

Zoom Details to be Provided to Committee

Public Listen-Only Access:

**Dial-in Number: 443-353-0686
Conference ID: 299 455 980**

AGENDA FOR PUBLIC SESSION

Call to Order

Chairman Breslin

1. **Fundraising Updates**
 - a. Year-to-date fundraising January FY24 (information)
2. **USM Alumni Directors Panel Presentation (information)**
3. **Discussion of the USM BOR IX – 4.00 – BOR Policy on Alumni Associations (action)**
4. **Quasi endowment summary report for 2023 (information)**

Fundraising Updates

TOPIC: Year-to-date Fundraising Report

COMMITTEE: Advancement Committee

DATE OF MEETING: February 7, 2024

SUMMARY: Fundraising progress for January FY24 (as compared to FY23).

ALTERNATIVE(S): This is an information item.

FISCAL IMPACT: This is an information item.

CHANCELLOR'S RECOMMENDATION: This is an information item.

COMMITTEE ACTION: Information item DATE: 2.7.24

BOARD ACTION: DATE:

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



FY24 FUNDRAISING

Institution	FY23 Results 31-Jan	FY23 Goal	Percentage to Goal FY23	FY24 Results 31-Jan	FY24 Goal	Percentage to Goal FY24
Bowie State University	\$4,309,323	\$8,500,000	50.70%	\$2,524,249	\$10,000,000	25.24%
Coppin State University	\$4,128,558	\$3,000,000	137.62%	\$1,595,025	\$3,500,000	45.57%
Frostburg State University	\$2,903,841	\$3,500,000	82.97%	\$3,938,477	\$3,800,000	103.64%
Salisbury University	\$1,741,548	\$6,500,000	26.79%	\$1,861,267	\$5,000,000	37.23%
Towson University	\$3,861,478	\$15,000,000	25.74%	\$3,035,675	\$12,000,000	25.30%
University of Baltimore *	\$5,951,000	\$6,500,000	91.55%	\$2,465,413	\$6,500,000	37.93%
University of Maryland, Baltimore	\$35,037,466	\$100,000,000	35.04%	\$48,535,589	\$80,000,000	60.67%
University of Maryland Baltimore County	\$8,462,686	\$12,000,000	70.52%	\$4,810,156	\$13,000,000	37.00%
University of Maryland Center for Environmental Sciences	\$2,191,022	\$1,125,000	194.76%	\$773,632	\$1,000,000	77.36%
University of Maryland College Park	\$172,798,323	\$220,000,000	78.54%	\$130,842,556	\$240,000,000	54.52%
University of Maryland Eastern Shore	\$1,104,754	\$4,500,000	24.55%	\$3,340,747	\$4,500,000	74.24%
University of Maryland Global Campus	\$2,294,069	\$2,500,000	91.76%	\$2,786,300	\$3,000,000	92.88%
University System of Maryland	\$909,207			\$595,465		
TOTAL	\$245,693,275	\$383,125,000	64.13%	\$207,104,551	\$382,300,000	54.17%

***UBalt's results are as of December 31st for each fiscal year.**

USM Alumni Directors Panel Presentation (information)

TOPIC: USM Alumni Directors Panel Presentation (information)

COMMITTEE: Advancement Committee

DATE OF MEETING: February 7, 2024

SUMMARY: A panel of alumni directors from three USM institutions will take part in a discussion of top-level issues in alumni engagement, including board engagement, use of data, and the importance of alumni engagement to the philanthropy pipeline.

Jayne Block, Associate Vice President
University Advancement
Salisbury University

Stanyell Odom, Director of Alumni Relations
Institutional Advancement
University of Maryland, Baltimore County (UMBC)

Nikki Sandoval, Associate Vice President
Office of Institutional Advancement
University of Maryland Global Campus

ALTERNATIVE(S):

FISCAL IMPACT: This is an information item.

CHANCELLOR'S RECOMMENDATION:

COMMITTEE ACTION:

DATE: 2.7.24

BOARD ACTION:

DATE:

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

3. Discussion of the USM BOR IX – 4.00 – BOR Policy on Alumni Associations (action)

TOPIC: USM BOR IX – 4.00 – BOR Policy on Alumni Associations

COMMITTEE: Advancement Committee

DATE OF MEETING: February 7, 2024

SUMMARY: The Regents Advancement Committee will receive a brief overview of the policy, an update on the revision process, and a summary of the key issues being addressed. This policy has not been updated since 2016.

A red-lined and clean copy of the policy is attached. It has been reviewed and approved by the Office of Attorney General for legal sufficiency.

ALTERNATIVE(S):

FISCAL IMPACT: This is an information item.

CHANCELLOR'S RECOMMENDATION:

COMMITTEE ACTION:

DATE: 2.7.24

BOARD ACTION:

DATE:

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



308.0 IX – 4.00 – POLICY ON ALUMNI ASSOCIATIONS

(Approved by the Board of Regents, August 27, 1993; revised: June 10, 2016; [revised DATE](#))

Board of Regents Policy on Alumni Associations

The University System of Maryland Board of Regents (Board) recognizes the importance of alumni associations in fostering and maintaining close and mutually beneficial ties between alumni and the constituent institutions [and Centers](#) (Institutions) of the University System of Maryland (USM). It is the intent of the Board 1) to develop policies and procedures governing the recognition and management of alumni organizations, including the use of funds and institutional resources and, 2) to ensure cooperative and collaborative efforts between the alumni organizations and the Institutions they support.

I. Guiding Principles

- A. Alumni associations should be organized and operated for the benefit of the Institution and its alumni.
- B. Alumni associations should provide service and support to its members and to the Institution.
- C. Alumni associations may not restrict membership or benefits of membership on the basis of race, religion, national origin, gender, physical disability or sexual orientation.
- D. Alumni associations should recognize the unique role of the Responsible Official (as defined herein) in setting Institution priorities.

