



Alumni

UCF Alumni Board
Advocacy Committee Meeting Minutes

Wednesday, October 12, 2016
12:00–2:00 p.m.

LOCATION: UCF *FAIRWINDS* Alumni Center | 12676 Gemini Blvd. N. Orlando, FL 32816

ATTENDEES: Ryan Vescio, Clint Bullock, Ron Spangler

STAFF: Bianca Sabrkhani, Danielle Sarris

Chair Vescio called the meeting to order at 12:10 .m.

Chair's Opening Remarks

Ryan Vescio, Chair

12:10 p.m.

Chair Vescio discussed his vision for the committee to focus on during FY17.

Committee Updates

Ryan Vescio, Chair

12:15 p.m.

- Advocacy
 - How do we identify and build our network?
 - Advocate is more than asking the legislature for money
 - What are alumni proud of? Their stories are not being told
 - Advocacy is emotional, being proud
 - Advocacy vs. Engagement – engagement has an internal focus, advocacy focuses on the rest
- Work of the committee
 - Define advocacy and our role
 - Give alumni talking points to have pride in UCF
 - Set a meeting to redefine the charter
 - Advocacy committee does not directly influence donors
 - Create a list of board member social media presence to show our reach
 - Take 5 minutes of every board meeting to discuss advocacy
- Potential events
 - Watch party
 - Focus events/groups
 - Corporate Road Show
- Potential activities

- Spotlight proud alumni in the Alumni Newsletter
 - Utilize direct marketing
- Unique engagement ideas needed
 - Be more forward
- How do we find key stakeholders?
 - Chairs of chapters/clubs
 - Go directly to companies
- Have companies come to us

Future Business

Ryan Vescio, Chair

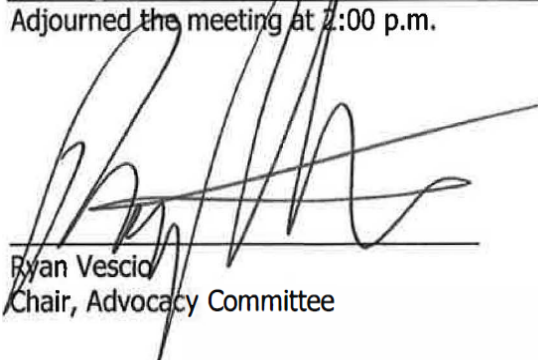
1:30 p.m.

- Define our charter and narrow our focus.
- Discuss how to engage at UCF Day at the Capitol.
- Tell your UCF story.
- Discuss the Corporate Road Show
- Discuss social media survey.

Closing Remarks

Ryan Vescio, Chair

Adjourned the meeting at 2:00 p.m.



Ryan Vescio
Chair, Advocacy Committee