



UNIVERSITY OF CENTRAL FLORIDA

Foundation, Inc.

UCF Foundation Board of Directors Donor Engagement & Stewardship Committee

Oct 26, 2023, at 1:20 PM EDT to 2:20 PM EDT
Hybrid Meeting

Members Present:

Roslyn Burttram, *Committee Chair*, Tandreia Bellamy, *Committee Vice Chair*, Mike Hinn, John Mahony, Cathy McCaw-Engelman, Karen Manglardi, Marc McMurrin, *Committee Second Vice Chair*, Kevin Miller, Dianne Owen, Heather Pigman, Chris Ristau, Kevin Wydra, and Roger Zlotoff

Members Absent:

Janet Schwartz, Melissa Tomasso

I. Welcome and Call to Order

Director Burttram, *Committee Chair*, called the meeting to order at 1:23 p.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 quorum was confirmed.

II. Conflict of Interest Disclosure

No conflicts of interest were declared by committee members.

III. Minutes

Minutes from the May 11, 2023, Donor Engagement & Stewardship Committee meeting were unanimously approved as written.

IV. Discussion

Becky Fullmer, *Associate Vice President, Advancement Operations*, UCF Advancement & Partnerships, presented the following items:

A. DISC-1: Fiscal Year 2023-2024 Donor Experience Annual Plan

The committee was asked to review and provide feedback for the current fiscal year's Donor Experience Annual Plan, which outlined goals and objectives to guide the work of the staff team. The plan incorporated activities and KPIs with the goal to strengthen donor connection through active engagement in the areas of recognition, stewardship, acknowledgement, and communication, as well as future focus opportunities for donors to be "ambassadors" of UCF through advocacy.

Director McMurrin inquired about the use of survey tools related to these KPIs, especially focusing on the length to ensure a higher completion rate. Fullmer shared that surveys were purposefully short. Multiple committee members commented on the exceptional execution

of the recent Constellation Society event, and others shared they overlooked the event survey in the thank you email that was sent post-event. Committee members recommended making the post-event email shorter or sending a text message with the survey.

Chair Burttram officially welcomed Claire Burns to her new role as Assistant Vice President, Donor Experience. Here at UCF, she will share her 16+ year knowledge of donor relations best practices and amplify the donor experience.

B. DISC-2: Fiscal Year 2023-2024 Donor Engagement & Stewardship Activation

Fullmer presented an overview of the committee's activation plan, developed to increase committee member participation in engagement activities with other UCF alumni, donors, and prospective donors. Opportunities presented included hosting UCF events, discovery interviews, working on a scholarship selection committee, and a potential subcommittee to examine the scope and governance of the committee's charter.

Multiple committee members expressed interest in being more involved in engagement activities. Fullmer noted that a survey would be shared with committee members to confirm the activities they are personally interested in being involved in.

Janelle Hom '10MA, *Director, Foundation Board Relations*, UCF Advancement & Partnerships, presented the following item:

C. DISC-3: Donor Engagement & Stewardship Committee Charter Review

Hom explained how the committee charter defines the scope of governance regarding all matters pertaining to donor engagement and stewardship strategies, including but not limited to donor recognition, reporting and other experiences. The committee should annually review the current charter for beneficial and/or needed amendments. The Donor Engagement & Stewardship Committee Charter was last amended on May 10, 2022.

V. Information

The following informational items were provided to the committee. No questions or comments were offered by committee members.

- A. INFO – 1 Donor Engagement & Stewardship Committee Roster
- B. INFO – 2 Donor Recognition Programs Overview
- C. INFO – 3 Donor Engagement & Stewardship Annual Plan Review
- D. INFO – 4 UCF Foundation Board Education & Engagement Program

VI. New Business

No new business was presented.

VII. Adjournment

Chair Burttram adjourned the meeting at 2:12 p.m.

Approved by the Donor Engagement & Stewardship Committee on **December 7, 2023**.

Respectfully Submitted by:

A handwritten signature in black ink, appearing to read "Roslyn Burttram". The signature is fluid and cursive, with a long horizontal flourish at the end.

Roslyn Burttram
12/19/2023 20:42 EST

Roslyn Burttram P '20 H '23, *Chair*, Donor Engagement & Stewardship Committee

Minutes prepared by: Debra Farish, *Executive Assistant*, UCF Advancement & Partnerships