II. Recognition

An alumni association may use the name, facilities or resources of an Institution only if recognized by the Board pursuant to this policy, only to the extent permitted by this policy. In order to be recognized as an alumni association, an organization must have, as its [sole](#) purpose, one or more of the following:

- A. To foster or promote the general welfare of an Institution; or
- B. To advocate for public or private support of an Institution; or

- C. To provide educational, charitable or cultural activities for the benefit of the alumni or an Institution.

The procedure for recognition of a new alumni association is set forth below.

III. Association

Alumni associations may be associated with the USM, an Institution or a component thereof, ~~all of which are herein for convenience referred to as the Institution.~~

IV. Responsible Official

The Responsible Official is responsible for the relationship between the Institution and the alumni association. The President of the Institution shall be the Responsible Official for an alumni association associated with his or her Institution or a component thereof. In the case ~~of Alumni Association International~~ or an alumni association affiliated with a regional higher education center, the Chancellor shall be the Responsible Official.

V. Organization of Alumni Association

Alumni associations must be organized in one of two ~~alternative~~ structures.

- A. An alumni association may be organized as a Maryland nonstock corporation, tax exempt under Section 501(c)(3) of the Internal Revenue Code (Incorporated Alumni Associations). The governing body of an Incorporated Alumni Association shall be its Board of Directors, which shall include a representative from the Institution or a component of the Institution (or for an alumni association associated with the USM, a representative from the USM) as an ex-officio non-voting member.
- B. Alternatively, an alumni association or office of alumni relations may choose to conduct and finance its program under the auspices and financial and operational oversight of the Institution or the USM (Internal Alumni Associations). In this case, advisory boards may be formed to assist and support the Institution's alumni association or office of alumni relations, but the Institution (or, for an internal alumni association associated with the USM, the USM) shall maintain all of the books and records of the program.

VI. Operating Agreement/Policies and Procedures

Incorporated Alumni Associations must enter into a written operating agreement between the Institution and the alumni association (or for an incorporated alumni association associated with the USM, between the alumni association and the USM) on an annual basis authorizing the alumni association to operate and identifying the sharing of resources, facilities and employees and the costs thereof, and the consideration from the alumni association for the costs associated with the use of Institution resources, facilities

and employees. The operating agreement shall also articulate the responsibility of the alumni association to be clear in its communications, negotiations and transactions with third parties that while associated with the Institution or the USM, the alumni association is a separate and distinct entity and the obligations of the alumni association are not the obligations of the Institution, the USM or the State of Maryland.

An Internal Alumni Association shall establish, in cooperation with the Institution it serves (or, for an internal alumni association associated with the USM, the USM), written policies and procedures governing its operations.

VII. Accountability and Reporting

Within 180 days of the close of the USM's fiscal year, the Responsible Official shall submit the following to the USM Office of Advancement:

Incorporated Alumni Associations

- A. Certificate of Good Standing [from the Maryland State Department of Assessments and Taxation](#) (current within 60 days of submission)
- B. List of Board of Directors as of the end of the fiscal year
- C. Statement signed by the Responsible Official affirming that the alumni association has operated in accordance with the policies of the Board of Regents of the USM and with laws and regulations of the State of Maryland and the United States and in particular the Internal Revenue Code
- D. Audited Financial Statements, if annual revenues exceed \$100,000
- E. If revenues are less than \$100,000, financial statement prepared in accordance with generally accepted accounting standards
- F. Report of the major activities of the alumni association
- G. Copy of operating agreement

Internal Alumni Associations

- A. Report of major activities of the alumni association
- B. List of Advisory Board members, if any
- C. Copy of Policies and Procedures
- D. Statement signed by the Responsible Official affirming that the alumni association has operated in accordance with the policies of the Board of Regents of the USM and with laws and regulations of the State of Maryland and the United States.

[See Appendix C for reporting templates for Incorporated Alumni Associations and Internal Alumni Associations.](#)

~~[Any alumni association that is also an affiliated foundation must comply with Section 15-](#)~~

~~104(b)(7) of the Education Article of the Annotated Code of Maryland: “(7) No funds shall be accepted from an affiliated foundation by a public institution of postsecondary~~

education unless the fiscal affairs of the affiliated foundation are audited annually by an independent certified public accountant.” (NOTE: THIS PARAGRAPH REFERS TO THE MEDICAL ALUMNI ASSOCIATION, WHICH HAS BEEN RECLASSIFIED AS A BUSINESS ENTITY.)

VIII. Procedure to Recognize New Alumni Association

All requests to the Board of Regents for the recognition of a new alumni association should be approved by, and submitted through, the President of the requesting institution. Institutions are encouraged to develop their own policies and procedures regarding establishment of new alumni associations that align with the requirements below. In the event that an alumni association affiliated with a regional higher education center should be proposed, the Chancellor would be the Responsible Official and the request should be approved by and submitted through the Chancellor. Other than these instances, it is not anticipated that any new alumni associations would be affiliated with the USM.

Requests should be submitted six weeks prior to a regularly scheduled Committee on Advancement meeting the full board meeting at which the request will be considered. Requests will be reviewed within the USM Office of the Chancellor before being submitted for review by the Board of Regents Committee on Advancement. The Committee on Advancement will then 1) decline the request, 2) request additional information or clarification, or 3) recommend recognition by the full Board.

