The Board of Regents Advancement Committee Meeting

October 31, 2012

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 October 31, 2012 at 11 a.m. In attendance were: Regents Barry Gossett, Linda Gooden, Tom McMillen, Steven Hershkowitz and Tom Faulk, Office of the Attorney General. Via conference call were Regents Jim Shea, Thomas Slater and Chancellor Kirwan. From USM institutions: Theresa Silanskis (UB), David Balcom (UMCES), Richard Lucas (BSU), Gary Rubin (TU), Greg Simmons (UMBC), Cathy Sweet (UMUC), Jason Curtin (SU), and Al Essien for Doug Dalzell (CSU). Via conference call: Colleen Stump (FSU), Tom Hofstetter (UMB) and Kim Dumpson (UMES). From the USM office: Leonard Raley, Marianne Horrigan, Gina Hossick, Sapna Jacob, Pamela Purcell, Vlad Jirinec, Janice Doyle, and Mike Lurie. Unavailable were Peter Weiler (UMCP) and Bill Schlossenberg (USG).

Review of Minutes

The minutes were approved as presented.

Campaign Update

Regent Gossett reported that the USM federated campaign total was approaching $2 billion, well past its $1.7 billion goal. The campaign will sunset on December 31. Several vice presidents reported on significant gifts to their programs. The group discussed the need to craft a final campaign report for presentation to the Regents in 2013 that will focus on the impact to campuses.

USM Branding Campaign

Associate Vice Chancellor Marianne Horrigan summarized plans to launch a branding campaign for the USM during FY 14—the 25th anniversary of the USM's foundation.

The goals of this campaign are to:

- highlight the university system's value to the state even more;
- educate more people about who and what the system is; and
- celebrate the system's excellence

The Advancement Office will be working with the Communications Office to solicit $5,000 sponsorships for this effort, and will be sharing information with the vice presidents about corporations and organizations we approach. Regent Gossett and the USM Foundation committed to a sponsorship in support of this effort.

Discussion of Advancement Presentation to the BOR
Regent Gossett and Vice Chancellor Raley summarized the major points of the presentation planned for the full Board of Regents meeting on November 2nd. Regent Gossett stressed the need for additional resources for advancement operations, with particular attention to recruiting a professional, committed, and stable staff, building endowment, and using technology to build the pipeline of donors. Regent McMillen asked about whether we measured fundraising performance among presidents; Chancellor Kirwan explained that it was part of their evaluation. The Regents were encouraged to think of good questions for the presentation in order to generate a thoughtful and provocative discussion.

The next BOR Advancement Committee meeting is February 6, 2013 @ 11:00 am.

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