



**USM BOARD OF REGENTS  
ADVANCEMENT COMMITTEE  
Video Conference and Teleconference  
February 7, 2024, 11:00 am**

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**Minutes of the Public Session**

A meeting of the Board of Regents Committee on Advancement was held via video conference and teleconference on February 7, 2024, at 11:00 am. In attendance were Regents Linda Gooden, Hugh Breslin, Steven Sibel, Geoff Gonella, Farah Helal and Elena Langrill from the Office of the Attorney General. From the USM office: Chief of Staff Denise Wilkerson, Vice Chancellors Leonard Raley and Ellen Herbst; Associate Vice Chancellor Marianne Horrigan; Gina Hossick, Executive Assistant to Leonard Raley; Sapna Varghese, Director of Advancement Research; Vladimir Jirinec, Director of Advancement Services; Stephanie Senserini, Director of Professional Development Programs, Ann Kolakowski, Director of Gift Planning Services, and Micaela Cameron, Advancement Communications Manager. Vice Presidents from USM institutions: Jason Curtin (SU), Theresa Silanskis (UB), Greg Simmons (UMBC), Cathy Sweet (UMGC), Jim Harris (UMCP), John Short (FSU), Brian DeFilippis (TU), Greg Bowden (UMB), Joshua Humbert (CSU), David Balcom (UMES), Brent Swinton (BSU), and Erin Harman (USMH). In addition, Jayme Block, Associate Vice President of Alumni Engagement & Development (SU), Stanyell Odom, Director of Alumni Engagement (UMBC), and Nikki Sandoval, Associate Vice President, Alumni Relations & Career Services (UMGC).

**Fundraising Updates (information)**

The System's fundraising results for January FY24 are at 54% of a \$382M goal. The report includes two new columns added to show the percentage toward goal for this fiscal year and the last, giving a picture of how each campus is doing in its fundraising cycle.

**USM Alumni Directors Panel Presentation (information)**

Vice Chancellor Leonard Raley moderated a panel that included Jayme Block, Associate Vice President of Alumni Engagement & Development at Salisbury University; Stanyell Odom, Director of Alumni Engagement at UMBC; and Nikki Sandoval, Associate Vice President, Alumni Relations & Career Services at University of Maryland Global Campus. They discussed alumni engagement as a pipeline to giving, how data is the heart of an alumni relations office, and the impact board engagement has on strengthening giving.

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

The System's advancement vice presidents and alumni directors have worked with the System staff to update the policy. The main changes are stronger requirements and clearer processes for those wishing to establish new alumni associations on their campuses; language that ensures that alumni associations that are involved in fundraising are aware of the USM's fundraising policy and that they follow the policy; and new processes for sending annual reports to the USM office rather than the responsible official; and the addition of reporting templates to simplify the entire process.

The Committee voted unanimously to recommend approval of this policy to the full Board of Regents.

**USM Quasi-Endowment Grant Summary Report for 2023 (information)**

This program began in 2015 after legislation was passed to allow the System to invest some of its fund balance with the USM Foundation. Part of the income generated from those investments goes directly back to campuses, but a portion of it funds this grant program. The summary report outlines how the campuses have been able to use these funds for a lot of great initiatives. Some examples include hiring pilot staffing positions that have turned into full-time positions, resulting in an increase in fundraising and sponsorship support for many events better engaging parents and families which in turn elevated the number of parent donors; and using matching funds to increase endowment scholarship funds.

Regent Breslin noted that funding requests far exceed the funds available and suggested exploring ways to expand the fund.

The meeting was adjourned at 11:47 am.