

**USM BOARD OF REGENTS
ADVANCEMENT COMMITTEE
USM Office – Chancellor’s Conference Room
October 24, 2018**

AGENDA FOR PUBLIC SESSION

11:00 a.m.

Call to Order

Chairman Gossett

1. Introductions of new committee members
2. [Review of Charge](#)
3. Report on campus visits
4. Fundraising Updates
 - a. [Year-to-date fundraising September FY19](#)
 - b. Campaign report/updates
5. [Quasi-Endowment Awards FY19](#)



BOARD OF REGENTS

SUMMARY OF ITEM FOR ACTION,
INFORMATION OR DISCUSSION

TOPIC: Committee Charge

COMMITTEE: Advancement Committee

DATE OF MEETING: October 24, 2018

SUMMARY: Regents on the Committee on Advancement review and discuss the committee charge and offer updates to the charge as needed.

ALTERNATIVE(S):

FISCAL IMPACT:

CHANCELLOR'S RECOMMENDATION:

COMMITTEE ACTION:

DATE: 10.24.18

BOARD ACTION:

DATE:

SUBMITTED BY: Leonard Raley, Vice Chancellor for Advancement, rale@usmd.edu
301-445-1941



Committee on Advancement

Charge

The Committee on Advancement shall consider and report to the Board on all matters relating to the University System of Maryland's private fund-raising efforts, including policies, strategies, best practices and national standards affecting capital campaigns and ongoing fund-raising programs of individual institutions and the University System of Maryland.

This Committee shall give support to individual institutions and affiliated foundations in all development/advancement efforts, recognizing the vast majority of donors' interests lie with individual institutions, and in many cases, specific programs. This Committee shall also encourage individual institutions and affiliated foundations in seeking collaborative and joint fundraising between and among institutions and programs.

This Committee shall review institutional and system-wide efforts and make recommendations to the Board regarding the enhancement of system interests through entrepreneurial and private fund-raising activities, including gifts, donations, bequests, endowment, grants, venture, cooperative agreements, and other public-private opportunities.

The Committee will encourage all system institutions to establish positive and noteworthy stewardship standards, reflected in the regular communication with donors about the intent, use, and outcomes of the application of the funds received.

This Committee acknowledges the critical role of affiliated foundations in these efforts, and in particular good stewardship and management of funds. This Committee shall consider and report to the Board on all matters relating to System-affiliated foundations, alumni associations and similar 501 (c) (3) organizations affiliated with the USM.



BOARD OF REGENTS

SUMMARY OF ITEM FOR ACTION,
INFORMATION OR DISCUSSION

TOPIC: Fundraising Report

COMMITTEE: Advancement Committee

DATE OF MEETING: October 24, 2018

SUMMARY: The attached table shows fundraising progress (as compared to FY18 and against the FY19 goal) for September 2018.

ALTERNATIVE(S): This is an information item.

FISCAL IMPACT: This is an information item.

CHANCELLOR'S RECOMMENDATION: This is an information item.

COMMITTEE ACTION: DATE: 10.24.18

BOARD ACTION: DATE:

SUBMITTED BY: Leonard Raley, Vice Chancellor for Advancement, rale@usmd.edu
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FY19 FUNDRAISING

Institution	FY2018 Results 30-Sep	FY2019 Results 30-Sep	FY2019 Goal	Percentage to Goal FY19
Bowie State University	\$141,606	\$149,929	\$2,000,000	7.50%
Coppin State University	\$367,851	\$422,323	\$1,900,000	22.23%
Frostburg State University	\$519,666	\$244,536	\$3,200,000	7.64%
Salisbury University	\$540,684	\$496,508	\$6,000,000	8.28%
Towson University	\$1,422,513	\$2,575,413	\$10,500,000	24.53%
University of Baltimore	\$3,377,976	\$286,621	\$5,500,000	5.21%
University of Maryland, Baltimore	\$7,323,177	\$10,597,833	\$95,000,000	11.16%
University of Maryland Baltimore County	\$3,964,364	\$2,332,940	\$12,500,000	18.66%
University of Maryland Center for Environmental Sciences	\$323,900	\$110,144	\$2,400,000	4.59%
University of Maryland College Park	\$34,816,622	\$53,864,987	\$200,000,000	26.93%
University of Maryland Eastern Shore	\$677,484	\$202,826	TBD	
University of Maryland University College	\$573,904	\$1,699,366	\$2,500,000	67.97%
University System of Maryland	\$322,389	\$711,401		
TOTAL	\$54,372,136	\$73,694,827	\$341,500,000	21.58%



BOARD OF REGENTS

SUMMARY OF ITEM FOR ACTION,
INFORMATION OR DISCUSSION

TOPIC: Quasi endowment grants

COMMITTEE: Advancement Committee

DATE OF MEETING: October 24, 2018

SUMMARY: The Quasi-Endowment Fund, initiated in FY15, was established with \$50 million committed by USM institutions and the USM Office. Spendable income from this quasi-endowment funds two components: a competitive grant program administered through the USM Office of Advancement, and direct funding of institution fundraising programs. The USM Office has reviewed and recommended grants for FY19 as summarized in the chart titled 2019 Grant Award Recommendations.

