



The Board of Regents Advancement Committee Meeting

*May 14, 2014
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 14, 2014 at 11 a.m. In attendance were: Regents Barry Gossett, Linda Gooden, Tom McMillen, Patricia Florestano, Tracye Turner, Samin Manizade, Katherine Bainbridge (Office of the Attorney General), and Chancellor Brit Kirwan. In attendance from USM institutions: Cathy Sweet (UMUC), Greg Prince (SU), Doug Dalzell (Coppin), David Balcom (UMCES), Michael Cather (TU), Peter Weiler (UMCP), Michael Dowdy (UMB), Stephen Spahr (FSU), Stephen McDaniel (UMES), Richard Lucas (BSU), Bill Schlossenberg (USG), and via teleconference Greg Simmons (UMBC). From the USM office: Leonard Raley, Marianne Horrigan, Sapna Varghese, Vlad Jirinec, Pamela Purcell, Janice Doyle, Bob Page, Celeste Denson and Mike Lurie.

Regent Gossett called the meeting to order and welcomed the group. He noted that many at the meeting had been at the USM 25th Anniversary Celebration at Hidden Waters. He also noted the news of the Chancellor's planned retirement.

1. Implementation of the quasi-endowment plan

Regent Gossett updated the group on enrollment in the quasi-endowment plan established to produce additional resources for advancement program operations. Each institution has enrolled at their assigned cap amount, and the System will commit the remaining \$10 million toward the overall \$50 million cap. Regent Gossett will work with a team from the USM Office over the summer to put together draft benchmarks to measure how effectively these funds are used. The primary focus of these benchmarks will be on progress made in building endowment; however, there is no intention to make these benchmarks overly restrictive or onerous.

Regent Gossett also informed the group that the USM Office also will work on a plan to use the income from the \$10 million System office investment. These funds will be more project focused, and proposals for the use of these funds will be considered more favorably if the projects have clear and measurable goals that also point toward increasing endowments through private giving. Funds from this portion of the endowment are not necessarily renewable.

In response to a question from UMCP Vice President Peter Weiler, Associate Vice Chancellor Robert Page stated that the funds from this endowment may be spent in FY15, with the expectation that the spendable income will be made available before the end of the fiscal year.

2. USM Foundation's role in endowment building

Regent Gossett raised the issue of involving the USM Foundation – or other affiliated foundations – in endowment building, noting that several USM Foundation directors had expressed interest in helping, and had recounted their own personal experience with giving. Chancellor Kirwan noted that the newly launched E-nnovation program would be very beneficial to endowment building efforts. Several vice presidents offered comments, including pointing out the need for better communications about the value of endowment, the need to grow planned giving programs, and the impact of matching gift programs. Vice Chancellor Raley reported that the Foundation is producing a print piece on the value of endowment for use across USM campuses. Ensuring presidents are supportive of endowment building was also mentioned as a priority.

3. ACES

Chancellor Kirwan provided an overview of ACES, a partnership between Montgomery County Public Schools, Montgomery College, and USG that will identify and mentor talented but at-risk youth who are likely the first in their family to consider college. The program, now in place in 10 Montgomery County high schools, will serve 990 students in its first few years, with the possibility of significant growth. The Chancellor would like to see the program go statewide, and hopes to spend significant time in his retirement supporting the program's growth. He asked for the vice presidents support in working on fundraising opportunities for the program. Regent McMillen suggested an introduction to the founder of the Children Deserve A Chance Foundation; Regent Turner recommended a review of similar programs and best practices to ensure the program's success.

4. Dashboards

Regent Gossett updated the group on development of the Advancement Dashboards. First, the System will be using new institutional peers for our member institutions and have decided that using the same set of peers – rather than a special set of development peers – makes more sense and eliminates confusion and misinterpretation. Second, staff will refine the measures used for progress in endowment building, and will introduce that new measure in the fall.

5. Year to Date Fundraising Report for FY14

March Year-to-Date Fundraising reports were provided in advance materials and the April report was distributed in the meeting.

Meeting adjourned at 12:15 pm.

DRAFT