



COMMITTEE ON ADVANCEMENT

Meeting Minutes

Telephone Conference Call

February 21, 2019

123 Tigert Hall, University of Florida, Gainesville, FL

Time Convened: 4:02 p.m.

Time Adjourned: 4:27 p.m.

Committee Members Present:

Anita Zucker (Chair), David L. Brandon, Mori Hosseini (Board Chair), James W. Heavener, Marsha D. Powers, Jason J. Rosenberg

Others present were:

Thomas Mitchell, Vice President for Advancement and other members of the University community.

1.0 Roll Call

Assistant University Secretary Melissa Orth conducted a roll call of all Committee and Board members present.

2.0 Call to Order and Welcome

Committee Chair Zucker called the meeting to order and welcomed everyone to the meeting. She reminded the Committee that the purpose of the conference call was to discuss the upcoming Committee Agenda for the March Board of Trustees' meeting.

3.0 Review Draft Agenda for March 28, 2019 Meeting

Committee Chair Zucker asked if there were any questions or concerns on the draft Agenda. Hearing none, she turned the Committee's attention to the Agenda discussion items which include: Go Greater Campaign update, Strategic Discussion: Go Greater Campaign Next, Alumni Participation and Strategic Discussion: One UF Corporate Engagement.

Go Greater Campaign

Committee Chair Zucker noted we would have the campaign update at our March meeting.

Strategic Discussion: Go Greater Campaign Next

Committee Chair Zucker noted we would wait for the next meeting to explore public/private partnership opportunities. We are learning more about who would own intellectual property with licensing agreements, etc. All parties would be treated fairly and correctly. Corporations would be involved in creating things in our colleges, but all would be clearly defined legally. The key is to help the university make money in these types of partnerships. Board Chair Hosseini noted this should be separate from a P3 and the general counsel involvement is very important.

Vice President Mitchell noted that the Committees on Advancement, Facilities and Capital Investments, and Finance, Strategic Planning and Performance Metrics should all work together. Board Chair Hosseini noted that was a brilliant idea and Advancement should be involved. The next three to five years state dollars will be limited and we will need university support some of which will need to be private support. He reminded the committee that there will likely be limited PECO dollars from the state this year and our two current building requests – Data Science and the Music Building. It will take several years to get the dollars needed. Committee Chair Zucker added that was all the more reason to be creative in our fundraising efforts. She added that we will work hard, and the university has a great team with the board and Vice President Mitchell's organization.

Alumni Participation

Board Chair Hosseini asked if Karen Unger, Past President, UF Alumni Association was reaching out to the alumni. Committee Chair Zucker stated that she was working with Trustee Rosenberg and a report will be given. Vice President Mitchell stated that the "Nationwide Giving Day" goal is to raise \$5M in one day. The alumni participation from the previous year was 12%; last year the rate was 13% and we look forward to moving it to 14%. The US News will be 14%, but we are looking forward to a 16% participation rate with the assistance of Ms. Unger and Trustee Rosenberg on National Day of Giving.

Vice President Mitchell informed the Committee that the Board requested a couple of follow-up items to be reported back to the Board. The Board requested more information as it relates to the working goal, endowment by college, and updated portfolio. He also announced that UF is ahead of schedule. Committee Chair Zucker asked Vice President Mitchell to provide a sneak preview of where we are to date in the campaign. She noted we are tracking \$300 million ahead of schedule, 10 months ahead of schedule. He announced that the UF Law will be announcing a transformational gift of \$20 million from an alumnus. He noted former Trustee John Dasburg just committed to his fourth endowed chair for the university.

Strategic Discussion: One UF Corporate Engagement

Vice President Mitchell and Vice President Norton discussed the One UF Corporate Engagement Strategy. Vice President Mitchell and Vice President Norton also discussed the career licensing to be proposed at the Engagement Center. There is a position established and ready to be filled. Trustee Brandon stated that he hopes that the meeting with the Dean and developers was positive as it relates to the campaign. Vice President Mitchell stated that it was very positive, and discussion included concerns as it relates to if we would like to move forward to celebrate 3 to 4 or do we celebrate 3 to 5. Many people would like to know what the number is going to be. Board Chair Hosseini stated that it would be great to hear from the colleges and hear what they have to say.

4.0 Adjournment

Committee Chair Zucker adjourned the meeting at 4:27 p.m.

APPROVED AT THE BOARD OF TRUSTEES MEETING ON MARCH 29, 2019.