

**USM BOARD OF REGENTS
ADVANCEMENT COMMITTEE
UMBC, The Event Center, Retriever Room
September 25, 2019**

AGENDA FOR PUBLIC SESSION

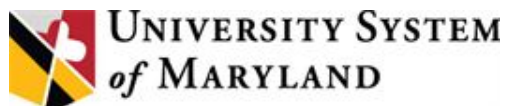
11:00 a.m.

Call to Order

Chairman Gossett

1. Presentation by President Freeman Hrabowski
2. [Vice President's panel on the role of boards and volunteers in fundraising](#)
3. Fundraising Updates
 - a. [Year-to-date fundraising July FY20*](#)
 - b. Campaign report/updates
4. [Committee Charge*](#)

**Advance materials*



The Power of Board and Volunteer Leadership

A panel of vice presidents for advancement will discuss how affiliated foundation and alumni volunteer leadership help to shape fundraising success and alumni engagement.

Cathy Sweet (moderator)
Vice President, Institutional Advancement
University of Maryland Global Campus



Cathy Sweet has served as vice president of institutional advancement for UMGC since 2008. In this role, Sweet leads the Development, Alumni Relations, and Career Services units. With more than 25 years of management and fundraising experience, she led the first capital campaign at UMUC and stood up an innovative Career Services model that serves both alumni and students. Prior to joining UMGC, Sweet served in senior advancement and administrative roles at Gallaudet University for 14 years. She earned a master's degree in counseling from Gallaudet University and a bachelor's degree in education from the University of North Carolina.

Brian DeFilippis
Vice President for University Advancement
Executive Vice President, Towson University Foundation



Brian DeFilippis joined Towson University as vice president for university advancement and executive vice president for the Towson University Foundation in January 2017. In his role as vice president, he is charged with planning and launching Towson's upcoming capital campaign, building engagement among the university's more than 160,000 alumni, and strengthening the work of the Towson University Foundation. DeFilippis previously served in leadership roles at the University of Maryland School of Medicine and Washington University's School of Medicine. DeFilippis earned a Bachelor of Arts degree in psychology from Elizabethtown College in Elizabeth, PA, and a Master's of Science degree from Miami University in Oxford, OH.

**Vice President of Advancement & External Affairs
Executive Director, Salisbury University Foundation, Inc.**



Jason Curtin was named vice president for advancement and external affairs in February 2017 after serving as assistant vice president for development and alumni relations since 2012. Curtin, a 1998 graduate of Salisbury University, returned to campus in 2004 and has served in a variety of advancement roles. Curtin provides leadership for the Advancement and External Affairs Division which houses alumni relations, development, advancement services, leadership giving, donor relations, stewardship, special events, marketing, public and media relations, publications, web management, copy center and sports information.

**Brent Swinton
Vice President for Institutional Advancement
Bowie State University**

Brent Swinton joined Bowie State University in July 2018, bringing more than 20 years of fundraising experience in higher education and the non-profit sector. He led fundraising at the national headquarters of Advancement Project and the Children's Defense Fund and held



leadership positions at Notre Dame of Maryland University and Howard University. Swinton is building a comprehensive fundraising and alumni relations operation to secure resources to support strategic institutional goals and viability of the university. He is the primary steward of philanthropic relationships and engages with business, civic and community interests to develop collaborations of mutual benefit. He graduated from the University of Georgia and received a Master of Public Administration degree from the University of Central Florida.



BOARD OF REGENTS

SUMMARY OF ITEM FOR ACTION,
INFORMATION OR DISCUSSION

TOPIC: Year-to-date Fundraising Report

COMMITTEE: Advancement Committee

DATE OF MEETING: September 25, 2019

SUMMARY: The attached table shows fundraising progress (as compared to FY19 and against the FY20 goal) for July 2019.

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: 9.25.19

BOARD ACTION: DATE:

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



FY20 FUNDRAISING

Institution	FY2019 Results 31-Jul	FY2020 Results 31-Jul	FY2020 Goal	Percentage to Goal FY20
Bowie State University	\$48,142	\$32,130	\$2,000,000	1.61%
Coppin State University	\$48,683	\$226,177	\$1,300,000	17.40%
Frostburg State University	\$113,768	\$235,947	\$3,400,000	6.94%
Salisbury University	\$110,350	\$78,114	\$10,000,000	0.78%
Towson University	\$978,286	\$980,110	\$12,000,000	8.17%
University of Baltimore	\$105,788	\$77,689	\$4,000,000	1.94%
University of Maryland, Baltimore	\$3,141,555	\$3,636,274	\$104,000,000	3.50%
University of Maryland Baltimore County	\$1,233,382	\$299,704	\$12,500,000	2.40%
University of Maryland Center for Environmental Sciences	\$18,906	\$7,655	\$1,500,000	0.51%
University of Maryland College Park	\$5,966,639	\$7,539,836	\$200,000,000	3.77%
University of Maryland Eastern Shore	\$30,670	\$514,532	\$2,500,000	0.26%
University of Maryland Global Campus	\$446,985	\$314,428	\$2,500,000	12.58%
University System of Maryland	\$45,825	\$98,761		
TOTAL	\$12,288,979	\$14,041,357	\$355,700,000	3.95%



BOARD OF REGENTS

SUMMARY OF ITEM FOR ACTION,
INFORMATION OR DISCUSSION

TOPIC: Committee Charge

COMMITTEE: Advancement Committee

DATE OF MEETING: September 25, 2019

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

ALTERNATIVE(S):

FISCAL IMPACT:

CHANCELLOR'S RECOMMENDATION:

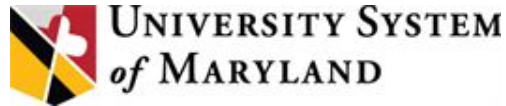
COMMITTEE ACTION:

DATE: 9.25.19

BOARD ACTION:

DATE:

SUBMITTED BY: Leonard Raley, Vice Chancellor for Advancement, raleym@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 support efforts to bring more resources to advancement programs in order to build a thriving culture of philanthropy and engagement, which in turn improves scholarship, student access, and innovation across the USM.

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 and monitor activities to assure adequate institutional controls are in place.