Any proposal for a new alumni association should demonstrate that it is an organization that is inclusive of all alumni and does not replicate the functions or mission of an existing alumni association benefiting the Institution. In making requests for recognition of a new alumni association, the following information is to be submitted:

- A. Rationale for proposed establishment of the alumni association.
- B. Structure and functions of the proposed alumni association.
- C. A copy of the proposed operating agreement for an independent alumni association and a copy of the policy and procedures for an internal association.
- D. For an incorporated alumni association, a business plan narrative, including use of institution staff or resources, information on how the association will achieve a scale sufficient to satisfy all reporting and compliance requirements for tax exempt organizations and appropriately manage organizational risks, and an analysis of the additional engagement and donor benefit that would result from the new association.
- C.—E. For an internal alumni association, an analysis of the resource capacity of the institution to support the association, and an analysis of the additional engagement and donor benefit that would result from the new association.

IX. Fundraising

All alumni associations must comply with 307.0 IX-300 Policy on Private Fundraising and Stewardship, in particular this statement:

No faculty member or other employee, alum or student of the University System of Maryland may solicit gifts and grants on behalf of an institution, or the System without the prior knowledge and

approval of the President or Chancellor, as appropriate. Informal exploratory inquiries to locate possible outside sources of support do not require such prior approval.

Alumni associations may only fundraise for their association or for its associated Institution. Institutions are encouraged to develop specific policies relating to alumni association fundraising efforts.

For Incorporated Alumni Associations, governing documents should indicate that, upon dissolution, any remaining assets held by the association will be transferred to a Board of Regents recognized entity for the benefit of the associated Institution.

IX.X. Termination of Recognition

A Responsible Official or the Board of Regents may terminate the recognition of an alumni association that does not comply with this policy or the Institution's policy and procedures. In such case, the alumni association shall no longer hold itself out to the public as being affiliated with the USM or any of its constituent institutions and no institutional resources will be provided to the association.

Appendix A – Sample Operating Agreement (Incorporated Alumni Associations)

Appendix B – Sample Policies and Procedures (Internal Alumni Associations)

Appendix C – Reporting Template



Alumni Association Model Operating Agreement

[M] = Mandatory Provision

AGREEMENT, made this ___ day of _____, 201_ by and between the [UNIVERSITY], (hereinafter referred to as “University”), which university is a constituent institution of the University System of Maryland, (hereinafter referred to as “USM”) and the _____ Alumni Association, Inc. a non-stock corporation organized and existing under the laws of the State of Maryland, having its principal place of business located at __, Maryland, (hereinafter referred to as “Association”).

WITNESSETH:

WHEREAS, University has an interest in maintaining close and mutually beneficial ties with its graduates and former students (hereinafter referred to as “Alumni”); and

WHEREAS, Association has been established for the primary purpose of promoting the best interests of the University and such other purposes set forth in its Articles of Incorporation, attached hereto and incorporated herein is *Exhibit A*, including but not limited to, serving as a liaison between University and its Alumni; and

WHEREAS, the parties desire to enter into an agreement under which the University will provide facilities, employees and such other resources as will enable the Association to carry out its purposes in support of the University.

NOW, THEREFORE, in consideration of the mutual promises and covenants contained herein, the parties hereto, agree as follows:

1. The Association will conduct its activities in accordance with the policies of the University and the USM, including the Board of Regents Policy on Alumni Associations, attached hereto and made a part hereof as *Exhibit B*. [M]
2. The Association will conduct those activities enumerated in *Exhibit C*, exclusively for the benefit of the University. Any additions to *Exhibit C* must be approved in writing as an amendment to this agreement. [M]
3. University shall make available to the Association the facilities, personnel and equipment designated in *Exhibit D*, attached hereto and made a part hereof. Any additions to or withdrawals from *Exhibit D* shall be made by written mutual consent of University and the Association. *Exhibit D* will also reflect the quantification of the cost of the facilities, personnel and equipment designated for use by the Association, as well as the consideration from the Association for such support. The Association hereby indemnifies the University, USM and the State of Maryland for any claims or damages resulting from the Association's use of facilities, employees or equipment. (M)
4. The Association shall take good care of the property set forth in *Exhibit D* and shall maintain it in a clean, sanitary and orderly condition. University shall keep such specified premises in good repair and make all necessary capital improvements in order to comply with all applicable federal, state and municipal health and safety codes. Any alteration or improvement to the premises, fixtures, or replacement equipment that may be paid for by the Association shall become the property of the University. Upon removal from the premises, the Association shall return the equipment and facilities provided hereunder in good and clean condition.
5. The Association must be in good standing in accordance with the law governing and practices of the Maryland Department of Taxation and Assessments. [M]
6. Management and control of the Association rests with its Board of Directors. [M]
7. Officers and staff members of the Association shall be bonded. [M]
8. The Bylaws of the Association shall provide that at least one University employee in a leadership role, elected by the Association, shall serve as an ex-officio member of its Board of Directors. [M]

9. If otherwise permitted in accordance with applicable law and Board of Regents Policy, University officials, including members of the Board of Regents, may serve as regularly elected voting members of the Board of Directors of the Association, provided they do not constitute a majority. [M] [Include employees from #8 in the count]

10. If otherwise permitted in accordance with applicable law and Board of Regents Policy, and with the consent of the Responsible Official, an officer or employee of the USM or the University may serve as an officer or employee of the Association. [M]
11. The Association may not engage in any activity that conflicts with any federal or State laws, rules and regulations, applicable policies or the role and mission of the University or the USM, including those provisions of the Internal Revenue Code governing corporations exempt from taxation under Section 501 (c) (3). [M]
12. No substantial part of the activities of the Association shall be the carrying on of propaganda, or otherwise attempting to influence legislation. The Association shall not participate in, or intervene in (including the publishing or distribution of statements) any political campaign on behalf of or in opposition to any candidate for public office. In particular, the Association may not make any contribution, whether in money or in kind, to any candidate for public office or purchase tickets to an event intended to raise money for use by a candidate for public office. [M]
13. The Association hereby releases the University, the USM and the State of Maryland and their respective officers and employees from liability for loss or damage to the Association's property or injury to the Association's employees, business invitees, licensees, and guests on University or USM property. [M]
14. All correspondence, solicitations, activities, and advertisements on behalf of the Association shall use the name of the Association and shall be clearly identified as an activity of the Association to ensure that the public is aware the activities undertaken by the Association are separate and distinct from the University or USM. Letterhead should carry the name of the Association and any trademarks, service marks, logos, seals or the name of the University or USM may only be used with specific approval from the University and in accordance with USM and University policies and procedures. [M]
15. All negotiations and transactions with third parties should be done by the Association in a manner that makes it clear that the Association is a separate and distinct legal entity and not part of the University, USM or the State of Maryland, and no obligation of the Association shall be an obligation of the University, USM or the State of Maryland. [M]
16. Financial activities of the Association shall be administered in accordance with prudent business practices. [M]
17. If the Association's revenues for the year are \$100,000 or more, the Association shall be audited by an independent certified public accountant who is not a director or

