



**COMMITTEE ON ADVANCEMENT
MEETING MINUTES**

Telephone Conference Call Meeting

November 1, 2018

123 Tigert Hall, University of Florida, Gainesville, Florida

Time Convened: 8:30 a.m.

Time Adjourned: 9:11 a.m.

Committee Members Present:

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

Others present were:

Vice President for Advancement Tom Mitchell, Senior Director of Government Relations and Assistant University Secretary Melissa Orth, and Board Administration Coordinator Sandy Mitchell-Grady.

1.0 Verification of Quorum

Assistant University Secretary Melissa Orth verified a quorum with all Trustees present.

2.0 Call to Order and Welcome

Committee Chair Anita Zucker welcomed everyone and called the meeting to order at 9:11 a.m., EDT. Senior Director of Government Relations and Assistant University Secretary Melissa Orth conducted a roll call of the Committee members present.

3.0 Review Committee Charge

Committee Chair Zucker provided a summary of the importance of the duties and responsibilities of the Committee Charge. She asked the Committee if there were any suggestions or changes to be made to the Committee Charge. Vice President for Advancement Tom Mitchell suggested since the Committee was new it should reconcile its goals and budget to be aligned with the University's mission, vision, and institutional priorities and revisit after a year. Committee Chair Zucker asked for any other suggestions or questions. Hearing none, she asked if everyone was in favor of the suggestion made by Vice President Mitchell and it was unanimously agreed upon.

4.0 Advancement Vision/Mission/Values

Vice President Mitchell presented the Go Gators – Go Greater Advancement Mission, Vision and Values.

- Vision - A Transformational Experience with Integrity

- Mission - To be a catalyst for advancing university priorities through private support
- Values – Service (To help our colleagues reach their goals), Excellence (Striving to reach The Gold Standard “One UF”), Team (Together everyone achieves more)

Committee Chair Zucker asked for any questions. Hearing none, she asked for Vice President Mitchell to present the next topic.

5.0 Advancement Organizational Chart

Vice President Mitchell presented the Advancement organizational chart. Committee Chair Zucker asked for any questions. There were discussions regarding the alignment of positions and the Advancement Committee’s goals. After discussion, Vice President Mitchell suggested that the Organizational Chart be placed on the December Agenda. Committee Chair Zucker asked the Committee if everyone was in favor of the suggestion made by Vice President Mitchell and it was unanimously agreed upon. Committee Chair Zucker asked Vice President Mitchell to proceed with the next presentation.

6.0 Advancement FY 19 Goals

Vice President Mitchell informed the Committee that the campaign is ahead of schedule and July, August, and September hit a record. The FY 19 Anticipated Big Wins include

- Go Greater Campaign \$2.1B
- Total commitments \$450M/VSE \$325M, which is a record
- Alumni participation rate (APR) 17%-14% US News
- Launch Platform for Life – Moonshots – 6
- Mid-campaign celebration (held in October)
- Launch 501c3 back office merger – UFF/UFAA
- Retain top performers/high potentials – 42/44
- Recruit strategic priority positions – 10
- Further strengthen commitment to inclusion
- Reduce low utilization endowed spendable funds - 75

Committee Chair Zucker asked if there were any questions. There was discussion relating to strategically capturing goals and alumni participation rates. Trustee Katie Vogue Anderson stated that she is on the committee for the commencement taskforce and that she would take recommendations to the taskforce. Committee Chair Zucker asked if there were any further questions, hearing none. She asked Vice President Mitchell to present next presentation.

7.0 Strategic Discussion Item: Endowment 101

Vice President Mitchell provided an overview of the “Endowment Calculator.” There was much discussion as it relates to the overall risk management and finance and funding model. Trustee David Brandon requested to revisit the metric. Vice President Mitchell requested to have the Chief Financial Officer join the December Board meeting to provide an overview of the Endowment Calculator and have the UFICO head, Bill Reeser to provide a risk analysis. The Committee agreed.

8.0 Draft Agenda for December 6-7 Advancement Committee (Group Discussion)

- (1) One UF Organizational Chart
- (2) Endowment Calculator/Risk Management
- (3) Giving Day – February 26

9.0 Adjournment

Committee Chair Zucker adjourned the meeting at 9:11 a.m.