



The Board of Regents Advancement Committee Meeting

*May 9, 2012
11:00 a.m. – Noon
Chancellor's Conference Room
Elkins Building*

Barry Gossett, Chair, presiding

Minutes

A meeting of the Board of Regents Committee on Advancement was held at the University System of Maryland office on May 9, 2012 at 11 a.m. In attendance were: Regents Barry Gossett, Collin Wojciechowski, Thomas Slater, and Chancellor Kirwan. Via conference call were Regent Thomas McMillen and Tom Faulk, Office of the Attorney General. From USM institutions: Brodie Remington (UMCP), Theresa Silanskis (UB), Gains Hawkins (UMES), David Balcom (UMCES), Sue Gladhill (UMB), Richard Lucas (BSU), Gary Rubin (TU), Greg Simmons (UMBC), Cathy Sweet-Windham (UMUC), Jason Curtin (SU), Al Essien for Doug Dalzell (CSU), and B.J. Davisson (FSU). From the USM office: Leonard Raley, Marianne Horrigan, Gina Hossick, Sapna Jacob, Pamela Purcell, and Mike Lurie.

Review of Minutes

Minutes of the February 1, 2012 meeting were approved as presented.

Remarks on Departing Vice Presidents

Regent Gossett noted that four vice presidents were leaving their positions: B.J. Davisson (for a position at George Washington University); Sue Gladhill (retirement); Gains Hawkins (retirement); and Brodie Remington (retirement). He thanked the vice presidents for their hard work and achievements.

Campaign Update

Regent Gossett noted fundraising for the year was looking positive. USM institutions have raised about \$170 million as of March 31, 2012, about \$22 million ahead of where we stood last year. The federated campaign total is now \$1.86 billion—it is quite possible that when our larger campaigns finish up, we will be at \$2 billion. Vice Presidents reported on a number of significant gifts, including a \$250,000 gift to the University of Baltimore from DLA Piper in support of its Law School building, and \$600,000 in donations to Towson University generated by the arrival of Nancy Grasmick to spearhead an innovative education program. Sue Gladhill reported that the Gates

Foundation had committed \$2 million in support of the University of Maryland, Baltimore's vaccine program. Brodie Remington noted a major gift to the School of Public Policy, and noted that David Balcom had established the relationship with the donor during his time there.

Endowment and Advancement Investment Discussion

Regent Gossett reported on ongoing discussions regarding obtaining more resources to support development operations and renewing the System's focus on endowment building. The issue of finding additional funds for development is particularly important because some funds from the Common Trust will be reduced gradually in the coming years. Institutions will need to replace these funds and should consider committing even more resources for development. The System office is examining ways to use System resources to provide a long-term source of funding that would supply some, but not all, of the resources needed to significantly improve development operations. Other options, such as gift assessments, were also discussed, although it was acknowledged that such assessments would not account for a significant source of funding.

The group also discussed research conducted by the USM office that showed that USM institutions in general devote significantly less resources as a percentage of overall institutional budget than the national averages in their classification group.

Regent Gossett underscored the System's relative underperformance in raising endowment and stressed the need to build endowment. Vice Presidents agreed, but noted that there were tremendous pressures on raising funds for capital needs—including the incentive to move buildings up in the queue if private funds could be obtained.

Introduction of Gift Naming Issue

As an item of information, Regents were informed that a group of advancement VPs and System staff have been at work revising the USM's current gift naming policy; a draft policy was reviewed at the VP Council that preceded the Committee meeting. The draft will be ready for review and approval at the Committee and full board level in the fall.