF's Day of Giving would be taking place on April 11, 2024, and challenged trustees to achieve 100% board giving across the entire university in partnership with the UCF Foundation Board and UCF Alumni Board. Trustee Altizer asked Trustee Greenaway for the next meeting to share areas from his perspective that trustees could focus on for Day of Giving.

Trustee Cardenas asked if there were any questions concerning the remaining information items. There were no questions.

**NEW BUSINESS**

No new business was brought before the committee.

**ADJOURNMENT**

Trustee Cardenas adjourned the meeting at 10:52 a.m.



Reviewed By: Rick Cardenas  
2024-06-25 18:06 UTC

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

Rick Cardenas, Presiding Trustee  
Strategic Partnerships and Advancement Committee



Reviewed By: \_\_\_\_\_

Date: 6/25/24

Michael Kilbride, Associate Corporate Secretary