officer of the Association. If an audit is not required, the Association shall submit to the Responsible Official its compiled financial statement, including balance sheet and income statement. The Association shall prepare its financial statements in accordance with generally accepted accounting principles. Any audit should be a full scope review performed in accordance with generally accepted auditing

standards. As part of the audit, the auditor shall verify a summary annual report of transfers of funds to the University or the USM. A copy of the completed audit, with all attachments thereto, will be provided to the University's Vice President for Administration and Finance (or the equivalent) within 180 days of the end of the audited period. [M]

18. The Responsible Official may inspect the books and records of the Association at any time. [M]

19. In order to comply with 11 and 12 herein, the Association shall provide a separate audit of any funds held for the use of the University President or the USM Chancellor. [M]

20. At the request of the Responsible Official, the Association shall permit the internal auditors of the Board of Regents access to all books and records concerning funds held for the use of any officers or USM. [M]

IN WITNESS WHEREOF, the parties hereto have caused their duly authorized representatives to execute this Agreement as of the date first written above.

The XYZ Alumni Association

The XYZ University

By: _____

By: _____

(Name and Title)

President

Alumni Association Articles of Incorporation

Board of Regents Policy on Alumni Associations

Activities of the Alumni Association

**Alumni Association
Facilities, Personnel, and Equipment Provided by the Campus**

I. Facilities, personnel and equipment to be used by Association

A. Description of space utilized for each service provided:

Building Name	Square Footage	Space Description	Annual Valuation
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B. Personnel assigned (with % of employment):

Annual valuation (salary plus benefits)

C. Description of equipment provided:

Annual valuation

II. Consideration for institutional facilities, personnel and equipment used by Association



Policies and Procedures for Internal Alumni Associations (Sample)

The XYZ Alumni Association is recognized by the USM Board of Regents and by the University in accordance with the USM Board of Regents Policy on Alumni Associations.

The Alumni Association is a program of the university and as such is operated and controlled by the University.

The Alumni Association may have an Advisory Board and University officials or employees may participate on the Advisory Board.

The Alumni Association shall meet at least annually with University Officials to develop a written list of Alumni Association activities for the year.

Alumni Association activities shall comply with applicable policies of the University, the USM and federal, state and local laws.

308.0 IX – 4.00 – POLICY ON ALUMNI ASSOCIATIONS – REPORTING FORM –
INCORPORATED ALUMNI ASSOCIATIONS

VII. Accountability and Reporting Within 180 days of the close of the USM’s fiscal year, the following shall be submitted by each alumni association to its Responsible Official. All submissions shall be with respect to the previous fiscal year.

Incorporated Alumni Associations

- A. Certificate of Good Standing (current within 60 days of submission)
- B. List of Board of Directors as of the end of the fiscal year
- C. Statement signed by the Responsible Official affirming that the alumni association has operated in accordance with the policies of the Board of Regents of the USM and with laws and regulations of the State of Maryland and the United States and in particular the Internal Revenue Code
- D. Audited Financial Statements, if annual revenues exceed \$100,000
- E. If revenues are less than \$100,000, financial statement prepared in accordance with generally accepted accounting standards
- F. Copy of operating agreement
- G. Report of Alumni Association Activities to include:
 - _____ Report of major activities of the alumni association (attach master events calendar, listing of programs and services offered, special projects)
 - _____ List of Alumni Board Members if applicable (attach current alumni Board of Governors listing)
 - _____ Copies of policies and procedures (Attach Bylaws, code of conduct, conflict of interest, if applicable)

Based on the attached report, the _____
Name of Incorporated Alumni Association

Has operated in accordance with the policies of the Board of Regents of the USM and with the laws and regulations of the State of Maryland and the United States.

Signature of:
Responsible Official/President of USM Institution

Date

Once signed, this report will be kept on file in the office governing/managing the internal alumni association of each USM institution.

Board of Regents Policy on Alumni Associations Reporting Requirement for Internal Alumni Associations

An Internal Alumni Association is required to establish, in cooperation with the Institution it serves (or, for an internal alumni association associated with the USM, the USM), written policies and procedures governing its operations.

Within 180 days of the close of the USM’s fiscal year, the following shall be submitted by each internal Alumni Association to the Responsible Official. The President of the Institution shall be the Responsible Official for an alumni association associated with their institution or a component thereof. All submissions shall be with respect to the previous fiscal year (7/1 – 6/30).

Checklist for submission:

- _____ Report of major activities of the alumni association (attach master events calendar, listing of programs and services offered, special projects)
- _____ List of Alumni Advisory Board Members if applicable (attach current alumni Board of Directors listing)
- _____ Copies of policies and procedures (Attach Bylaws if applicable, if not, attach operating procedures or guiding principles in addition to any relevant documents, i.e., Volunteer board position descriptions, code of conduct and/or Volunteer committee descriptions)

Based on the attached report, the _____
Name of Internal Alumni Association

Has operated in accordance with the policies of the Board of Regents of the USM and with the laws and regulations of the State of Maryland and the United States.

