COMMITTEE ON ADVANCEMENT
Meeting Minutes
March 26, 2020
President’s Room 215B, Emerson Alumni Hall
University of Florida, Gainesville, Florida
Time Convened: 11:00 a.m.
Time Adjourned: 11:15 a.m.

Committee and Board members present:
Anita Zucker (Committee Chair), David L. Brandon, James W. Heavener, Morteza Hosseini (Board Chair), Leonard H. Johnson, Thomas G. Kuntz, Michael C. Murphy, Daniel T. O’Keefe, Rahul Patel, Marsha D. Powers, Jason J. Rosenberg, Robert G. Stern, Ray G. Thomas

Others present were:
W. Kent Fuchs, President; Winfred Phillips, Executive Chief of Staff; Joseph Glover, Provost and Senior Vice President for Academic Affairs; Charlie Lane, Senior Vice President and Chief Operating Officer; Amy Hass, Vice President and General Counsel; Elias Eldayrie, Vice President and Chief Information Officer; Zina Evans, Vice President for Enrollment Management and Associate Provost; Antonio Farias, Chief Diversity Officer and Senior Advisor to the President; Jodi Gentry, Vice President for Human Resources; Edward Jimenez, Chief Executive Officer for UF Health Shands; Mark Kaplan, Vice President for Government and Community Relations and University Secretary; Michael McKee, Vice President and Chief Financial Officer; Thomas Mitchell, Vice President for Advancement; David Nelson, Senior Vice President for Health Affairs and President of UF Health; David Norton, Vice President for Research; Nancy Paton, Vice President for Strategic Communications and Marketing; Curtis Reynolds, Vice President for Business Affairs; Scott Stricklin, Director of Athletics, members of the President’s Cabinet, members of the University of Florida community, and other members of the public.

1.0 Call to Order and Welcome
Committee Chair Zucker welcomed everyone and called the meeting to order at 11:00 a.m. She expressed her thanks to Dr. Charlie Lane for the great presentation and to the board and everyone else who reached out to show their support in the loss of her mother. She asked Vice President Mitchell to verify the quorum.

2.0 Verification of Quorum
Vice President Tom Mitchell verified a quorum with all members present.
3.0 Review and Approval of Minutes
Committee Chair Zucker asked if there were any additions and/or corrections to the minutes of the Committee meeting on December 5, 2019, and the pre-meeting conference call held on February 25, 2020. Hearing none, she asked for a motion to approve the minutes, which was made by Trustee Thomas and a second, which was made by Trustee Brandon. The Committee Chair asked for further discussion, after which she asked for all in favor of the motion and any opposed and the motion was approved unanimously.

4.0 Discussion Items
Committee Chair Zucker reported that we do have some good news to share as it relates to the campaign.

- We have raised $2.51 billion toward our $3 billion campaign
- We have raised $890 million toward our $1 billion endowment goal
- We have received $245 million toward our $350 million goal for cash into the endowment
- We have raised $249 million toward our working goal of $275 million for priority capital projects and infrastructure
- Our alumni participation has moved from 12% when we started the campaign to 17%, and we’re just short of our alumni participation goal of 18%
- We continue to return $9+ for every dollar invested, which is excellent

She then called on Vice President Mitchell to provide an update on a new gift we’ve received since the last meeting.

4.1 Transformational Gift
Vice President Mitchell remarked on the loyalty and dedication of the Gator Nation as reflected through the unwavering generosity of our alumni and friends. While we’ve received a number of incredible gifts since our last meeting, there are two gifts that stand out: Chris Malachowsky and NVIDIA.

Chris Malachowsky, founder of global technology company NVIDIA, has provided a lead gift of $20 million toward UF’s new Data Science and Information Technology (DSIT) Building construction.

In addition, Chris has also provided another lead gift to purchase the latest technology computer hardware which will provide next-generation GPUs produced by NVIDIA, greatly enhancing UF’s computing capacity. Additionally, NVIDIA has agreed to match Chris’s lead gift.

