



DRAFT

MINUTES: Public Session

A meeting of the Board of Regents Committee on Advancement was held at the University System of Maryland office on October 11, 2017 at 11:00 a.m. In attendance were: Regents Barry Gossett, Linda Gooden and Will Shorter, and Chancellor Robert Caret. Via teleconference were Regent Louis Pope, Elena Langrill (Office of the Attorney General), and Jeff Neal (Vice Chancellor for Communications and Marketing, USM). In attendance from USM institutions: Jason Curtin (SU), Doug Dalzell (Coppin), Margel Highet (UMCES), Jackie Lewis (UMCP), Thomas Sullivan (UMB), John Short (FSU), Kim Dumpson (UMES), Cathy Sweet (UMUC), Yvette Caldwell (BSU), Theresa Silanskis (UB), and Brian DeFilippis (TU). From the USM office: Vice Chancellor Leonard Raley, Associate Vice Chancellor Marianne Horrigan, Pam Purcell, Director of Planned Giving, Janice Doyle, Chief of Staff & Secretary to the BOR, Joe Vivona, Vice Chancellor for Administration and Finance, Sapna Varghese, Director of Advancement, Gina Hossick, and Mike Lurie.

Chairman Gossett called the meeting to order at 11:05 a.m.

Introduction of new committee members

Regent Gossett welcomed new regent Will Shorter, as well as new vice president Jacqueline Lewis at UMCP, interim vice president Yvette Caldwell at BSU and Development Director Margel Highet from UMCES.

Review and discussion of charge

With a few new members, it was a good time to review the charge. There were no changes on the charge. A motion was made, seconded and carried to approve the charge as presented.

Report on Campus Visits

For a number of years, Regent Gossett, the chair of the USM Foundation, Leonard Raley and now his senior staff make visits to each campus to meet with the leadership in advancement, as well as the president. These visits are very well received. Key takeaways include (1) endowment is truly becoming a top priority on each campus as campaigns are launched, (2) lack of staff resources continues to be a challenge for many campuses, and (3) the effective use of data can sometimes be a challenge.

Report on Alumni Relations Council

The USM office established a system wide Alumni Relations Council three years ago to provide a support network for alumni relations directors and is seeing real momentum in exploring ways that the program can collaborate. Effective alumni engagement is a critical component of a successful development operation, and all of our campuses are focusing on building great alumni programs. Vice Chancellor Raley described some of the recent activities of the Council and noted that it is planning a program for alumni volunteer leadership.

Fundraising

The system wide goal for the year is \$322 million. Vice presidents discussed recent major gifts and plans for their campaign launches.

Quasi Endowment Grants

This is the fourth year of awarding funds from the quasi-endowment fund established in 2015 to support advancement activities that help to build the endowment. This fund totals \$50M: \$40M generates spendable income that goes directly back to campuses, and \$10M funds a grant program to help kickstart additional endowment raising efforts. Recommendations for the most recent round of grant awards from a portion of the fund were discussed and staff indicated that a cumulative report on the use of these funds was in the works.

Meeting adjourned at 12:04 pm.