



UNIVERSITY OF CENTRAL FLORIDA

## Foundation, Inc.

### UCF Foundation Board of Directors Board Enrichment Program

Technical Philanthropy in Higher Education

February 12, 2025, at 3:00 PM to 4:00 PM EDT

#### Members Present:

Roslyn Burttram, James Harhi, Stuart Heaton, Ryan Kelley, Karen Manglardi, John Mahony, Heather Pigman, Mark Plaumann, Chris Ristau

#### I. Welcome and Call to Order

The Technical Philanthropy in Higher Education session was called to order at 3:02 p.m.

#### II. Technical Philanthropy in Higher Education

Joe Allwood, *Associate Vice President, Advancement Operations*, UCF Advancement and Partnerships, provided a foundational overview of the various types of artificial intelligence. Those types of artificial intelligence ("AI") include:

- Reactive AI, which include examples such as Amazon Alexa and smart thermostats. This type of AI has no concept of memory and retains no history of requests. The analogy of chess was utilized: with reactive AI, the technology what the next best move would be. Limitation: no concept of memory, no history retained (i.e. Every time it plays chess, it's like the first time)
- Generative AI, which include platforms for content creation such as Chat GPT. This type of AI produces text, images, videos at an exceptional speed. This type of AI's application to philanthropy allows for personalization at an unprecedented magnitude to what staff would have had to do manually.
- Predictive AI which has memory and works to predict future outcomes. Allwood provided an example with Google Maps which allows the user to enter their preferences (willing to pay tolls, fastest route, most scenic route); the tool is able to use current information based on current traffic data to adjust the route in real time.

Allwood reviewed some of the platforms UCF Advancement and Partnerships has invested in and will be implementing in the next year, including:

- DonorSearch AI addresses a key business problem: UCF has a large living alumni database and not enough staff to reach or engage all of them. DonorSearch AI utilizes predictive AI to assist with donor acquisition, the likelihood of giving within a specific time period, and identifying those who appear to be losing interest or engagement. This tool helps to prioritize outreach and will also generate prospect bios, speeding up organizational efficiency.
- Salesforce Marketing Cloud is a digital marketing platform utilizing *Einstein AI* technology. This tool utilizes predictive AI to segment the audience into personas and smaller groups.
- Team Dynamix is a ticket support system using conversational AI. This tool automates the flow of information throughout the organization.

Allwood also mentioned the potential use of virtual reality (creating fully immersive experiences in a virtual world) as well as augmented reality (utilizes a real world location that superimposes

images). Allwood gave an example of how those types of virtual reality could be utilized for philanthropy, such as taking donors to an empty field and utilizing augmented reality to take a tour of a potential new building.

**III. Closing Remarks and Announcements**

Attendees were encouraged to attend the UCF Foundation Board's Day of Giving Celebration at Universal Studios scheduled for March 27, 2025.

**IV. Adjournment:**

The session was adjourned at 3:30 p.m.

Approved by the UCF Foundation Board of Directors on **April 3, 2025**.

Respectfully Submitted by:

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Dana Patton '93, *Secretary*, UCF Foundation Board of Directors

Minutes prepared by: Janelle Hom '10MA, *Director, Foundation Board Relations and Advancement*, UCF Advancement and Partnerships