



COMMITTEE ON ADVANCEMENT

Meeting Minutes

Telephone Conference Call

April 25, 2019

123 Tigert Hall, University of Florida, Gainesville, FL

Time Convened: 4:02 p.m.

Time Adjourned: 4:13 p.m.

Committee Members Present:

Anita Zucker (Chair), David L. Brandon, James W. Heavener, Marsha D. Powers, Jason J. Rosenberg, Katie Vogel Anderson

Others present were:

Thomas Mitchell, Vice President for Advancement, Ray Thomas, Incoming Faculty Senate President, and other members of the University community.

1.0 Roll Call

Vice President Mitchell 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 June Board of Trustees' meeting.

3.0 Review Draft Agenda for June 6, 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: Campaign Update, New Gifts, Alumni Participation Update, Endowments, FY 20 Committee Work Plan and Strategic Discussion: Namings/Memorials.

Campaign Update (\$2B Target) – Vice President Mitchell indicated an update will be provided at the June meeting.

New Gifts (April-May-June) – Vice President Mitchell indicated that large gifts made during the months of April, May and June would be highlighted at the June meeting. .

Alumni Participation Update – Vice President Mitchell indicated that alumni participation was tracking ahead of schedule.

Endowments (State-SEC-Nation) – Vice President Mitchell indicated they have put together a report that shows how UF compares with the public schools in the state and with the SEC schools.

He asked whether it should include the private schools as well. Committee Chair Zucker stated she would like to see the comparison with the private schools.

FY20 Committee Work Plan – Vice President Mitchell indicated that a draft of the work plan for next fiscal year will be shared at the June meeting. He stated there would be four committee meetings next year and he would share the topics that the board would want to hear about and get their thoughts.

Strategic Discussion: Namings/Memorials – Vice President Mitchell indicated this was a continuation from the last board meeting and that there will be a draft of best practices and an update on the naming policies at the June meeting.

Vice President Mitchell indicated that there were a number of other things that could either be added to the agenda or moved to September. One being the theme for the next campaign, “Your Environment”. He indicated he has been working with faculty and that the theme would highlight what we are doing with the environment. Committee Chair Zucker stated that we have been discussing stretching the campaign and the dollar amount.

Vice President Mitchell indicated that he has met with around 10 deans to begin the process and the consensus with the deans is that the prospect base is a little lean due to the success early on in the campaign. The deans are concerned with the retention of the development officers now that they have the campaign under their belt. The Deans are hesitant to move too quickly with moving the goal. They also have concerns regarding a recession. Vice President Mitchell indicated he would give it another 6 months and come back in December. Committee Chair Zucker indicated she has gotten the same feedback from the deans in her meetings and agreed to wait and bring back in December.

Trustee Rosenberg agreed with the plan to wait until December and asked whether there was a plan in place to retain the development officers? Vice President Mitchell indicated they are currently working with 37 development officers and developing career maps for them and they have drafted campaign retention agreements that would go through 2022 with incentives for each year they stay through the campaign. He indicated at least a dozen want to stay through the campaign.

Vice President Mitchell asked the committee members to get involved with the agenda and present on the various topics to show that the committee is engaged. Vice President Mitchell indicated he would draft speaking points and work with the committee members on presenting the information at the meetings.

4.0 New Business

There was no new business to come before the committee.

5.0 Adjournment

Committee Chair Zucker adjourned the meeting at 4:13 p.m.