



UNIVERSITY OF CENTRAL FLORIDA

Foundation, Inc.

UCF Foundation Board of Directors Donor Engagement & Stewardship Committee

Feb 15, 2024, at 1:15 PM EDT to 2:15 PM EDT
Hybrid Meeting

Members Present:

Roslyn Burttram, *Committee Chair*, Tandreia Bellamy, *Committee Vice Chair*, Marc McMurrin, *Committee Second Vice Chair*, Cathy Engelman, Mike Hinn, Dianne Owen, Heather Pigman, Chris Ristau, Melissa Tomasso, Kevin Wydra

Members Absent:

John Mahony, Karen Manglardi, Janet Schwartz, Roger Zlotoff

I. Welcome and Call to Order

Roslyn Burttram, *Chair*, Donor Engagement & Stewardship Committee, called the meeting to order at 1:15 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 December 7, 2023, Donor Engagement & Stewardship Committee meeting were unanimously approved as written.

IV. Discussion

Becky Fullmer, *Associate Vice President, Advancement Operations*, and Claire Burns, *Assistant Vice President of Donor Experience*, UCF Advancement & Partnerships, presented the following item:

A. **DISC-1: Progress of Key Summary Data: Fiscal Year 2023-2024 Donor Experience Annual Plan**

Fullmer provided an overview of the progress made on various key performance indicators (KPI's) outlined in the 2023-2024 Donor Experience Annual Plan. She noted that while some KPI's are still in progress, efforts are underway to develop the necessary reporting systems to track them effectively. These systems will be operational within the next few months.

Burns presented on the endowment reporting process for Fiscal Year 2022-2023, highlighting the importance of adding more impact around scholarships. The team worked to develop impact reports for 449 scholarships, including some faculty funds.

While this activity has been conducted in the past, the approach this year involved more meaningful questions for faculty members as they reported on charter activity, resulting in impact reports for 62% of the funds. The team was able to report on 722 funds, achieving an 82% satisfaction rate.

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

B. DISC-2: Individual Engagement Plans Update

Fullmer reported significant activity and progress regarding individual engagement plans for Fiscal Year 2023-2024. Several committee members have participated in event hosting opportunities. Efforts are underway to utilize network referrals, particularly through LinkedIn, to identify potential connections for engagement. Plans are being finalized to engage participants in follow-up activities stemming from the campaign survey. The survey, expected to launch within the next week, will be distributed to approximately 36,000 donors and alumni. Regarding the Scholarship Selection Subcommittee, Fullmer explained the work on this subcommittee has not begun yet due to the early stage of the current scholarship season cycle.

Melissa Tomasso '94, *Chair*, UCF Alumni Board Philanthropy Committee, presented the following item:

C. DISC-3: Alumni Engagement Update

Advisor Tomasso expressed excitement for the upcoming 2024 UCF Day of Giving, scheduled for Thursday, April 11, 2024. Day of Giving is a 24-hour celebration of Knights Nation, where every donation will have a significant impact on student lives, support groundbreaking research, and contribute to the university's future. Continuing with tradition, Advisor Tomasso challenged the UCF Foundation Board to achieve 100% participation on Day of Giving.

Marc McMurrin '01, *Chair*, Charter Expansion Ad Hoc Workgroup, presented the following item:

D. DISC-4: Charter Expansion Ad Hoc Workgroup Update

Director McMurrin shared the Charter Expansion Ad Hoc Workgroup will convene its inaugural meeting on February 29, 2024. The group aims to finalize its work and present recommendations to this committee by the May 30, 2024, meeting. The focus will involve reviewing the purpose, scope, and goals of the Donor Engagement and Stewardship Committee outlined in the current charter.

Becky Fullmer, *Associate Vice President for Advancement Operations*, UCF Advancement & Partnerships, and Richard Welsh, *Senior Associate General Counsel*, University of Central Florida, presented the following item:

E. DISC-5: Scholarship Guidelines Discussion

Fullmer highlighted challenges faced in scholarship administration, including low adoption rates of the centralized scholarship administration platform, Access To Opportunities (A2O). Challenges

include a lack of utilization university-wide, historical fund management, and data spread across different enterprise platforms. An internal scholarship task force has migrated approximately 100 scholarships from two colleges onto the A2O platform.

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

F. DISC-6: Presidential Leadership Briefing Update

Schaefer provided an update on the Presidential Leadership Briefings, sharing that multiple briefings were being hosted in January and February. Most recently, briefings took place in Atlanta, with gratitude extended to Directors Bellamy and Patton for their hospitality, and in Washington, DC. Schaefer mentioned that the final briefings being hosted as part of the campaign feasibility study would take place on February 19, 2024, in West Palm Beach and at the UCF Downtown campus on February 20, 2024.

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 Burttram adjourned the meeting at 2:15 p.m.

Approved by the Donor Engagement & Stewardship Committee on **May 30, 2024**.

Respectfully Submitted by:

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

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