Signature of:
Responsible Official/President of USM Institution

Date

Once signed, this report will be kept on file in the office governing/managing the internal alumni association of each USM institution.

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308.0 IX – 4.00 – POLICY ON ALUMNI ASSOCIATIONS

(Approved by the Board of Regents, August 27, 1993; revised: June 10, 2016; revised DATE)

Board of Regents Policy on Alumni Associations

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- A. To foster or promote the general welfare of an Institution; or
- B. To advocate for public or private support of an Institution; or

- C. To provide educational, charitable or cultural activities for the benefit of the alumni or an Institution.

The procedure for recognition of a new alumni association is set forth below.

III. Association

Alumni associations may be associated with the USM, an Institution or a component thereof.

IV. Responsible Official

The Responsible Official is responsible for the relationship between the Institution and the alumni association. The President of the Institution shall be the Responsible Official for an alumni association associated with his or her Institution or a component thereof. In the case of an alumni association affiliated with a regional higher education center, the Chancellor shall be the Responsible Official.

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Alumni associations must be organized in one of two structures.

- A. An alumni association may be organized as a Maryland nonstock corporation, tax exempt under Section 501(c)(3) of the Internal Revenue Code (Incorporated Alumni Associations). The governing body of an Incorporated Alumni Association shall be its Board of Directors, which shall include a representative from the Institution or a component of the Institution (or for an alumni association associated with the USM, a representative from the USM) as an ex-officio non-voting member.
- B. Alternatively, an alumni association or office of alumni relations may choose to conduct and finance its program under the auspices and financial and operational oversight of the Institution or the USM (Internal Alumni Associations). In this case, advisory boards may be formed to assist and support the Institution's alumni association or office of alumni relations, but the Institution (or, for an internal alumni association associated with the USM, the USM) shall maintain all of the books and records of the program.

VI. Operating Agreement/Policies and Procedures

Incorporated Alumni Associations must enter into a written operating agreement between the Institution and the alumni association (or for an incorporated alumni association associated with the USM, between the alumni association and the USM) on an annual basis authorizing the alumni association to operate and identifying the sharing of resources, facilities and employees and the costs thereof, and the consideration from the alumni association for the costs associated with the use of Institution resources, facilities

and employees. The operating agreement shall also articulate the responsibility of the alumni association to be clear in its communications, negotiations, and transactions with third parties that while associated with the Institution or the USM, the alumni association is a separate and distinct entity and the obligations of the alumni association are not the obligations of the Institution, the USM or the State of Maryland.

An Internal Alumni Association shall establish, in cooperation with the Institution it serves (or, for an internal alumni association associated with the USM, the USM), written policies and procedures governing its operations.

VII. Accountability and Reporting

Within 180 days of the close of the USM's fiscal year, the Responsible Official shall submit the following to the USM Office of Advancement:

Incorporated Alumni Associations

- A. Certificate of Good Standing from the Maryland State Department of Assessments and Taxation (current within 60 days of submission)
- B. List of Board of Directors as of the end of the fiscal year
- C. Statement signed by the Responsible Official affirming that the alumni association has operated in accordance with the policies of the Board of Regents of the USM and with laws and regulations of the State of Maryland and the United States and in particular the Internal Revenue Code
- D. Audited Financial Statements, if annual revenues exceed \$100,000
- E. If revenues are less than \$100,000, financial statement prepared in accordance with generally accepted accounting standards
- F. Report of the major activities of the alumni association
- G. Copy of operating agreement

Internal Alumni Associations

- A. Report of major activities of the alumni association
- B. List of Advisory Board members, if any
- C. Copy of Policies and Procedures
- D. Statement signed by the Responsible Official affirming that the alumni association has operated in accordance with the policies of the Board of Regents of the USM and with laws and regulations of the State of Maryland and the United States.

See Appendix C for reporting templates for Incorporated Alumni Associations and Internal Alumni Associations.

VIII. (NOTE: THIS PARAGRAPH REFERS TO THE MEDICAL ALUMNI ASSOCIATION, WHICH HAS BEEN RECLASSIFIED AS A BUSINESS ENTITY.) Procedure to Recognize New Alumni Association

All requests to the Board of Regents for the recognition of a new alumni association should be approved by, and submitted through, the President of the requesting institution. Institutions are encouraged to develop their own policies and procedures regarding establishment of new alumni associations that align with the requirements below. In the event that an alumni association affiliated with a regional higher education center should be proposed, the Chancellor would be the Responsible Official and the request should be approved by and submitted through the Chancellor. Other than these instances, it is not anticipated that any new alumni associations would be affiliated with the USM.

Requests should be submitted six weeks prior to a regularly scheduled Committee on Advancement meeting at which the request will be considered. Requests will be reviewed within the USM Office of the Chancellor before being submitted for review by the Board of Regents Committee on Advancement. The Committee on Advancement will then 1) decline the request, 2) request additional information or clarification, or 3) recommend recognition by the full Board.

Any proposal for a new alumni association should demonstrate that it is an organization that is inclusive of all alumni and does not replicate the functions or mission of an existing alumni association benefiting the Institution. In making requests for recognition of a new alumni association, the following information is to be submitted:

- A. Rationale for proposed establishment of the alumni association.
- B. Structure and functions of the proposed alumni association.
- C. A copy of the proposed operating agreement for an independent alumni association and a copy of the policy and procedures for an internal association.
- D. For an incorporated alumni association, a business plan narrative, including use of institution staff or resources, information on how the association will achieve a scale sufficient to satisfy all reporting and compliance requirements for tax exempt organizations and appropriately manage organizational risks, and an analysis of the additional engagement and donor benefit that would result from the new association.
- E. For an internal alumni association, an analysis of the resource capacity of the institution to support the association, and an analysis of the additional engagement and donor benefit that would result from the new association.

