



**USM BOARD OF REGENTS
ADVANCEMENT COMMITTEE
USM Office
February 10, 2016**

Minutes: PUBLIC SESSION

A meeting of the Board of Regents Committee on Advancement was held at the University System of Maryland office on February 10, 2016 at 11 a.m. In attendance were: Regents Barry Gossett, Michelle Gourdine, and Elena Langrill (Office of the Attorney General). Via teleconference were Regents David Kinkopf, Sydney Comitz, and Linda Gooden. In attendance from USM institutions: Greg Prince (SU), Doug Dalzell (Coppin), David Balcom (UMCES), Peter Weiler (UMCP), Michael Dowdy (UMB), John Short (FSU), Stephen McDaniel (UMES), Greg Simmons (UMBC), Cathy Sweet (UMUC), Michael Cather (Towson) and Theresa Silanskis (UB). From the USM office: Vice Chancellor Leonard Raley, Associate Vice Chancellor Marianne Horrigan, General Counsel Pam Purcell, Gina Hossick, and Mike Lurie. Chairman Gossett called the meeting to order at 11:03 a.m.

1. Fundraising progress

Year-to-date report: Although we are behind our fundraising totals for this time of year, we did close December at about 50% toward our FY16 goal. A number of blockbuster gifts increased last year's totals, and there are a few in the pipeline for this fiscal year. We will likely see progress in the coming months.

2. Education Advisory Board presentation

Jeff Martin, senior consultant from the Education Advisory Board (EAB) gave a presentation on giving, campaign, and endowment trends. EAB is a nationally known organization that works across higher education – from academics and admissions to advancement. They conduct research and analyze data to help universities apply best practices to their development programs.

3. Future campaign planning and related items

Regent Gossett stated that the System will want to see real, measurable progress in building endowment, and think creatively about how we deploy resources to get to our goal. Vice Chancellor Raley reported that most institutions, as part of their campaign planning, are setting ambitious endowment goals.

4. Approval of revised Policy on Alumni Associations

The review of this policy is part of an overall review of policies at the System, but also came about because our alumni directors found the policy confusing and outdated. The revised policy is not drastically different in terms of content, but it does simplify the language. It also clarifies that the primary relationship of an alumni association is with its campuses, rather than with the System.

After discussion, it was decided to make some minor changes to language in the policy. The next revision will be reviewed at the May Advancement Committee meeting.

5. Quasi-endowment awards

Last year a quasi-endowment program was implemented with \$50 million from our institutions and the USM office. Forty million of that \$50 million comes from campus commitments; \$10 million comes from USM fund reserves. A grant program was created from that \$10 million, which generates \$425,000 a year in income. Based on the first round of reports on the use of these grants, it appears that our awardees made good use of the funds. We will be able to make a good report to the legislature about this program, and hopefully set the stage for future additions to the fund.

The meeting adjourned at 12:25 p.m.