

TIME + TALENT + TREASURES = PARTNERSHIPS FOR SUCCESS

By Susan Vernon-Devlin, Manager, Communications and Marketing, UCF Rosen College of Hospitality Management and Marcela DeFaria, Director for Advancement, UCF Foundation

The tools for philanthropy and successful development do not come in a box with instructions. Instead, they are crafted through building positive relationships over time, which unleashes potential in like-minded individuals, enriches the human experience, and propels broad-based prosperity for the many communities positively impacted by the outcomes. At UCF Rosen College of Hospitality Management, we are working to make a difference and transform lives.

The perfect formula for successful development is constantly evolving. The art of conversation and relationship building are certainly ingredients that can enhance the outcome. However, finding individuals with the interest and intent to give their time, talent, and treasures to an academic institution takes a secret sauce of its own. The tools for philanthropy and successful development do not come in a box or with instructions. They are instead crafted through positive relationship building over time, which unleashes potential in like-minded individuals, enriches the human experience, and propels broad-based prosperity for the many communities positively impacted by the outcomes. At UCF Rosen College of Hospitality Management, we are working to make a difference and transform lives with the assistance of friends and industry partners. Each year the college distributes more than \$200,000 in scholarships to deserving students. These awards are based on academic criteria as well as any combination of financial need, campus and/or community activities, leadership positions, and work experience for new and/or incoming and current students, who are pursuing their undergraduate or graduate degrees, even including Ph.D. degrees. Awards are given to both domestic and international students. These scholarships

are the gifts made to the college by alumni, faculty, staff, parents, and industry partners. They are an investment in the hospitality industry and its future leaders.

Entertainment Technology Partners (ETP), the parent company to a global collection of exceptional independent brands in the events and entertainment industry, is one partner that has made significant gifts of time, talent, and treasure to UCF Rosen College. The college works with ETP to tailor the curriculum for the entertainment management undergraduate degree, so that when students leave the classroom and go into the workplace, they are prepared to take on the challenges and rewards of employment. In turn, ETP has benefited from a healthy supply of qualified candidates completing internships to learn the ropes at the company, with many going on to become part of the full-time workforce.

‘By partnering with the local business community, UCF Rosen College raises engagement on so many levels,’ explains Dave John, Chief Operating Officer of Orlando, FL-based ETP. ‘We have seen their commitment to ensuring that what is being taught in the classroom is in step with what’s happening in business today. Our scholarships and donations have been a way to quickly help students and



instructors access tools and relevant resources. The university outreach is very welcoming of local businesses that see education as a community investment. It really is win-win-win.’

John is an adjunct instructor at the college. He, along with Lauren Sigmund, also an ETP team member who holds a Master’s degree (M.S.) in hospitality and tourism management from Rosen College, teach more than 200 students each semester. Sigmund works with all levels of the production teams at ETP, from creative directors and producers to technicians and talent throughout ETP’s offices in the U.S. and the U.K. She will be leading a UCF Study Abroad to London in summer 2023, taking 16 students to the National Film and Television School and other London entertainment landmarks for an international perspective on their chosen industry.

‘Students benefit from learning academic perspective in the classroom and relevant

On-Campus Resources

Website: hospitality.ucf.edu

General Questions: hospitality@ucf.edu



Right: founding Dean Dr. Abraham Pizam and Rosen College namesake and donor Harris Rosen.



Rosen donated the land and the initial \$18 million dollars to build the college where it stands today in the heart of Orlando, near Florida’s theme parks, attractions, and thousands of hotel rooms and restaurants. Orlando is one of the most-visited cities in the U.S., with more than 60 million visitors—both leisure and business travelers—coming to Central Florida in 2021. That number is expected to increase in 2022. Today, Rosen continues to support the college with scholarships for deserving students each year. A self-made man, Harris Rosen’s generosity provides scholarships for first-time-in-college students, and students who have been working year after year towards their four-year degree. In the years since he began providing scholarships, more than 1,500 students have been the recipient of a Harris Rosen scholarship.

Rosen College was born from philanthropy and continues to thrive in its 18th year thanks to the generosity of many who embrace the philosophy of transforming lives. If you would like to make a gift to support UCF Rosen College, please visit Rosen College’s donation page on the [UCF Foundation website](#). Time, talent, and treasures equal partnerships for success.

practical industry application,’ John adds. ‘The university benefits from the collaboration of research opportunities and additional resources. And local businesses win from investing in their communities and having better prepared candidates join their organizations.’

In 2022, ETP scholarships, gifts, and in-kind technology donations to the university will surpass half a million dollars. The company has provided technology gifts that include thermal scanners, LED display technology, theatrical lighting equipment, and video streaming packages.

A long-standing scholarship relationship that has proved fruitful for Rosen College students is the Toni A. Wisne Scholarship. The scholarship was created in honor of Rosen College alumna, Toni A. Wisne ‘91, to celebrate her memory and her philanthropic commitment to helping others pursue their dreams through education. Wisne was the president and founder of the Epoch Hospitality Group, with business interests in Florida and Michigan, and was responsible for some of the top restaurants in her home state of Michigan. Through the [Toni A. Wisne Foundation](#), a philanthropic organization established by Wisne in 2006, the Wisne family has partnered with Rosen College to

support hospitality students. The scholarships support incoming freshmen and students who need financial aid and provide funding for international study opportunities.

Gifts from alumni to their alma mater—whether gifts of time, talent, or treasure—are an important part of philanthropic practice for the college. Gifts honoring alumni from families and private foundations like the Toni A. Wisne Foundation are reflective of the many Rosen College alumni who direct their philanthropy towards the college. Some serve on college advisory boards sharing real-life industry data and information for curriculum updates and offering training through internships at their companies. Alumni also provide mentorship to current students, helping guide their journeys through college. Other alumni and industry partners work with the college on research projects that provide insights related to the hospitality, events, entertainment, lodging, restaurants, senior living management sectors, and other areas that are positively influenced by the culture of hospitality.

The philanthropic spirit that bolsters UCF Rosen College was evident from the very beginnings of the college. The idea of building a stand-alone academic institution of higher education was the brainchild of Harris Rosen, local hotelier and philanthropist.



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