IX. Fundraising

All alumni associations must comply with [307.0 IX-300 Policy on Private Fundraising and Stewardship](#), in particular this statement:

No faculty member or other employee, alum or student of the University System of Maryland may solicit gifts and grants on behalf of an institution, or the System without the prior knowledge and approval of the President or Chancellor, as appropriate. Informal exploratory inquiries to locate possible outside sources of support do not require such prior approval.

Alumni associations may only fundraise for their association or for its associated Institution. Institutions are encouraged to develop specific policies relating to alumni association fundraising efforts.

For Incorporated Alumni Associations, governing documents should indicate that, upon dissolution, any remaining assets held by the association will be transferred to a Board of Regents recognized entity for the benefit of the associated Institution.

X. Termination of Recognition

A Responsible Official or the Board of Regents may terminate the recognition of an alumni association that does not comply with this policy or the Institution's policy and procedures. In such case, the alumni association shall no longer hold itself out to the public as being affiliated with the USM or any of its constituent institutions and no institutional resources will be provided to the association

[Appendix A – Sample Operating Agreement \(Incorporated Alumni Associations\)](#)

[Appendix B – Sample Policies and Procedures \(Internal Alumni Associations\)](#)

Appendix C – Reporting Template



Alumni Association Model Operating Agreement

[M] = Mandatory Provision

AGREEMENT, made this __ day of ____, 201_ by and between the [UNIVERSITY], (hereinafter referred to as “University”), which university is a constituent institution of the University System of Maryland, (hereinafter referred to as “USM”) and the __ Alumni Association, Inc. a non- stock corporation organized and existing under the laws of the State of Maryland, having its principal place of business located at __, Maryland, (hereinafter referred to as “Association”).

WITNESSETH:

WHEREAS, University has an interest in maintaining close and mutually beneficial ties with its graduates and former students (hereinafter referred to as “Alumni”); and

WHEREAS, Association has been established for the primary purpose of promoting the best interests of the University and such other purposes set forth in its Articles of Incorporation, attached hereto and incorporated herein is *Exhibit A*, including but not limited to, serving as a liaison between University and its Alumni; and

WHEREAS, the parties desire to enter into an agreement under which the University will provide facilities, employees and such other resources as will enable the Association to carry out its purposes in support of the University.

NOW, THEREFORE, in consideration of the mutual promises and covenants contained herein, the parties hereto, agree as follows:

1. The Association will conduct its activities in accordance with the policies of the University and the USM, including the Board of Regents Policy on Alumni Associations, attached hereto and made a part hereof as *Exhibit B*. [M]
2. The Association will conduct those activities enumerated in *Exhibit C*, exclusively for the benefit of the University. Any additions to *Exhibit C* must be approved in writing as an amendment to this agreement. [M]
3. University shall make available to the Association the facilities, personnel and equipment designated in *Exhibit D*, attached hereto and made a part hereof. Any additions to or withdrawals from *Exhibit D* shall be made by written mutual consent of University and the Association. *Exhibit D* will also reflect the quantification of the cost of the facilities, personnel and equipment designated for use by the Association, as well as the consideration from the Association for such support. The Association hereby indemnifies the University, USM and the State of Maryland for any claims or damages resulting from the Association's use of facilities, employees or equipment. (M)
4. The Association shall take good care of the property set forth in *Exhibit D* and shall maintain it in a clean, sanitary, and orderly condition. University shall keep such specified premises in good repair and make all necessary capital improvements in order to comply with all applicable federal, state and municipal health and safety codes. Any alteration or improvement to the premises, fixtures, or replacement equipment that may be paid for by the Association shall become the property of the University. Upon removal from the premises, the Association shall return the equipment and facilities provided hereunder in good and clean condition.
5. The Association must be in good standing in accordance with the law governing and practices of the Maryland Department of Taxation and Assessments. [M]
6. Management and control of the Association rests with its Board of Directors. [M]
7. Officers and staff members of the Association shall be bonded. [M]
8. The Bylaws of the Association shall provide that at least one University employee in a leadership role, elected by the Association, shall serve as an ex-officio member of its Board of Directors. [M]

9. If otherwise permitted in accordance with applicable law and Board of Regents Policy, University officials, including members of the Board of Regents, may serve as regularly elected voting members of the Board of Directors of the Association, provided they do not constitute a majority. [M] [Include employees from #8 in the count]

10. If otherwise permitted in accordance with applicable law and Board of Regents Policy, and with the consent of the Responsible Official, an officer or employee of the USM or the University may serve as an officer or employee of the Association. [M]

11. The Association may not engage in any activity that conflicts with any federal or State laws, rules and regulations, applicable policies or the role and mission of the University or the USM, including those provisions of the Internal Revenue Code governing corporations exempt from taxation under Section 501 (c) (3). [M]

12. No substantial part of the activities of the Association shall be the carrying on of propaganda, or otherwise attempting to influence legislation. The Association shall not participate in or intervene in (including the publishing or distribution of statements) any political campaign on behalf of or in opposition to any candidate for public office. In particular, the Association may not make any contribution, whether in money or in kind, to any candidate for public office or purchase tickets to an event intended to raise money for use by a candidate for public office. [M]

13. The Association hereby releases the University, the USM and the State of Maryland and their respective officers and employees from liability for loss or damage to the Association's property or injury to the Association's employees, business invitees, licensees, and guests on University or USM property. [M]

14. All correspondence, solicitations, activities, and advertisements on behalf of the Association shall use the name of the Association and shall be clearly identified as an activity of the Association to ensure that the public is aware the activities undertaken by the Association are separate and distinct from the University or USM. Letterhead should carry the name of the Association and any trademarks, service marks, logos, seals or the name of the University or USM may only be used with specific approval from the University and in accordance with USM and University policies and procedures. [M]

