



**USM BOARD OF REGENTS
Meeting of the Advancement Committee
April 4, 2024, 11:00 AM**

Zoom Details to be Provided to Committee

Public Listen-Only Access:

Dial-in Number: 443-353-0686

Conference ID: 323 545 933

AGENDA FOR PUBLIC SESSION

Call to Order

Chairman Breslin

1. Planning for USM Consortium Customer Relation Management (CRM) System (information)

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TOPIC: Planning for USM Consortium Customer Relation Management (CRM) System (information)

COMMITTEE: Advancement Committee

DATE OF MEETING: April 4, 2024

SUMMARY: Senior USM staff will update the Committee on Advancement on moving forward with a replacement of the current CRM system and keeping an updated consortium model in place. This system will give consortium members an improved information platform for alumni and donor engagement.

ALTERNATIVE(S):

FISCAL IMPACT: This is an information item.

CHANCELLOR'S RECOMMENDATION:

COMMITTEE ACTION:

DATE: 4.4.24

BOARD ACTION:

DATE:

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