

# Advancement | UCF Foundation, Inc.

*"The UCF Foundation encourages, stewards and celebrates charitable contributions from alumni and friends to support the University of Central Florida."*

## BOARD OF DIRECTORS Executive Committee Meeting Minutes Wednesday, September 9, 2020 9:30 am -11:00 am

<b>LOCATION:</b>	Zoom Meeting
<b>ATTENDEES:</b>	John Euliano, <i>Chair</i> , Carrie Callahan, <i>Vice Chair</i> , Tony Moreno, <i>Vice Chair</i> , Alan Florez, <i>Treasurer</i> , Matt Assenmacher, <i>Alumni Board Chair</i> , Brian Butler, Alexander Cartwright, <i>UCF President</i> , Beverly Seay, <i>BOT Chair</i> , Eva Tukdarian, Joyce Virga, Kevin Wydra
<b>ABSENT:</b>	Sara Bernard, <i>Secretary</i>
<b>UCF STAFF:</b>	Hina Behal, Jennifer Cerasa, Karen Cochran, Patrick Crowley, Glen Dawes, Bill Dean, Lauren Ferguson, Danielle Honaker, Kristy McAllister, Chris Meister, Mike Morsberger, Rachel Schaefer, Robert Taft (UCF Audit), Mark Wright

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Chair John Euliano called the meeting to order at 9:31 a.m. and stated that the meeting was covered by the Florida Sunshine Law and the public and press were invited to attend. Roll call was performed, and a quorum was confirmed. Chair Euliano asked the Committee members if there were any conflicts of interest to declare regarding the items of business listed on the agenda. No conflicts of interest were declared.

### Approval of Meeting Minutes

**A motion was made by Kevin Wydra and seconded by Joyce Virga to approve the May 5, 2020, June 16, 2020, and July 29, 2020 meeting minutes. The motion passed unanimously.**

### UCF Presidential Report

UCF President, Alexander Cartwright, updated the Committee members on university activities, including the organization's focus on the COVID-19 pandemic. Due to COVID-19, several changes were made across campus to keep students, faculty and staff safe. It was noted that dorm room and classroom capacity was reduced; and 75% of classes offered were transitioned to a remote format. Enrollment grew to over 70,000 students in Fall 2020. President Cartwright shared that there was an increase from last year in first time college students. The retention of students between their freshman and sophomore year increased to over 92%. It was shared that UCF Football would host a game on October 3, 2020 and all established protocols would be followed. Seats for 11,000 fans were allotted for in-person attendance. 3,000 of these fans would be students.

President Cartwright shared that UCF received \$204 million in research grants in 2020, an increase of 40% from 2016. It was noted that twelve faculty members received recognition from the National Science Foundation. UCF's immediate goal is to be one of the top 50 public research schools in the nation.

President Cartwright inquired of the Committee where they see UCF's greatest opportunities, what can UCF do better, and how can UCF improve donor experiences. Carrie Callahan suggested a continued emphasis on framing UCF as an affordable and high-quality education. Callahan also suggested a focus on first generation students. Joyce Virga mentioned that UCF Athletics did an excellent job of engaging and communicating with donors. Virga noted that her focus as the Chair of the Donor Engagement and Stewardship Committee is finding ways to engage with all donors.

The following industries were noted by the Committee as industries where additional partnership could be beneficial: space, defense/military, and medicine. Trustee Chair, Beverly Seay, shared her work with the Florida Defense Alliance to connect students with military opportunities and enlist their help on projects. Seay noted that there is a mentoring aspect involved and volunteers are needed to help mentor; she inquired if there were any UCF Alumni that might be

interested. Matt Assenmacher and Mike Morsberger shared information on the new Knights Network (rolled out in 2020) as a possible platform to solicit alumni and other non-alumni for mentorship roles. Lauren Ferguson will send the committee members a link to the platform. Eva Tukdarian mentioned that she enjoys receiving the UCF news clip emails and requested information about what the funding priorities are for the University. Tukdarian mentioned that it was hard to discern the focus.

### **Advancement Update**

Mike Morsberger, Vice President for UCF Advancement and UCF Foundation CEO, reviewed the FY21 Top 4 Goals for Advancement. Below is a list of the summarized goals:

**Goal 1 | Attainment** - attain \$70M, solicit \$120M in gifts of \$25K or more, close 20 principal level gifts, conduct 3,750 meetings, 525 new opportunities of \$25K or more.

**Goal 2 | Efficiencies and Effectiveness** – improve our return on investment to the university, reduce budget and increase support for President’s Strategic Investment Fun, explore gift strategies, revenue streams, and cost reductions, support new model of bifurcated strategy by aligning resources, develop plans to implement other efficiencies.

**Goal 3 | Planning for Next Campaign** – engage in extensive prework and planning, share vision for next campaign; invest in technical infrastructure and data; identify potential volunteer leadership for next campaign.

**Goal 4 | Diversity and Inclusion** – take specific action to increase diversity and inclusion within Advancement, analyze roles among leadership groups and other advisory committees; revisit Gallup survey results and commit to ongoing dialogue for career pathway options.

Morsberger also reviewed FY20 results for funds raised for each college and unit. The committee discussed different ideas about building excitement around support for the colleges. Morsberger shared that development officers actively meet with companies to discuss partnerships and build relationships to produce internships, career fairs, sponsorships and more.

### **Annual Giving and Alumni Engagement Report**

Alumni Board Chair, Matt Assenmacher, reviewed three areas of focus for the Alumni Board during FY21. The first goal was to continue to support the Foundation and advance philanthropy within the Alumni Board. Secondly, the Alumni Board’s support of President Cartwright’s key objectives regarding Annual Giving and Alumni Engagement. Last was to strengthen the Alumni Board’s relationship with Janet Owen, UCF’s Vice President for Government Relations. It was noted that the Alumni Board would like to conduct local outreach to government officials. Kevin Wydra thanked Assenmacher for the weekly UCF Alumni newsletter. Morsberger asked that the Foundation Board receive these Alumni emails as well.

### **IT Policy 10.10 Review and Approval**

Kevin Wydra, IT Committee Chair, reviewed the requested changes made to IT Policy 10.10. Wydra summarized that stronger language was added about third party vendors and reference to UCF IT standards for vendor relationship management.

**A motion was made by Matt Assenmacher and seconded by Tony Moreno to approve IT Policy 10.10, as presented. The motion passed unanimously.**

### **Executive Committee Charter Review**

John Euliano inquired if there were any recommended changes for the Executive Committee Charter. No changes were recommended at this time.

### **FY21 Foundation Budget Review**

Glen Dawes, Chief Financial Officer for the UCF Foundation, updated the Committee on the University’s request for a reduction in the FY21 budget. The University accepted and approved a 5% reduction from Advancement. There will possibly be another reduction in October of 2020. Eva Tukdarian requested clarification that the UCF Foundation reduced over \$1M in expenses, Dawes confirmed the amount. Dawes also mentioned that the endowment investments were positive over the summer and there was a potential for returns. Dawes and Morsberger explained that some of the reduction savings were related to travel restrictions and reduced in-person meetings due to COVID-19. Additional reductions were attributed to vacant staff positions on hold.

As there were no additional comments, the meeting was adjourned at 10:59 a.m.

Respectfully submitted,



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Sara Bernard '00

*Secretary*

UCF Foundation, Inc., Board of Directors

Prepared by Lauren Ferguson, Board Liaison