15. All negotiations and transactions with third parties should be done by the Association in a manner that makes it clear that the Association is a separate and distinct legal entity and not part of the University, USM or the State of Maryland, and no obligation of the Association shall be an obligation of the University, USM or the State of Maryland. [M]

16. Financial activities of the Association shall be administered in accordance with prudent business practices. [M]

17. If the Association's revenues for the year are \$100,000 or more, the Association shall be audited by an independent certified public accountant who is not a director or

officer of the Association. If an audit is not required, the Association shall submit to the Responsible Official its compiled financial statement, including balance sheet and income statement. The Association shall prepare its financial statements in accordance with generally accepted accounting principles. Any audit should be a full scope review performed in accordance with generally accepted auditing.

standards. As part of the audit, the auditor shall verify a summary annual report of transfers of funds to the University or the USM. A copy of the completed audit, with all attachments thereto, will be provided to the University's Vice President for Administration and Finance (or the equivalent) within 180 days of the end of the audited period. [M]

18. The Responsible Official may inspect the books and records of the Association at any time. [M]

19. In order to comply with 11 and 12 herein, the Association shall provide a separate audit of any funds held for the use of the University President or the USM Chancellor. [M]

20. At the request of the Responsible Official, the Association shall permit the internal auditors of the Board of Regents access to all books and records concerning funds held for the use of any officers or USM. [M]

IN WITNESS WHEREOF, the parties hereto have caused their duly authorized representatives to execute this Agreement as of the date first written above.

The XYZ Alumni Association

The XYZ University

By: _____

By: _____

(Name and Title)

President

Alumni Association Articles of Incorporation

Board of Regents Policy on Alumni Associations

Activities of the Alumni Association

**Alumni Association
Facilities, Personnel, and Equipment Provided by the Campus**

I. Facilities, personnel and equipment to be used by Association

A. Description of space utilized for each service provided:

Building Name	Square Footage	Space Description	Annual Valuation
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B. Personnel assigned (with % of employment):

Annual valuation (salary plus benefits)

C. Description of equipment provided:

Annual valuation

II. Consideration for institutional facilities, personnel and equipment used by Association



Policies and Procedures for Internal Alumni Associations (Sample)

The XYZ Alumni Association is recognized by the USM Board of Regents and by the University in accordance with the USM Board of Regents Policy on Alumni Associations.

The Alumni Association is a program of the university and as such is operated and controlled by the University.

The Alumni Association may have an Advisory Board and University officials or employees may participate on the Advisory Board.

The Alumni Association shall meet at least annually with University Officials to develop a written list of Alumni Association activities for the year.

Alumni Association activities shall comply with applicable policies of the University, the USM and federal, state and local laws.

308.0 IX – 4.00 – POLICY ON ALUMNI ASSOCIATIONS – REPORTING FORM –
INCORPORATED ALUMNI ASSOCIATIONS

VII. Accountability and Reporting Within 180 days of the close of the USM’s fiscal year, the following shall be submitted by each alumni association to its Responsible Official. All submissions shall be with respect to the previous fiscal year.

Incorporated Alumni Associations

- A. Certificate of Good Standing (current within 60 days of submission)
- B. List of Board of Directors as of the end of the fiscal year
- C. Statement signed by the Responsible Official affirming that the alumni association has operated in accordance with the policies of the Board of Regents of the USM and with laws and regulations of the State of Maryland and the United States and in particular the Internal Revenue Code
- D. Audited Financial Statements, if annual revenues exceed \$100,000
- E. If revenues are less than \$100,000, financial statement prepared in accordance with generally accepted accounting standards
- F. Copy of operating agreement
- G. Report of Alumni Association Activities to include:
 - _____ Report of major activities of the alumni association (attach master events calendar, listing of programs and services offered, special projects)
 - _____ List of Alumni Board Members if applicable (attach current alumni Board of Governors listing)
 - _____ Copies of policies and procedures (Attach Bylaws, code of conduct, conflict of interest, if applicable)

Based on the attached report, the _____
Name of Incorporated Alumni Association

Has operated in accordance with the policies of the Board of Regents of the USM and with the laws and regulations of the State of Maryland and the United States.

Signature of:
Responsible Official/President of USM Institution

Date

Once signed, this report will be kept on file in the office governing/managing the internal alumni association of each USM institution.

Board of Regents Policy on Alumni Associations Reporting Requirement for Internal Alumni Associations

An Internal Alumni Association is required to establish, in cooperation with the Institution it serves (or, for an internal alumni association associated with the USM, the USM), written policies and procedures governing its operations.

Within 180 days of the close of the USM’s fiscal year, the following shall be submitted by each internal Alumni Association to the Responsible Official. The President of the Institution shall be the Responsible Official for an alumni association associated with their institution or a component thereof. All submissions shall be with respect to the previous fiscal year (7/1 – 6/30).

Checklist for submission:

- _____ Report of major activities of the alumni association (attach master events calendar, listing of programs and services offered, special projects)
- _____ List of Alumni Advisory Board Members if applicable (attach current alumni Board of Directors listing)
- _____ Copies of policies and procedures (Attach Bylaws if applicable, if not, attach operating procedures or guiding principles in addition to any relevant documents, i.e., Volunteer board position descriptions, code of conduct and/or Volunteer committee descriptions)

Based on the attached report, the _____
Name of Internal Alumni Association

Has operated in accordance with the policies of the Board of Regents of the USM and with the laws and regulations of the State of Maryland and the United States.

Signature of:
Responsible Official/President of USM Institution

Date

Once signed, this report will be kept on file in the office governing/managing the internal alumni association of each USM institution.

Quasi endowment summary report for 2023 (information)

TOPIC: Quasi Endowment Grant Award Summary Report

COMMITTEE: Advancement Committee

DATE OF MEETING: February 7, 2024

SUMMARY: The Quasi-Endowment Fund 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.

