



COMMITTEE ON ADVANCEMENT

Pre-Meeting Minutes

Virtual Meeting

March 22, 2022

Time Convened: 3:00 p.m.

Time Adjourned: 3:17 p.m.

Committee and Board members present:

Anita G. Zucker (Committee Chair), David C. Bloom, David L. Brandon, Richard P. Cole, Christopher T. Corr, James W. Heavener, Thomas G. Kuntz (Board Vice Chair), Daniel T. O’Keefe, Rahul Patel, Marsha D. Powers, and Fred S. Ridley.

Others present:

Mark Kaplan, Vice President for Government and Community Relations and University Secretary; Thomas Mitchell, Vice President for Advancement; Curtis Reynolds, Vice President for Business Affairs; members of the University of Florida community, and the public.

1.0 Call to Order and Welcome

Committee Chair Anita G. Zucker welcomed everyone in attendance and called the meeting to order at 3:00 p.m.

2.0 Roll Call

Vice President Tom Mitchell conducted a roll call, and all Committee members were present.

3.0 Review Draft Agenda for April 2022 Meeting

The following items were addressed by the Committee:

3.1 Review Draft Minutes

Committee Chair Zucker stated that we will review the minutes from the December 2021 meeting and the March 2022 pre-meeting at the April Board of Trustees meeting.

3.2 Review Discussion Items

Committee Chair Zucker outlined the discussion topics for the April meeting and noted we will hear presenters from the UF Foundation Board and the UF Alumni Association Board for the Go Greater Campaign Overview/Analysis including Karen Unger, member of the UF Foundation Executive Board; Mark Criser, President of the Alumni Association; Linda McGurn, ex-officio member of the UF Foundation National Board; and Jon Pritchett, Vice Chair of the UF Foundation Executive Board. President Kent Fuchs and Vice President Tom Mitchell will present on West Palm Beach.

VP Mitchell provided a high-level summary of the discussion topics.

- **Go Greater Campaign Overview/Analysis**

Committee Chair Zucker will highlight things that went well in the campaign and opportunities for improvement.

- **Finish**

Karen Unger will discuss big projects moving across campus that will enable us to have a strong finish if they close or move forward as we think they might.

- **Gratitude**

Mark Criser will provide an outline of the gratitude tour being scheduled for President Fuchs and Provost Joe Glover to travel in and out of state personally thanking alumni and friends. Criser will also share the goals and objectives.

- **Celebrate**

Linda McGurn will provide a framework around our campaign celebration on October 14, which kicks off a big weekend on campus that includes the LSU game.

- **Next**

Jon Pritchett will lead a discussion on our plans for UF's next campaign, provide an update on what the best universities are doing now, and share how we can set the stage for opportunities that would be of great interest to presidential candidates.

VP Mitchell added another potential agenda may be the redesign of our Gator license plate. Eight years have passed since we designed the current plate, and there is a lot of interest across campus and with our alumni in a new plate. We have a design team working on examples. There are 97,000 Gator plates in Florida, which is the most by far of any university in the state. With a new football coach, a new president, and UF Homecoming right around the corner, this may be an opportunity to launch a new Gator plate and connect and engage friends with the university, who in turn will contribute to our alumni participation rate.

Vice Chair Kuntz shared that the Foundation will also have a presentation as it relates to the budget. Various DSOs will be rotated in the FSPPM Committee to give brief presentations on their financials. Providing the DSOs with more visibility on the FSPPM Committee is a positive idea, starting with the larger organizations. Committee Chair Zucker remarked that this will allow everyone to realize the terrific work being done by our DSOs.

4.0 New Business

Committee Chair Zucker asked if there was any new business.

VP Mitchell noted that we are coming to the end of the campaign and most of our 110 fundraisers now have a \$4B+ campaign on their resumes. His team is working with Advancement's Talent Management team and Vice President and Chief Operating Officer, Charlie Lane in UF HR to work on retention/incentive packages. Talent is the name of the game, and our top priority is retaining,

developing, and recruiting top talent. Committee Chair Zucker agreed that we need to be careful and work hard to retain our valuable team.

In response to a question from Trustee Cole, VP Mitchell responded his leadership team are all located in Gainesville. Trustee Cole said that there is enormous money in Palm Beach, Naples, and Miami, and if we start losing people, he hoped that we will consider decentralizing some of these important people into these communities. VP Mitchell shared he has offered for leaders to relocate. Trustee Brandon agreed we need to retain staff and added that we're seeing the same thing over at Planning, Design and Construction.

In response to a question from Vice Chair Kuntz, he responded that most of the recruitment is coming from outside the state and are vice president level positions at top public universities. While it is a big compliment that our people are in high demand, we have spent a fair bit of time developing and nurturing our talent. To combat this, we have had to become more creative with our senior team and unbundle some things to give them bigger roles with more responsibilities.

Committee Chair Zucker closed by saying that Advancement has an amazing team, and VP Mitchell and the whole university must watch out for things like this. HR takes place at the university level. We must work to retain our important people, pay them appropriately, give them opportunities to do more, spend time with them, and have discussions with them about their needs. All these things are critically important in keeping the team together, whether they are on or off campus.

5.0 Adjourn

There being no further discussion, Committee Chair Zucker thanked everyone for attending and adjourned the meeting at 3:17 p.m.