



The Board of Regents Advancement Committee Meeting

*October 8, 2014
11:00 a.m. – Noon*

*Chancellor's Conference Room
Elkins Building*

Barry Gossett, Chair, presiding

MINUTES for Public Session

A meeting of the Board of Regents Committee on Advancement was held at the University System of Maryland office on October 8, 2014 at 11 a.m. In attendance were: Regents Barry Gossett, Linda Gooden, Tom McMillen, Raaheela Ahmed, Cassie Motz, Katherine Bainbridge (Office of the Attorney General), and Chancellor Brit Kirwan. Via teleconference was Regent Frank Reid. In attendance from USM institutions: Cathy Sweet (UMUC), Greg Prince (SU), Al Essien (Coppin), David Balcom (UMCES), Michael Cather (TU), Peter Weiler (UMCP), Michael Dowdy (UMB), Stephen Spahr (FSU), Stephen McDaniel (UMES), Richard Lucas (BSU), Greg Simmons (UMBC) and Theresa Silanskis (UB). From the USM office: Leonard Raley, Marianne Horrigan, Janice Doyle, Bob Page, Joe Vivona, Ben Passmore, Anne Moultrie, Gina Hossick, and Mike Lurie.

Endowment Tracking

Assistant Vice Chancellor Ben Passmore spoke about the challenges of tracking endowment, especially over multiple years, and noted that making peer comparisons were difficult when many peers had significantly larger endowments than USM institutions. Vice presidents observed the following: that there hasn't been a strategic focus on endowment building in the past and that it needs to start as an institutional strategy; that donors are beginning to consider endowment again as the recession recedes in their minds; and that institutions need a better way of communicating what endowments mean in terms of meeting long term needs. Chancellor Kirwan noted that endowment has been indirectly addressed in campaigns with a focus on scholarships and faculty professorships and chairs, but that there is a real tension between using the money for immediate needs and endowment. Regent Gossett advocated building endowment in broader fundraising efforts by building into MOUs so that a portion of a donor gift automatically went into endowment. The importance of stewardship and planned giving was also discussed. Vice Chancellor Joseph Vivona recommended putting measures in place similar to those used in the USM's economic development efforts, which

were a combination of qualitative and quantitative measures. Some measures suggested included:

- Establishing targets at the beginning of the year or of a campaign
- Increased in number of planned gifts
- Resources we use in terms of time and talent
- Focus on more effective stewardship

Next step: send out a summary of suggestions/best practices and review and comment.

Year to Date Fundraising and FY14 Fundraising Results

Regent Gossett reviewed FY14 fundraising results, noting that we finished the year very close to goal. One institution, UMB, did finish substantially behind goal; Vice President Dowdy explained that the shortfall occurred because a decline research-related funding. Giving from individuals was actually up significantly—a positive trend as the program works to reduce its reliance on private research-related funding. Regent Gossett also recognized the recent gift to the University of Maryland, College Park, from Brendan Iribe.

Review of Quasi-endowment Proposals

After discussion regarding the rationale of the grant program and the process, the Advancement Committee recommended funding the following submissions:

INSTITUTION	Amount
UMES	\$75,000
UMCES	\$75,000
CSU	\$65,000
SU	\$50,000
USG	\$75,000
UMCP	\$34,000
UMB	\$26,000
FSU	\$25,000

Some of these awards fund only a portion of the proposed request. Staff will communicate with each vice president regarding these awards following the full board meeting on October 24th. Staff will also work on refining the guidelines and process.

Policy on the Naming of Buildings and Academic Programs (action)*

Regent Gossett explained that a minor change in the naming policy was required to allow some flexibility in honorific naming. After discussion, the motion to recommend the change was passed, seconded, and approved.

Chancellor Kirwan's Retirement Celebration

Regent Gossett informed the committee of a change in the date for the Chancellor's retirement celebration, which will now be held on April 18, 2015. The location is the Xfinity Center on the University of Maryland campus.

Reconvene to Closed Session

Regent Gossett read the motion for the Advancement Committee to close the meeting to discuss issues specifically exempted from the open minutes act under State Government Article §10-508(a) for the reason stated in the Convening in Closed Session statement. Regent Tom McMillen moved for the adjournment of the meeting, seconded by Regent Gooden. All present voted to reconvene to Closed Session. The public session of the Advancement Committee meeting convened at 12:05 pm.

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