This summary report provides an overview of activities in progress made because of funding from the USM's quasi endowment fund for FY23.

ALTERNATIVE(S): This is an information item.

FISCAL IMPACT: This is an information item.

CHANCELLOR'S RECOMMENDATION: This is an information item.

COMMITTEE ACTION: Information DATE: 2.7.24

BOARD ACTION: DATE:

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



**USM Quasi-Endowment Grant Program
2023 Grant Report**

APPROVED by the USM Board of Regents

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 administers a grant program funded by its \$10 million commitment to this quasi-endowment. Approximately \$475,000 in funds are available through this competitive grant process. USM staff makes funding recommendations, which are reviewed and approved by the Board of Regents Advancement Committee.

INSTITUTION	DESCRIPTION	AMOUNT AWARDED
Coppin State University	The funds were designated to hire a development associate. Despite multiple hiring searches conducted throughout the year, the position remained vacant until January 2024. In 2023, the Inst. Advancement division experienced turnover that resulted in the director of corporate relations and a major gift officer position becoming vacant. Despite these changes, the leadership team achieved notable success in various fundraising areas during the past year, including a 53% increase in endowment growth. They also raised \$300K for the Inaugural CSU Gala and \$100K to support the needs and development of student athletes at the annual golf classic.	\$55,000
Frostburg State University	FSU has been able to continue to build their communication outreach to their constituents and focus on building long-term relationships with employees and major donors to increase giving. They hired two student alumni ambassadors to assist with outreach, solicitation, and marketing; developed a campus committee involving performing, visual, and literary arts programs to make FSU an "arts destination"; hired a videographer to produce four "women in philanthropy" videos of female donors that were used to send targeted weekly emails to women alumni and friends during Women's History Month; a PGO recorded a series of videos that were shared with faculty and staff as part of the buildup to Bobcat Giving Day 2023; they also added 12 new endowed funds including a "Diversity in the Arts" fund. FSU had its best fundraising year in history in FY23, raising almost \$1 million more than any previous years.	\$55,000
Salisbury University	SU used the funds to better engage parents and families through their Parent & Family Giving Program. Overall efforts were successful and resulted in a 75% increase in current parent donors, 66% increase in parent gifts, and 64% increase in parent revenue. In one year, seven legacy family scholarships were established. Despite being understaffed the first half of the year, overall efforts were successful.	\$60,000
Towson University	Funds received allowed TU to hire a manager, fundraising events and sponsorships position. As a result, TU has secured additional funding, resources and partnerships, contributing to the institution's financial health and overall success. The manager, hired in April 2023, has generated over \$110,000 in revenue; increased sponsorship support for many events, including the President's Welcome Reception, Student Org. Festival, and Veterans Benefits Fair; developed and strengthened relationships with several strategic partners; and supported several new and existing fundraising events.	\$50,000
University of Baltimore	Funds received were used to continue UBalt's relationship with Stelter Co. to make its existing website more dynamic and user-friendly, increase the number of educational emails, establish a tailored direct mail newsletter program to reach constituents, curate a targeted top prospect list, develop a survey of existing donors to build a pipeline of prospects and to understand trends, and develop stronger marketing messages based on their donors' interests. The outcomes exceeded UBalt's expectations in enhanced emails and new tailored direct mail newsletters that yielded over 90,000 contact touches to date, targeted marketing campaigns yielded more than 700 active leads, and the online estate planning is UBalt's most visited planned giving asset.	\$65,000
University of Maryland, Baltimore	UMB used the funds to hire a full-time contract annual giving officer who provided support to the assistant director of annual and leadership giving. This new officer helped UMB stay on schedule by providing project management support and reporting to each of UMB's seven professional schools. The hiring allowed the team to research and write more content for giving campaigns, send more text and email campaigns, create a report that assists with donor advised fund strategy, conceptualize and build a class agent program for the Graduate School, attend more webinars to increase annual giving and technological tool competencies, specifically with Constant Contact and GiveCampus, and more.	\$54,000
University of Maryland Baltimore County	Funds received have supported the creation and implementation of an assistant athletic director for advancement and external relations resulting in increased athletic fundraising. UMBC has been able to host five athletic engagement events with an average of 80 attendees per event that were very well received and one event raised \$100K in endowment support for student fellowship. There is a growing number of athletic alumni with planned giving commitments. This position works closely with all the development officers and with the annual fund to coordinate athletic giving days.	\$60,000
University of Maryland College Park	Through the Scholarship Universe platform, over \$6.9 million student funding was disbursed, up from \$4 million from the previous year; over \$4.4 million was disbursed from endowments, up from \$2 million from the previous year; and 1,276 students received awards. UMCP has developed a strategic and intentional plan to add over 2,000 scholarship funds administered across campus over the next three years.	\$36,000
USM Hagerstown	Funds received were used to grow a scholarship endowment fund. USMH's scholarship endowment increased by \$50K and new donors were engaged. They were able to award 25 scholarships (\$25,000) out of their existing fund, and \$25,000 will be transferred to their endowment project.	\$25,000
The Universities at Shady Grove	USG used the funds towards consulting help to supplement their small advancement staff that focused on fundraising to support partner institutions' diversity and enrollment growth. Highlights include internal planning and data collecting around debt free graduation; an agreement in process with ACES for coordinated fundraising to five principle gift prospects; employer partners engaged with program directors in key recruitment areas; and new gifts to support students and programs. USG has begun work with a select group of business leaders to plan a campaign that would allow every FAFSA-qualified student to be fully funded; new support for the Entrepreneurship Lab is funding ongoing student experiences and increasing employer engagement; and donor cultivation and outreach has resulted in new major gifts from key leaders.	\$15,000
TOTAL REQUESTED		
TOTAL AWARDED		\$475,000