

Donor Engagement & Stewardship Committee Meeting Minutes

UCF Foundation

UCF Foundation Board

September 21, 2021 | 9:00 a.m. – 10:00 a.m.

Hybrid Meeting

Members Present:

Chair Roslyn Burttram, Loretta Corey, Carrie Daanen, Diane Mahony, Marc McMurrin, Dianne Owen, Joyce Virga

Members Absent:

Mike Hinn, Janet Schwartz, Chris Tomasso

I. Call to Order and Quorum Confirmation

Chair Roslyn Burttram called the Donor Engagement and Stewardship Meeting to order 9:02 am. A quorum was confirmed.

II. Conflict of Interest Disclosure

No conflicts of interest were disclosed by the members of the Donor Engagement and Stewardship Committee.

III. Meeting Minutes from May 11, 2021

Motion:

A motion was made to approve the May 11, 2021 meeting minutes.

The motion was moved by Joyce Virga and seconded by Diane Mahony.

The motion passed unanimously.

IV. New Business

DISC-1 Presidential Outreach

Annette Billingsley, Director of Donor Relations and Stewardship, reviewed the presidential outreach plan with the Committee and answered the members questions. Billingsley also reviewed donor recognition societies.

DISC-2 Major Project Overview

Billingsley provided a major projects overview. She informed the Committee that the Donor Relations and Stewardship team was now fully staffed.

One major project was the management of the Black and Gold Loyal donor recognition society. The Black and Gold Society is reserved for donors with two or more consecutive years of philanthropy to UCF.

Billingsley reviewed the Constellation Society levels and the process underway to develop marketing materials. This Constellation Society reflects donors'

cumulative levels of giving. Once completed, the new structure will be introduced to donors and used as part of marketing materials.

The Committee reviewed plans for the slated UCF donor wall – which will showcase donors with lifetime giving of \$1M and UCF's founding donors.

Patrick Crowley, Associate Vice President of Advancement Communications and Marketing, lead discussion on the criteria to appear on the UCF donor wall. Crowley also mentioned that the donor wall vendor was experiencing supply chain issues, which had caused a delay in construction planning.

Board Chair Carrie Daanen asked if an electronic wall was under consideration. Crowley replied that it was not currently a project being planned. The Committee discussed this idea and the possibility of securing one and locating it in the Student Union.

Billingsley shared information on the video stewardship platform, Thankview. It was noted that several other universities are utilizing Thankview for stewardship initiatives. Billingsley noted that there are many opportunities available via the Thankview application.

V. Mission Moments

DISC-3 Mission Moment

Dr. Carolina Cruz-Neira, Agere Chair Professor in Computer Science, shared with how philanthropy supports faculty, research, and students. Dr. Cruz-Neira extended an invitation for the Committee to visit her lab at a future date.

VI. Information

INFO-1 Donor Engagement and Stewardship Committee Annual Plan

No comments or suggestions were made regarding the plan.

VII. Closing Remarks and Announcements

Chair Burttram requested that the Committee lead the Foundation Board's board member engagement initiatives. Burttram proposed small gatherings hosted by members of the Committee. It was noted that multiple members could share hosting duties if preferred. A suggestion was made that these gathering be held on the night before full Foundation Board meetings.

Karen Cochran, Interim Vice President of UCF Advancement and CEO, thanked the Committee and shared her appreciaion for their valuable input on stewarding and engaging donors and friends of UCF.

VIII. Adjournment

Chair Burttram shared her deep appreciation for Donor Engagement and Stewardship Committee Vice Chair, Joyce Virga, and her dedicated service.

Chair Burttram adjourned the meeting at 10:10 am.

Approved by the Donor Engagement and Stewardship Committee on January 25, 2022.

Respectfully Submitted by:



Roslyn Burttram, *Chair*, Donor Engagement and Stewardship Committee

3/7/22

Date

Prepared by: Chris Meister, Coordinator of Executive Services