UF will be the first university to receive this latest technology and will be able to lay claim to the largest and most powerful computing array in higher education. It’s incredible to think what we can and will be able to do with this highly advanced technological computing capability.
Vice President Mitchell extended his special thanks to Chairman Hosseini, President Fuchs, Provost Glover and Dean Abernathy who helped bring this to fruition. Indeed, this will be transformational and will enable UF to rise to a new level of excellence.

4.2 Post Campaign Retention Strategy
Vice President Mitchell talked about our focused efforts on retaining our development officers, as many of them now have a $3 billion campaign under their belts. We’ve been working with Jodi Gentry and thinking outside the box on how we might approach this. The majority of our development officers were here when we started the campaign, and they are still with us today.

Some of our creative and innovative strategies include the following:
- Individualized, personalized and proactive conversations/strategies to discuss career growth
- Retention agreements through the end of the campaign and possibly beyond
- Personalized plans based upon what engages them the most (professional development, performance-based pay, etc.)

Vice President Mitchell called on Trustee Rosenberg to provide an update on alumni participation.

4.3 Alumni Participation
Trustee Rosenberg reminded everyone of how important the alumni participation rate (APR) is as it relates to the U.S. News & World Report rankings. We remain focused on a multi-tier strategy to increase our percentage and have used several initiatives over the past year to drive our APR:
- Stand Up & Holler Gator Nation Giving Day
- Beat Week Annual Football Giving Challenge
- My Gift Our Legacy
- Gator Up! UF License Tag Promotion

Our APR is moving up in comparison to our peers, and our goal is to reach 20% by FY 2022. UF is in the ballpark with some of the top players:
- University of Virginia – 20%
- University of North Carolina – Chapel Hill – 19%
- University of Michigan – Ann Arbor – 17%

Trustee Rosenberg noted that new incoming UFAA president Mark Criser is laser-focused on this as well. He then called on Trustee Brandon to talk about Giving Day.
4.4 Giving Day
Trustee Brandon shared that UF’s second annual 24-hour fundraising event – Stand Up & Holler: Gator Nation Giving Day – was held on Thursday, February 20, 2020 – and it was a huge success. It’s hard to imagine that it was only five weeks ago. A robust marketing effort elevated the visibility and recognition of this important day across the UF community through physical representations on campus to digital and social campaigns. We had great participation from many people, including Committee Chair Zucker and Trustee Patel, both of whom were in Tallahassee on Giving Day.

President Fuchs’ kickoff email went out at 8:00am that morning and viral social media got us off to a strong start. We greatly exceeded our initial goals of 15,000 gifts and $15 million with 16,993 gifts and $23.6 million in one day. Absolutely awesome!

The College of Journalism and Communications led with the largest number of gifts received (1,263), and Dean Chimay Anumba and his team from the College of Design, Construction and Planning led all the colleges with almost $11 million in revenue generated ($10,941,279). Congratulations to Dean Anumba!

He thanked everyone for their participation and noted that we would be calling upon them again next year to raise the bar.

5.0 New Business
Committee Chair Zucker thanked everyone for their fabulous reports and congratulated Dean Anumba on the huge goal he and his team achieved on Giving Day. She asked if there was any new business to report.

Hearing none, she made a special announcement regarding Chairman Hosseini’s recent recognition at the 7th Annual Academy of Golden Gators at which he received the Transformational Leadership Award. This is an award that is given to an individual who has truly changed the course/trajectory of the university and has had an impact that will be felt for generations to come. A tribute video of the event was shared, after which she expressed her thanks to Chairman Hosseini for all of his efforts on behalf of the University of Florida and noted that there was no one more deserving of this honor.

6.0 Adjourn
There being no further discussion, Committee Chair Zucker adjourned the meeting at 11:15 a.m.