



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

**Meeting Minutes
April 29, 2010**

A meeting of the Board of Regents Committee on Advancement was held at the University System of Maryland office on April 29, 2010 at 10 a.m. In attendance were: Regents Barry Gossett, Thomas McMillen (by phone), Thomas Slater, and John Young. From USM institutions: B.J. Davisson (FSU), Theresa Silanskis (UB), Gains Hawkins (UMES), Sue Gladhill (UMB), Richard Lucas (BSU), Gary Rubin (TU), Jonathon Powers (UMCES), Barb Quinn (UMCP), William Schlossenberg (USG), Greg Simmons (UMBC), Jay Browning (UMUC), and Rosemary Thomas (SU). From the USM office: Leonard Raley, David Balcom, Janice Doyle, Marianne Horrigan, Vladimir Jirinec, Gina Hossick, Michael Lurie, Joyce Marx, Anne Moultrie, and Donna Meyer. Diamondback reporter Ben Slivnick also was in attendance.

Welcome and Introductions

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

Campaign Update and Discussion

Despite the challenges of the economy, our institutions' campaigns are still ahead of projections to reach their campaign goals. Collectively, USM institution campaigns have raised \$1.4 billion. Four schools have already exceeded their fiscal year goals, though there is a slight decline in fundraising this fiscal year as compared to last year. We are not alone in this trend: a recent Council for Aid to Education survey of giving to education showed a 12% decline.

Vice presidents reported that fundraising activity is increasing, with more donors interested in discussing giving opportunities. As several smaller campuses with relatively new fundraising programs, fundraising is exceeding expectations and goals. Vice presidents also reported on individual gifts and accomplishments within their programs.

Report on A Matter of Degrees

The Board of Regents' dinner honoring Chancellor Kirwan and his Carnegie Award will take place on May 13th, rescheduled from its original January 30th date. The dinner will raise funds for the Chancellor's college access and completion initiative, A Matter of Degrees. More than \$1.8 million has been raised in support of the A Matter of Degrees initiative, in addition to the \$500,000 Carnegie Award.

Social Media

Following previous discussions regarding the use of social media in support of alumni and development programs, the USM Office surveyed each institution to gauge their efforts. Among the findings:

- Nearly every institution is using Facebook and their institutional website to solicit gifts and cultivate donors, but for many, forays into Facebook and Twitter only started in the last two years. About half use Twitter.
- Online giving is just a tiny fraction of overall giving to any institution—usually under one or two percent. Campuses have piloted some very effective campaigns and continue to explore different means of using social media to engage alumni and friends.
- Campuses are excited about the potential of social media, but caution against thinking it will replace one-on-one contact. Given their limited resources, each program has to weigh how best to integrate these new tools with existing strategies.

Vice presidents reported on some of their more successful efforts in social media. Regent McMillen urged institutions and the USM office to find ways to regularize reporting on social media outreach and campaigns. He stressed that institutions must understand the language of the younger generation and keep current on how it evolves and noted its value in capturing data about our constituencies.