



UNIVERSITY OF CENTRAL FLORIDA

## Foundation, Inc.

### Philanthropy and Donor Engagement Committee

Thursday, January 16, 2025 | 1:30 p.m. – 2:45 p.m.

Morgridge International Reading Center

4143 Andromeda Loop, Orlando, FL 32816

#### Members Present:

Matt Assenmacher, Tandreia Bellamy, *Committee Vice Chair*, Stuart Brown, Roslyn Burttram, *Committee Chair*, Cary D'Ortona, Cathy Engelman, Manish Hirapara, Robert Kantor, Karen Manglardi, Treva Marshall, Marc McMurrin, Heather Pigman, Kevin Wydra

#### Members Absent:

Cecile Bertot, Mike Hinn, Dianne Owen, Chris Ristau, Janet Schwartz

#### I. Welcome and Call to Order

Roslyn Burttram P '20 H'23, *Chair*, Philanthropy and Donor Engagement Committee, called the meeting to order at 1:30p.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. Approval of Meeting Minutes

Director Bellamy made a motion to approve minutes from the October 23, 2024, Philanthropy and Donor Engagement Committee Meeting. Director Mahony seconded the motion. The minutes were unanimously approved as written.

#### IV. Reports

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

##### A. **DISC-1: Progress of UCF Foundation Board Philanthropy Goals**

Chair Burttram emphasized this committee's role in driving the culture of philanthropy within the UCF Foundation Board of Directors. Hom provided an overview of each metric point and progress to goal. While the metrics have not achieved completion status, Hom emphasized that all metrics were attainable through individual effort and peer accountability. Programming focused on the Millican Society is scheduled to occur at the April 3, 2025, meeting.

Hom asked committee members to consider putting forward one (1) name as a philanthropic referral. Board staff will collaborate with the referrer on next steps.

Rodney Grabowski, *Senior Vice President*, UCF Advancement and Partnerships, and *Chief Executive Officer*, UCF Foundation, Inc., and Claire Burns, *Assistant Vice President, Donor Experience*, UCF Advancement and Partnerships presented the following item:

**B. DISC-2: Attainment, Engagement, and Stewardship Progress to Goal**

Burns shared that the committee has surpassed its goal for thank you note stewardship, already writing 492 thank you notes to date. Burns provided an overview of scholarship impact communication that was completed in Fall 2024. Grabowski shared an attainment update, noting \$52.7 million had been achieved against a goal of \$110 million.

**V. Discussion**

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

**A. DISC-3: Spring 2025 Committee Engagement Opportunities**

Hom provided an overview of meaningful engagement opportunities for committee members to participate in through June 2025. Opportunities included hosting, stewardship, and a scholarship application selection workgroup.

Rodney Grabowski, *Senior Vice President*, UCF Advancement and Partnerships, and *Chief Executive Officer*, UCF Foundation, Inc., presented the following item:

**B. DISC-4: Campaign Volunteer Infrastructure and Nominations**

Grabowski provided an overview of the campaign volunteer leadership structure, which had also been approved by President Cartwright. The levels include an Honorary Committee, a Leadership Committee, External and Internal Advocates. The giving levels and time commitments were reviewed for each.

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

**C. DISC-5: UCF Day of Giving Engagement Plan**

Chair Burttram asked the committee to make sure April 10, 2025 was marked on their calendars for Day of Giving. She emphasized the need to see 100% board participation which can be done with any gift amount. Hom provided an overview of a potential VIP event, thanks to Director Kantor, that would take place on March 27, 2025, at Universal Studios. Committee members were highly supportive and advised staff to proceed with planning.

Joe Allwood, *Associate Vice President, Advancement Operations*, UCF Advancement and Partnerships, presented the following item:

**D. DISC-6: Philanthropy Systems and Infrastructure Update**

Allwood provided an overview of new tools that UCF Advancement Operations will be utilizing that harness the power of artificial intelligence and will aid in innovation and technical

infrastructure. New tools included DonorSearch AI, Salesforce Marketing Cloud, Team Dynamix, and FundMiner.

**VI. Information**

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

**A. INFO-1: UCF Foundation Board Enrichment Program**

**B. INFO-2: Bank of America Scholarship Modification Update**

**C. INFO-3: UCF Estate Planning Kit**

**VII. New Business**

No new business was presented.

**VIII. Adjournment**

Chair Burtram adjourned the meeting at 2:37 p.m.

Approved by the Philanthropy and Donor Engagement Committee on **April 2, 2025**.

Respectfully Submitted by:

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Roslyn Burttram H'23 P'20, *Chair*, Philanthropy and Donor Engagement Committee  
Minutes Prepared By: Debra Farish, *Executive Assistant*, UCF Advancement and Partnerships