The Board of Regents Advancement Committee Meeting

February 6, 2013

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 February 6, 2013 at 11 a.m. In attendance were: Regents Barry Gossett, Linda Gooden, Tom McMillen, Thomas Slater, and John Young. From USM institutions: Theresa Silanskis (UB), David Balcom (UMCES), Michael Cather (TU), Greg Simmons (UMBC), Cathy Sweet (UMUC), Greg Prince (SU), Michael Dowdy (UMB), Rosemary Thomas (FSU) Kimberly Dumpson (UMES), Peter Weiler (UMCP) and Bill Schlossenberg (USG). From the USM office: Leonard Raley, Marianne Horrigan, Gina Hossick, Sapna Jacob, Pamela Purcell, Vlad Jirinec, and Mike Lurie. Not in attendance: Richard Lucas (BSU) and Doug Dalzell (CSU).

Introductions

Regent Gossett welcomed three new vice presidents: Michael (Mickey) Dowdy, the new vice president for development and external relations at the University of Maryland, Baltimore; T. Greg Prince, the incoming vice president at Salisbury University; and Rosemary Thomas, the new vice president at Frostburg State University.

Minutes

The minutes of the October 31, 2012 meeting were approved as presented.

Campaign Report

Regent Gossett announced that the USM federated campaign closed as of December 31, 2012, reaching $2.1 billion in private funds raised—well ahead of the $1.7 billion publicly announced goal and ahead of the stretch (unofficial) goal of $2 billion. Both the University of Maryland, College Park and the University of Maryland, Baltimore, exceed their goals of $1 billion and $650 million respectively. Several vice presidents reported on milestones and notable gifts.

Vice Chancellor Anne Moultrie (via conference call) provided an overview of a public relations plan to celebrate the closing of the campaign, which will reach out to both internal and external audiences. This effort will underscore the impact of the campaign on campuses, demonstrate the value of leveraging private resources for the good of our universities, and show that we are good stewards of these funds. These public relations

efforts will include press releases, media pitches, social media outreach, and website placement. Vice Chancellor Moultrie will work closely with the Advancement Office and USM Foundation on this effort. The formal announcement will be made in mid- to late-February.

Cost of Fundraising Report

Regent Gossett presented the System's annual cost of fundraising report, noting that the summary figure for FY 12 was very much in line with previous years, and well below the industry standard of 15 cents on the dollar.

Follow up to November 2nd Advancement Presentation

Regent Gossett and Vice Chancellor Raley discussed the need to ensure continued attention to the issues raised in their November 2nd presentation to the Board of Regents, namely, seeking increased resources for fundraising efforts, investing in new technologies to ensure the broadest possible outreach, and exploring the most effective ways to expand our pipeline. The System office is exploring different funding mechanisms and will continue to work with campus leadership to find resources for development.

Approval of Gift-related Naming Policy

The committee reviewed a revised gift-related naming policy and, after minor revisions, recommended the policy for approval by the full board.

Convene to Executive Session

Regent Gossett moved for the adjournment of the meeting, seconded by Regent Slater. The meeting was adjourned at 11:50 a.m.

Reconvene to Public Session

Following a vote to reconvene to public session, the committee discussed and approved additional minor changes to the gift-related naming policy.

The meeting adjourned at 12:10 p.m.

*****The next BOR Advancement Committee meeting is May 8, 2013 @ 11:00 am.*****