

# Advancement | UCF Foundation, Inc.

**BOARD OF DIRECTORS**  
**Information Technology Committee Minutes**  
January 28, 2021  
10:00 a.m. – 11:30 a.m.

<b>LOCATION:</b>	Zoom Meeting
<b>ATTENDEES:</b>	Kevin Wydra, <i>Chair</i> , Jessica Blume, Jim Euliano, Brett Hodges, Mark Plaumann, Jason Richmond (left at 10:26 a.m. and returned at 10:56 a.m.), Woody Walker
<b>ABSENT:</b>	J. Oscar Rodriguez
<b>STAFF:</b>	Patrick Crowley, Lauren Ferguson, Chris Meister, Kelsey Moscatel, Alex Nagy, Rachel Schaefer, Kim Walz
<b>GUESTS:</b>	Adam Glover (UCF Audit), Larry Jaffe (UCF IT), Merrell Milano (BWF), Michael Sink (UCF IT)

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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 and a quorum was confirmed. 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.

## **Approval of Minutes**

**A motion was made by Jessica Blume and seconded by Jason Richmond to approve the minutes from the August 27, 2020, and October 29, 2020, IT Committee meetings. The motion passed unanimously.**

## **UCF Foundation Risk Management Update**

Alex Nagy, Director of Advancement IT Services, updated the Committee on the following topics:

-ISORA Questionnaire

The questionnaire has been completed and overall, the report was good. Nagy reviewed the scores and areas for improvement with the Committee. Advancement ITS is partnering with UCF InfoSec and UCF IT to plan next steps and create policies and standard operating procedures. These steps will be completed by the end of the fiscal year. Wydra offered his help and that of the Committee with any procedures.

-Blackbaud has not communicated any new information related to the data breach in 2020. Merrell Milano, BWF consultant, has not heard anything from her outreach with other organizations that were impacted.

## **UCF IT ERP (Knight Vision) Update**

Michael Sink, Interim Vice President for Information Technologies and Resources and UCF CIO, informed the Committee of the recent hiring of Matthew Hall as the next VP of IT and UCF CIO. Hall will start on February 5, 2021, and Sink explained that the first 100 days in office will be spent meeting with stakeholders, assessing processes and resources, reviewing survey results, and acting where necessary.

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Sink presented information about the Knight Vision implementation and UCF's new partners, Workday and Accenture. He explained that Knight Vision will improve university business processes, modernize systems, and improve financial transparency. A governance structure and guiding principles were created for this program. The anticipated cost for the phase 1 implementation is an estimated \$28M up to a Board of Trustees' approved amount of \$50M. Part of these funds will be spent on hiring of staff that are dedicated to this project. Jessica Blume remarked that the timeline seems aggressive, and Sink replied that because two other Florida schools have gone through this process, UCF will be using their templates and task force knowledge to save time. Sink also added that, unlike the other schools, UCF will have staff dedicated to this project to help with efficiency and ensure the project will be completed on time. Rachel Schaefer, Associate Vice President for Advancement Strategy, said that UCF Advancement is very interested in joining this platform and hopes to see a savings with discontinued licenses. The Committee thanked Sink for his presentation.

## **Project Apollo Report**

Merrell Milano, BWF Consultant, reviewed the January 2021 to March 2021 project plan, which included:

- Service pack upgrade
- Exploring changes to online donation forms/pages to include Apple Pay
- ISORA Questionnaire completed
- Grateful Patient Infrastructure set-up and pilot with Aphasia House
- Initiation of ongoing updates from third-party tools
- Working with campus partners on targeted projects
- Dynamic scoring implementation

Milano also reviewed progress on data enrichment and appends. Wydra asked Milano how we feel about the tools in place or if we are still implementing. Milano replied that the final tools will be implemented this year. Wydra also asked about the security of the patient data stored in our CRM. Milano replied that we are only storing the HIPAA compliant data and have reviewed with legal and compliance to define how the data is being held. Nagy added that the CRM is self-hosted through UCF ITS and not Blackbaud. Wydra thanked Milano for the report.

## **IT Committee Charter – Annual Review**

Lauren Ferguson, Director of Foundation Board Relations and Development, asked the Committee members if they have any suggested revisions to the IT Committee Charter. No revisions were suggested, and the Charter was not changed.

## **Emma Email Platform**

Chair Wydra welcomed Kelsey Moscater, UCF Advancement's Assistant Director for Communication Strategy, and asked her to share information about UCF Advancement's email platform, Emma. Moscater reviewed statistics, successes, and partnerships related to Emma. The Committee discussed the tracking of engagement with the opening of emails and clicking on links. Brett Hodges asked about emails being sent to recipients' junk email folder and if this was a concern. Moscater explained that Emma's staff is very focused on this and have created thresholds and check in frequently. The Annual Giving team has been using the results of interested parties as leads for gifts. In the future, the email dashboard will narrow down the top prospects. Reports are being testing and will be available soon. Wydra thanked Moscater for sharing this information.

## **Engagement to Pipeline Dashboard**

Kim Walz, Senior Director for Advancement, Prospect Development, shared the new Engagement to Pipeline Dashboard with the Committee. She also informed the Committee that

# Advancement | UCF Foundation, Inc.

the dynamic scoring of the predictive models is now in place. The goal for this scoring is to surface the movement of prospects. Wydra thanked Walz for her update.

As there was no public comment, Chair Wydra closed with comments about how impressive the work of the staff and Committee has been over the course of last year. Wydra adjourned the meeting at 11:42 a.m.

Respectfully submitted,



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~~Kevin Wydra 06/18/2021 08:28 EDT~~  
Kevin Wydra 92, *Chair*  
Information Technology Committee  
UCF Foundation, Inc.

Prepared by Lauren Ferguson, Director Board Relations

Approved on April 8, 2021.