



UNIVERSITY OF CENTRAL FLORIDA

# Foundation, Inc.

## UCF Foundation Board of Directors Donor Engagement & Stewardship Committee

Dec 7, 2023, at 10:00 AM EDT to 11:00 AM EDT  
Hybrid Meeting

### Members Present:

Roslyn Burttram, *Committee Chair*, Tandreia Bellamy, *Committee Vice Chair*, John Mahony, Karen Manglardi, Marc McMurrin, *Committee Second Vice Chair*, Kevin Miller, Dianne Owen, Heather Pigman, Kevin Wydra

### Members Absent:

Cathy McCaw-Engelman, Mike Hinn, Janet Schwartz, Melissa Tomasso, Chris Ristau, Roger Zlotoff,

#### I. Welcome and Call to Order

Roslyn Burttram, *Donor Engagement & Stewardship Committee Chair*, called the meeting to order at 10:00 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 quorum was confirmed.

#### II. Conflict of Interest Disclosure

No conflicts of interest were declared by committee members.

#### III. Minutes

Minutes from the October 26, 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: Committee Activation Plan Update

Fullmer presented the individual engagement survey results for the Fiscal Year 2023-2024 Committee Activation Plan. Eleven of 14 committee members had responded to the survey to date. Those who completed the survey received a comprehensive email outlining next steps and connected with staff partners for execution. These staff partners will assist in facilitating various aspects of the activation plan throughout the remainder of the fiscal year. Chair Burttram expressed appreciation for the committee's engagement with the survey and encouraged further participation and follow through.

Becky Fullmer, *Associate Vice President, Advancement Operations*, UCF Advancement & Partnerships, and Rachel Schaefer '18MNM, *Associate Vice President & Chief of Staff*, UCF Advancement & Partnerships, presented the following items:

## **B. DISC-2: Presidential Leadership Briefings Update**

Schaefer provided an update of the Presidential Leadership Briefings that have taken place over the past two months, noting additional sessions that will be scheduled throughout January and February. The purpose of the briefings is to gain insights into perspectives of key donor groups regarding philanthropy and the collective vision for future messaging to promote UCF. Plans are in place to host briefing sessions in various geographical areas, including Atlanta and the DC area.

Schaefer outlined the key themes discussed during these briefings, which included discussions on what sets UCF apart, the significance of the endowment, and the implications of reaching preeminence for UCF, both within the State of Florida and on a national scale.

Lynette Heard, *Senior Consultant and Senior Fellow*, AGB Consulting, presented the following items:

## **C. DISC-3: Facilitated Discussion with the AGB**

Heard facilitated the discussion to involve committee members in preparing the direction for the charter expansion subcommittee's work.

Heard asked Board members to share their thoughts on what advantages like being trusted partners, informed advocates, and philanthropic leadership mean to the committee. Director McMurrin highlighted the collective strength in networking. Chair Burttram emphasized the importance of being informed advocates and ambassadors, aligning with UCF's strategic intent. Director Owen shared that passion allows for effective connections with potential donors and supporters.

Heard further prompted committee members to express their perspectives on their leadership in areas such as being trusted partners, informed advocates, and philanthropic leaders. Director Bellamy emphasized that UCF's representation of its goals, attributes, and community benefits showcases leadership as a trusted partner. Director Mahony shared the importance of identifying common interests to drive conversations beneficial to UCF. Director McMurrin highlighted how their philanthropic choices prompt inquiries and support for UCF from others in the community.

Heard prompted committee members to discuss their leadership roles in donor stewardship, asset management, and entrepreneurial ventures. Director Owen shared that the University's private partnerships are a key advantage because UCF is centered in a metropolitan city that allows UCF to integrate with the surrounding businesses and the community. Heard expanded on the question, asking Board members their aspirations in these areas are. Director Burttram expressed a desire to achieve endowment goals for preeminence. Director Wydra shared the aspiration to focus on educating current and incoming students on the culture of philanthropy.

Emeritus Director Gray emphasized the significance of UCF's connection with the Orlando Economic Partnership as a resource.

Heard presented the vision statement "powering partnerships and transforming lives through philanthropy," seeking Board members' thoughts on its implications for the Donor Engagement & Stewardship Committee. Advisor Manglardi commended UCF's support for First Generation and non-traditional students through scholarships, highlighting these achievements in communication efforts. Director Owen emphasized the potential of partnerships for UCF's growth. Director Mahony shared that UCF has a strong partnership with corporations in Central Florida, allowing students to receive real time partnerships while attending UCF.

Heard asked board members to share thoughts on their work as a committee and fulfillment of the vision. Director Owen shared the importance of continuing to share UCF's accomplishments as a committee. She also highlighted the need for the committee to showcase and feature UCF's partners. By spotlighting the contributions, the committee can illustrate the significant and positive impact these partnerships have on both UCF and the wider community.

Rod Grabowski, *Senior Vice President*, UCF Advancement & Partnerships, and *Chief Executive Officer*, UCF Foundation, Inc., inquired about Board members' interest in a storytelling project for UCF. Director Bellamy provided feedback, stating that UCF's impactful stories demonstrate the university's community involvement and leadership.

Heard presented the *Seven Habits of Highly Effective Fundraisers*, prompting committee members to align themselves with these habits. Chair Burttram resonated with habits that improve economic conditions within the community. Director Wydra mentioned discussions arising from his connection with UCF Athletics, leading to philanthropic discussions in various areas. Director McMurrin emphasized leveraging board members' roles in engaging potential donors and partnerships.

Heard prompted Board members to provide their perspectives on strategies to achieve previously discussed outcomes. Director Owen shared the significance of accountability and goal setting among board members to ensure they meet the established metrics. Grabowski highlighted the necessity for additional clarity regarding the committee's charge to determine what direction the committee should take. Emeritus Director Gray emphasized the importance of creating a comprehensive plan to communicate and educate the community about UCF's tangible contributions.

## **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 UCF Foundation Board Education & Engagement Program

**VI. New Business**

No new business was presented.

**VII. Adjournment**

Chair Burtrtram adjourned the meeting at 10:56 a.m.

Approved by the Donor Engagement & Stewardship Committee on **February 15, 2024**.

Respectfully Submitted by:



Roslyn Burtrtram  
02/25/2024 10:51 EST

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

Minutes prepared by: Ronney Demosthene, *Coordinator, Foundation Board Relations*, UCF Advancement & Partnerships