

**DRAFT**



**BOARD OF REGENTS  
COMMITTEE ON ADVANCEMENT  
BARRY GOSSETT, CHAIR**

**Meeting Minutes  
February 4, 2010**

A meeting of the Board of Regents Committee on Advancement was held at the University System of Maryland office on February 4, 2010 at 10 a.m. In attendance were: Regents Barry Gossett, Norman Augustine, Clifford Kendall, Thomas McMillen, Thomas Slater, and John Young. From USM institutions: B.J. Davisson (FSU), Caroleigh Haw (UB), Gains Hawkins (UMES), Thomas Haynes (CSU), Sue Gladhill (UMB), Donna Mayer (TU), Jonathon Powers (UMCES), Brodie Remington (UMCP), William Schlossenberg (USG), Greg Simmons (UMBC), Cathy Sweet-Windham (UMUC), and Rosemary Thomas (SU). From the USM office: Leonard Raley, **Error! Reference source not found.**, Marianne Horrigan, Gina Hossick, Joyce Marx, Donna Meyer, and Pamela Purcell.

**Welcome and Introductions**

Barry Gossett welcomed the group. Minutes from the Committee's October meeting were approved.

**Campaign Update – Five-year Assessment\* and Outlook for FY 2010**

Regent Gossett noted that, five and a half years into the USM's campaign, our System institutions have reached 80% of the campaign's aggregate goal of \$1.7 million, or \$1.355 billion. Two institutions have surpassed their stated goals and seven others have attained 70% of their goal or better. Midway through fiscal year 2010, USM institutions have collectively reached 50% of the System's \$222 million annual fundraising goal. Given the lingering effects of the recession, these numbers are quite encouraging.

Several Vice Presidents commented on the effect of the economy on their fundraising programs. In some cases, the major gifts pipeline appears to be widening as compared to last year, although the average gift size is lower. Others have lost a significant amount of low-end donors. Interest in giving for capital projects is declining, and gift fulfillment is a challenge. Leonard Raley noted that the recent CAE (Council for Aid to Education) survey of giving to education showed a 12% decline in giving.

Regent McMillen noted President Obama's success with social media in fundraising for smaller gifts and requested that each institution prepare a report on their Internet giving. Several Vice Presidents commented on their efforts to upgrade their websites and improve their use of social media, but also noted the challenge in analyzing the long-term effectiveness of these efforts, as

well as the need to balance the use of resources between the search for high-end gifts and the need to “acquire” new donors.

All institutions face resources challenges, and have reduced their staffs. Equally challenging is the need to retain high-performing staff, who are concerned about job security and have faced two years of furloughs and salary freezes. The need for more support staff is critical as well. Regent Augustine asked if the increased use of technology reduced the need for more staff; however, technology has just changed the means of communication while raising expectations for increased response time. The Regents and Vice Presidents discussed the need to give institutions the flexibility to reward top-performers.

### **Carnegie-Kirwan Dinner Update**

The dinner scheduled for January 30<sup>th</sup> at the Riggs Alumni Center at the University of Maryland was postponed due to snow, and is expected to be rescheduled in May. The dinner presented several opportunities: to celebrate Chancellor Kirwan’s Carnegie Corporation Academic Leadership Award, to raise funds for **A Matter of Degrees**, the USM’s college completion initiative, and to give visibility to the USM’s efforts in college access, achievement, and completion. The USM raised \$1.8 million in support of A Matter of Degrees, in addition to the \$500,000 grant that accompanied the Carnegie Award. Speakers for the night were to have included Regent Kendall; Vartan Gregorian, President of the Carnegie Corporation; Governor Martin O’Malley; and Sherita Hill Golden, one of Chancellor Kirwan’s former students.

### **Report on Way2GoMaryland**

Associate Vice Chancellor **Error! Reference source not found.** reported on Way2GoMaryland, the USM’s public relations campaign to inform and engage middle school students about planning for college. Ms. Moultrie noted that Way2GoMaryland was launched at the Maryland Science Center in September 2008 and includes a website, posters and pamphlets that are distributed throughout middle schools in Maryland, and a series of events. Way2GoMaryland receives financial and in-kind support from ATK, an aerospace company with a significant presence in Maryland. In the next year, Ms. Moultrie plans to expand Way2GoMaryland’s reach by establishing face-to-face programming at high-need schools and by improvements to the website. Vice Presidents made a number of suggestions about coordinating with campus-based efforts. Regent Slater asked about plans to evaluate the program. Regent McMillen suggested seeking some federal support. Regent Augustine noted that the program addressed two problems: ensuring that students understand what courses are required to pursue a STEM degree and reducing remediation once they are in college. Regents discussed improving the website by creating a search engine that would match USM institutions with students’ interests. Assistant Vice Chancellor Marianne Horrigan discussed funding and partnership opportunities for Way2GoMaryland.

### **Discussion of Cost of Fundraising and Accountability**

Regents reviewed the USM Cost of Fundraising report summary, which provides an analysis of funds required to raise a dollar. Regent Gossett noted that using this data as a management tool was critical; using it to communicate with donors and state legislators was also essential to obtaining additional investments in fundraising and in USM institutions. Some Regents asked why the Systemwide cost of fundraising has remained somewhat constant over the last decade,

which led to a discussion about how additional investments may have had a minor effect on the overall cost of fundraising, but a significant effect on the dollars raised. Regents and Vice Presidents also discussed other measures, such as those listed on the Dashboard Indicators, and suggested refining those measures to more accurately reflect the progress and effectiveness of each program.

**Other Business**

Regent McMillen raised a question concerning a recent survey from the National Association of College and University Business Officers, which reported the worst endowment declines since it began the survey in 1971. The USM Foundation's results seemed to be slightly worse than average, but Vice Chancellor Raley explained that other universities were able to stop some decline because they froze spending. The USM Foundation continued to pay out to meet student and faculty needs; its investment performance was better than many of its peers.

The meeting was adjourned at noon.