Advancement | UCF Foundation, Inc.

BOARD OF DIRECTORS
Information Technology Committee Minutes
October 29, 2020
10:00 a.m. – 11:30 a.m.

LOCATION: Zoom Meeting

ATTENDEES: Kevin Wydra, *Chair,* Jim Euliano, Brett Hodges, Mark Plaumann

ABSENT: Jessica Blume, Jason Richmond, J. Oscar Rodriguez, Woody Walker

STAFF: Jennifer Cerasa, Lauren Ferguson, Chris Meister, Alex Nagy, Rachel Schaefer, Kim Walz

GUESTS: Adam Glover (UCF Audit), Larry Jaffe (UCF IT), Merrell Milano (BWF)

Chair Kevin Wydra called the meeting to order at 10:01 a.m. stating that the meeting was covered under the Florida Sunshine Law and the public and press were invited to attend. Roll call was performed, a quorum was not present. Chair Wydra asked if the committee members present had any conflicts of interest to declare regarding the items of business listed on the agenda. No conflicts of interest were declared.

UCF Foundation IT Risk Management Updates

Alex Nagy, Director of UCF Foundation ITS (UCFF ITS), updated the Committee on the following:

Blackbaud Data Breach- In September, Blackbaud (vendor) notified UCFF ITS that they were sharing the names of organizations impacted by the breach to their respective State Attorney Generals. Blackbaud also notified UCFF ITS that the bank account fields in the Treasure Module of FE NXT database were not encrypted. Fortunately, the bank accounts that were stored were internal to UCF and 19 out of 22 accounts are inactive. Chair Kevin Wydra asked how the communication about the breach would be sent to UCF Foundation vendors that were impacted. Rachel Schaefer, Associate Vice President for UCF Advancement, replied that there were over 15,000 vendors, many of which the Foundation did not have current contact information for available. Due to the significant cost to mail to the vendors with addresses available, UCF Advancement Leadership decided to email the affected organizations and place a notice on the UCF Foundation website regarding the data breach. Wydra asked Jennifer Cerasa, Senior General Counsel, if she thought there was a concern that we did not contact each vendor and Cerasa replied that she did not have a concern. Cerasa also indicated that there are no updates regarding the class action lawsuit filed against Blackbaud.

Penetration Test Report-The report findings were shared with the Committee and it was noted that next steps were being taken to remediate the findings. UCF InfoSec will run assessments again and stagger the scheduling of testing. Nagy shared that he would work on a schedule with UCF InfoSec.

ISORA Questionnaire-Nagy reported that he completed 129/170 questions to date. Brett Hodges asked if the questions were being answered directly and Nagy confirmed that they were with the help of UCF IT. Nagy explained that once results were received, they would be reviewed with UCF InfoSec and UCF Advancement Leadership prior to implementation of the recommendations.

Apollo Test Environment-Nagy informed the committee that the current environment resides on UCF Foundation owned hardware in the CSB Data Center. The CSB Data Center is being shut down by UCF IT starting in May 2021 and will be completed by June 2021. The hardware is aging, costly to maintain and is not sustainable long term. Nagy shared that UCFF ITS will partner with UCF IT to build the test environment in Azure alongside the Production Environment. An investment up front will be needed but that the solution is sustainable long term. This new environment will also be aligned and secure for future patient information that will be saved under the Health Insurance Portability and Accountability Act (HIPAA). Wydra asked Nagy about the patient data and what is involved. Nagy explained that UCF Foundation will be creating a Grateful Patient Program that will allow us to engage with former patients of the new hospital and the UCF Health clinics. BWF is partnering with UCFF ITS to make sure we are set up with the technical infrastructure as well as strategize about the program. Wydra thanked Nagy and Schaefer for the updates and is looking forward to the next steps on the risk analysis and appreciates the diligence of keeping the UCF Foundation data safe.

BWF Updates

Merrell Milano, BWF Associate Vice President, reported the following to the Committee:
-Apollo user survey launch pending
-New and updated policies
-Strengthening of relationship with campus partners
-UCFF ITS working through risk management questionnaire
-Recognition credit programs and acknowledgements re-configuration is complete

Milano also provided updates on data enrichment activities that included employment updates for approximately 200,000 alumni, integration with software application Emma for ongoing updates to e-communications and preferences, former parent flag updates based on their children's student status. These updates increased confidence of the users in the data and improved the reports coming out of Apollo. Wydra thanked Milano for the update and appreciates the data enrichment and that it will hopefully lead to more dollars from donors.

BWF Predictive Modeling Information

Kim Walz, Senior Director of Prospect Development, presented the results of recent data predictive modeling within the UCF Foundation's database. Walz provided the Committee the history of using predictive modeling at UCF Advancement. The main predictive models include Annual Giving, Major Giving and Planned Giving. Walz noted that Annual Giving department had seen their gifts double and the time between gifts reduced by 50%.

Walz continued with information on a new predictive model, Likelihood to Visit, and the success that it has created. In the past, the Lead Annual Giving Development Officers would secure one visit for every eight calls. This has changed to securing one visit for every three calls. Walz explained the ability to refresh this modeling data (due to work completed by BWF) will allow UCFF to track increases, decreases, in all areas of the modeling. There was some Committee discussion about how the information was pulled, how it is prioritized, and updated.

Wydra was excited to see this type of information and shared his appreciation for Prospect Development and UCF ITS working together. Walz went on to showcase another new model, Velocity. Walz closed with an explanation of the integration of two applications, Windfall and Evertrue. This integration produces an estimated net worth for household rated at $1M or more. Wydra thanked Walz and the staff for the information.

IT Committee Recruitment

Wydra requested referrals for possible members to the IT Committee or other Board Committees. It was noted that referrals could be directed to Lauren Ferguson, Director of Board Relations. Hodges asked about the other standing Committees and where to find a description of all Committees. Ferguson explained that the committee descriptions are in the Board Portal but offered to send this information to all IT Committee members. Wydra thanked the Committee for their service and encouraged them to refer.

As there was no public comment., Chair Wydra adjourned the meeting at 11:05 a.m.

Respectfully submitted,

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Kevin Wydra 02/01/2021 13:42 EST

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Kevin Wydra '92, *Chair*
Information Technology Committee
UCF Foundation, Inc.

Prepared by Lauren Ferguson, Director Board Relations

Approved on 1/28/2021 by the IT Committee.