ALTERNATIVE(S):

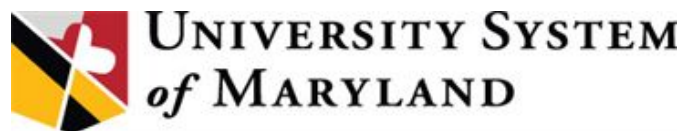
FISCAL IMPACT:

CHANCELLOR'S RECOMMENDATION:

COMMITTEE ACTION: DATE: 10.24.18

BOARD ACTION: DATE:

SUBMITTED BY: Leonard Raley, Vice Chancellor for Advancement, raleym@usmd.edu
301-445-1941



**USM Quasi-Endowment Grant Program
2019 Grant Award Recommendations**

INSTITUTION	DESCRIPTION	AMOUNT REQUESTED	STAFF RECOMMENDATION
Bowie State University	Case for support and matching funds for endowment and planned giving programs	\$75,000	\$67,500
Coppin State University	Establishing a Foundation Merit Scholarship Legacy Program	\$75,000	\$67,500
Frostburg State University	Planned Giving Officer	\$32,500	\$31,000
Salisbury University	Communications program: contractual videographer and writer	\$40,000	\$35,000
University of Baltimore	Projects to help cultivate new donors: database, audit of annual giving, feasibility study	\$71,000	\$65,000
University of Maryland, Baltimore	Alumni outreach initiative/marketing plan	\$67,000	\$56,500
University of Maryland, Baltimore County	Development and Alumni Coordinator	\$75,000	\$67,500
The Universities at Shady Grove	Fundraising consultant for campaign	\$36,000	\$35,000
TOTAL REQUESTED		\$471,500	
TOTAL AWARDED			\$425,000



Guidelines for Quasi-Endowment Grant Program

In FY15, the USM and its institutions established a \$50 million quasi-endowment in support of endowment-building at each USM institution. The USM Office implemented a grant program funded by its \$10 million commitment to this quasi-endowment. Approximately \$425,000 in funds will be made available through this competitive grant process. Proposals will be approved by the Board of Regents Advancement Committee at their fall meeting and are **due September 28, 2018**.

Guiding Principles

1. Activity and/or position should support endowment building efforts.
2. Activity and/or position should have a strong evaluation or benchmarking component to assess success toward measurable goals.
3. Grant requests should not exceed \$75,000.
4. Only one grant request per institution will be considered.
5. Funds should be directed to new programs / projects. Funds should not replace existing or budgeted funds.
6. Requests for continued funding will be considered for a total of three grant cycles.

Process

<u>Date</u>	<u>Action</u>
September 28	Grants due to USM Advancement Office. Email submissions accepted. <i>Please submit to Gina Hossick, ghossick@usmd.edu.</i>
September-October	USM Staff reviews, ranks, and recommends approval of submissions
Fall Advancement Committee Meeting	Advancement Committee accepts recommendations or proposes alternatives
Within 48 hours of Advancement Committee meeting	VPs informed of grant application status in writing
January-December	Grant Projects Implemented
January 30 (after end of grant period)	Reports due to USM Advancement Office

Proposal Format (page limit of 3 pages)

Letter of Submission: A short letter, signed by the vice president for advancement, outlining the amount of request and its purpose.

Abstract: Please describe the activity and/or position.

Need: Please describe how this activity or position will address a specific need within your advancement program. Include any analysis or data that supports your case.

Strategy: Please describe how this activity/position fits within your overall advancement and endowment building strategy.

Impact: What measurable outcomes do you anticipate will result from this activity/position?

Timeline: When do you anticipate seeing measurable progress as the result of this activity/position?

Sustainability: Will this activity/position be integrated into the long-term operations of the advancement program? If so, how?

Budget: Budget form to be provided. Please write a short narrative to accompany budget. (The budget will not be included in the page limit.)

In addition to these questions, please indicate if your institution or another funding source be committing any matching funds to leverage this grant.

Report Format (post grant—due January 30 the year following the grant activity and required in order to receive any additional funds)

1. Describe activity/position and all accomplishments.
2. List your outcomes as stated in your proposal and evaluate progress made towards these goals.
3. Has the funded activity/position been consistent with the proposed objectives, activities and goals? If any revisions to the proposal were necessary, what changed and why?
4. Explain any delay or deficiency in accomplishing the objective(s).
5. Describe all unexpected benefits/outcomes attributable to funding.
6. If there are unexpended funds at the end of the grant period, please provide an explanation of how you propose to reallocate the unspent funds. New allocations must be part of the same project.