

COMMITTEE ON ADVANCEMENT

Pre-Meeting Minutes

Virtual Meeting

February 14, 2023

Time Convened: 10:25 a.m.

Time Adjourned: 10:32 a.m.

Committee and Board members present:

Anita G. Zucker (Committee Chair), David L. Brandon, Richard P. Cole, Christopher T. Corr, Morteza “Mori” Hosseini (Board Chair), Daniel T. O’Keefe, Rahul Patel, Marsha D. Powers, and Fred S. Ridley.

Others present:

Ben Sasse, President; Amy Hass, Vice President and General Counsel; Mark Kaplan, Vice President for Government and Community Relations and University Secretary; Thomas Mitchell, Vice President for Advancement; Mary Parker, Vice President for Enrollment Management and Associate Provost; Curtis Reynolds, Maria Gutierrez Martin, Associate Vice President/Chief Development Officer; members of the University of Florida community, and the public.

1.0 Call to Order and Welcome

Committee Chair Anita G. Zucker welcomed President Sasse and everyone in attendance and called the meeting to order at 10:25 a.m. She noted that information will be shared at today’s pre-meeting, but there will be no voting.

2.0 Roll Call

Board Staff conducted a roll call of all Committee and Board members present except Trustee Bill Heavener.

3.0 Review Draft Agenda for March 2023 Meeting

The following items were addressed by the Committee:

3.1 Review Draft Minutes

Committee Chair Zucker stated that today we will be talking about discussion items for our meeting in March, and the minutes from the December 2022 meeting will be reviewed at the March Board of Trustees meeting.

3.2 Review Discussion Items

Committee Chair Zucker called on Vice President Mitchell to provide updates on the three discussion items on the agenda.

Post Go Greater and New Initiatives

Vice President Mitchell shared that we are working with President Sasse on a framework of priority projects that were not fully funded in the Go Greater campaign and a few new initiatives that are starting to emerge. It is possible that a new mini campaign of some type will be launched. There will be more to come on a possible mini campaign and timeframe.

Proposed Urban Advancement Model

Vice President Mitchell shared that we have major initiatives moving forward in urban areas, and this new statewide urban advancement model will differ from the Gainesville model. We are putting together a framework on how we think we would like to develop that model and will test some of our assumptions and research to see if it makes sense to reimagine our advancement footprint in some of these urban areas.

Concepts for Next Campaign

Vice President Mitchell shared that we will be talking about a framework around UF's next campaign. Four dynamics are happening now that will cause us to rethink and reimagine our thoughts regarding the next campaign:

- **New Floridians** who have the potential to become new friends to UF are moving into the state in large numbers. What is our strategy to engage these new Floridians in the life of the university?
- There is a huge opportunity to think through strategic alliances and partnerships with **corporations** around the state, the nation and even internationally. Could we launch CEO roundtable discussions and align corporate leaders in the life of the university?
- With UF Health's footprint expanding, there are enormous opportunities to engage **grateful patients** and connect their passions with our purpose not only through UF Health but also through the University of Florida.
- What type of **talent** do we need moving forward, and where is that talent located? How does the future of work align with our future strategies?

Committee Chair Zucker expressed her excitement about moving forward and looking at things differently, especially strategic alliances. She noted that we are becoming a different institution, and we must change. Our ability to grow these partnerships will be critical. Philanthropy goes through change, and we will have to look at other ways to bring in resources to the university.

Trustee Cole asked Vice President Mitchell if he would be prepared at the March meeting to tell the Board about individuals or positions we have either started looking for or have filled for the South Florida area, such as Miami, West Palm Beach and Naples. Jacksonville is another area we should be looking at. Until the bodies are in, we are going to want to recruit people differently than the ones we currently have.

Vice President Mitchell responded that Trustee Cole could not be more aligned with our thinking. They are not only very different, but the native intelligence they have for those areas, their backgrounds, how we connect with them and how we connect them back to Gainesville are always big discussion points. We will touch base on the leadership positions we are looking at and the status of those positions.

President Sasse expressed his thanks for the welcome and shared that he and Vice President Mitchell are having good, healthy discussions, and the new Floridians and CEO roundtable ideas are very constructive. We will have some things to discuss before we get to our West Palm Beach time together in March.

4.0 New Business

There was no new business to come before the committee.

5.0 Adjourn

There being no further discussion, Committee Chair Zucker adjourned the meeting at 10:32 a.m.

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