



**COMMITTEE ON ADVANCEMENT  
MEETING MINUTES**

**Telephone Conference Call  
Wednesday, November 20, 2019  
123 Tigert Hall Conference Room  
University of Florida, Gainesville, FL  
Time Convened: 4:02 p.m.  
Time Adjourned: 4:12 p.m.**

**Committee Members Present:**

Anita Zucker (Chair), David L. Brandon, James W. Heavener, Jason Rosenberg and Ray G. Thomas

**Others present were:**

Trustee Rob Stern, Vice President for Advancement Tom Mitchell and other members of the University community.

**1.0 Call to Order and Welcome**

Committee Chair Zucker welcomed everyone in attendance and called the meeting to order at 4:02 p.m.

**2.0 Roll Call**

Board Staff conducted a roll call of all Committee and Board members present.

**3.0 Review Agenda for December 5 Meeting**

Committee Chair Zucker thanked everyone for joining the call and reminded the Committee that the purpose of the conference call was to discuss the upcoming Committee Agenda for the December Board of Trustees' meeting. She noted that today's meeting would be a discussion only and no votes would be taken.

She began by indicating that there will be minutes to review and approve from the June, October and November meetings.

#### **4.0 Action Items**

There were no action items.

#### **5.0 Discussion Items**

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, Draft Timeline/Capstone Ideas and State/SEC/National Data.

**5.1 Campaign Update** – Committee Chair Zucker indicated that campaign co-chairs Ken and Linda McGurn would be presenting the campaign update, which is included in the draft presentation on the board portal.

**5.2 New Gifts** – Committee Chair Zucker indicated that Vice President Mitchell would be presenting on new gifts.

Vice President Mitchell shared that he will be talking about the Shriners gift, a recent gift from Committee Chair Zucker that we're very excited about, a new naming gift from Trustee Heavener and a gift to support law scholarships from Chairman Hosseini. These are all gifts that have been finalized since we last met as a group of trustees, and we're pleased, proud and thankful that many of our trustees continue to be so generous.

**5.3 Draft Timeline/Capstone Ideas** – Committee Chair Zucker will be presenting on the draft campaign timeline, which is available on the board portal, and Trustee Brandon will present on the capstone ideas. Vice President Mitchell noted that he has already prepared draft speaking points to go along with the slides, and he will send the respective slides and draft speaking points to the presenters as a follow up to today's call.

**5.4 State/SEC/National Data** – Committee Chair Zucker asked if we were still waiting on data from our state universities. Vice President Mitchell indicated that the state universities are a little slower in responding, but we think we'll have most, if not all, of their data in the next week or so. He noted that we do have all the data for the SEC and top public universities. We're #1 in the state of Florida, #1 in the SEC and maybe #7 or #8 in the top public fundraising institutions in the country, depending upon where Michigan's numbers come in. Overall, the data looks very favorable for us.

#### **6.0 New Business**

Committee Chair Zucker asked if there were any questions about the main discussion items or any new business to bring up.

Vice President Mitchell responded that we may want to share that the university is asking us to think about more support for the Machen Florida Opportunity Scholars program in the next couple of years. We currently fund about 300 students each year. They'd like for us to think about another 50 to start with and then move to another 100 in the next few years. One of the big priority items we'll have in the last two years of the campaign will be our efforts to raise more funds for this program. He pointed out that Trustee Rosenberg was one of the first supporters, and he's very supportive of that program.

Trustee Rosenberg shared that the people who have seen these young people and what they've been able to do have felt tremendously inspired. He noted that it's easy to raise money for this program, and he's happy to help. Everyone can get behind it.

Committee Chair Zucker noted that she has left legacy dollars in her estate for the MFOS program.

Vice President Mitchell reported that we're working with all of our colleges to be sure each one has a big win in the campaign, and we're narrowing our focus to only those projects that must get done between now and the next 21 months. A list will be ready to go by the time we get ready for our Board of Trustees meeting.

## **7.0 Adjournment**

There being no further discussion, Committee Chair Zucker expressed her thanks and adjourned the meeting at 4:12 p.m.