

**USM BOARD OF REGENTS
ADVANCEMENT COMMITTEE
October 28, 2020**

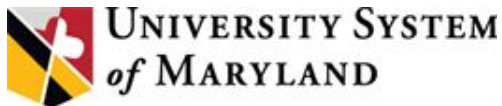
AGENDA FOR PUBLIC SESSION

11:00 a.m.

Call to Order

Chairman Gossett

1. [Approval of minutes \(action\)](#)
2. [Presentation on Impact of Covid 19 on Advancement \(information\)](#)
(Bonnie Devlin, Washburn and McGoldrick)
3. Fundraising Updates
 - a. [Year-to-date fundraising September FY21 \(information\)](#)
4. [USM Quasi-Endowment Grant Requests for 2021 \(action\)](#)
5. [USM BOR VI-4.00 – Policy on the Naming of Facilities and Programs \(information\)](#)
6. [Committee on Advancement Charge \(action\)](#)
7. [Convene to closed session \(action\)](#)



**USM BOARD OF REGENTS
ADVANCEMENT COMMITTEE
Via video conference
October 8, 2020**

DRAFT

MINUTES: Public Session

A special meeting of the Board of Regents Committee on Advancement was held via video conference October 8, 2020 at 11:00 a.m. In attendance were Regents Barry Gossett, Linda Gooden, Louis Pope, Geoff Gonella, James Holzapfel and Elena Langrill from the Office of the Attorney General. From the USM office: Chancellor Jay Perman; Chief of Staff Denise Wilkerson; Vice Chancellor Leonard Raley; Associate Vice Chancellor Marianne Horrigan; Tim McDonough, Vice Chancellor for Communications; Mike Lurie, Media Relations and Web Manager, and Gina Hossick, Executive Assistant to Leonard Raley.

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

Proposed revisions to the USM BOR VI-4.00 – Policy on the Naming of Facilities and Programs (action)

The committee discussed an action item to approve proposed revisions to the University System of Maryland’s naming policy. The proposed revisions contain four main changes: 1) it requires increased due diligence for new naming requests. The intent of this change is to reduce the need for name removals in the future; 2) the proposed revisions add more detail to the section on removal of a name, making it clear that a request must be submitted by the president of the requesting institution and that the institution has been deliberative and transparent in considering the request; 3) the proposed revisions adds an appendix that provides guidelines for institutions that may need to consider a removal request. This appendix serves as a reference point for the institutions and helps ensure that they have undergone a rigorous process that aligns with Board policy. And finally, 4) the proposed revisions require that all institutions develop their own naming policy that will address naming’s not covered in the Board of Regents policy (such as classrooms, labs, etc.).

Regent Gossett suggested a few minor edits to the draft document that will be incorporated into the final draft that goes before the full Board of Regents. The committee agreed to add a research funding threshold in Section II.B.1. – this change provides more clarity to identify the institutions that must meet a 15% minimum gift threshold for best consideration of naming requests. *(After research by staff, this research funding threshold was set at \$60 million per year.)*

The Committee on Advancement voted to recommend approval of the revised policy to the full Board of Regents. Regent Gossett abstained, since his philanthropy is recognized through a named facility on the UMD campus. The motion was moved by Regent Pope, seconded by Regent Gooden, and unanimously approved.

Motion to Adjourn

Regent Gossett called for a motion to adjourn. The motion was moved by Regent Pope, seconded by Regent Gooden, and unanimously approved. Regent Gossett adjourned the meeting at 11:40 am.



BOARD OF REGENTS

SUMMARY OF ITEM FOR ACTION,
INFORMATION OR DISCUSSION

TOPIC: Presentation on the Impact of COVID-19 on Advancement

COMMITTEE: Advancement Committee

DATE OF MEETING: October 28, 2020

SUMMARY: Bonnie Devlin, managing principal of Washburn and McGoldrick, a consulting firm specializing in educational and nonprofit fundraising, will present and discuss the results of the firm’s national survey of higher education institutions regarding the effect of COVID-19 on fundraising progress and strategies.

ALTERNATIVE(S):

FISCAL IMPACT:

CHANCELLOR’S RECOMMENDATION:

COMMITTEE ACTION: DATE: 10.28.2020

BOARD ACTION: DATE:

SUBMITTED BY: Leonard Raley, Vice Chancellor for Advancement, rale@usmd.edu
301-445-1941

Bonnie N. Devlin
Managing Principal
Washburn & McGoldrick
bdevlin@wash-mcg.com

Bonnie Noel Devlin has built her reputation as a strategic and creative thinker, a dynamic trainer, an accomplished manager and a results-oriented leader. She brings all those skills, 35 years of experience, and her passion for the pivotal role education plays in transforming people's lives to her role as one of WASHBURN & MCGOLDRICK'S principals.

Among her current clients are Denison University, Illinois Institute of Technology, The Catholic University of America, Ohio Wesleyan University, Davidson College, the Smithsonian Institution, the Booth School of Business at the University of Chicago, Vanderbilt University, and the University of Richmond.

Before joining the firm in 2008, Bonnie served Lehigh University for eight years as Vice President for Advancement. She led a staff of 75 and planned and launched Shine Forever, Lehigh's \$500 million comprehensive campaign that concluded in 2009. Prior to joining Lehigh, Bonnie served the University of Pennsylvania for 14 years.

She was Assistant Vice President during Penn's Agenda for Excellence campaign, focusing on endowed scholarships, minority programs and faculty chairs. As Director of Development for Schools & Centers during Penn's landmark \$1.4-billion campaign in the early 1990s, she worked as "in-house" consultant to Penn's deans and center directors and to the unit development officers. When she first joined Penn in 1985, she was a school development officer for Penn's School of Nursing and the School of Social Policy and Practice. Bonnie began her career in 1980 as a capital campaign assistant at Emerson College in Boston before joining Hahnemann Medical School & Hospital in Philadelphia (now part of Drexel University) in 1982, first as development assistant and then assistant director of development.

Bonnie holds a bachelor's degree in American Studies summa cum laude from Dickinson College and is a member of Phi Beta Kappa. She served on the Dickinson College Alumni Council from 1999 to 2006 and served 14 years on the board of Holy Child Academy in Drexel Hill, including 3 years as board chair. She is a member of the Daylesford Abbey's development council in Paoli, PA.

ADVANCEMENT MOVING FORWARD

PRESENTATION TO USM REGENTS ADVANCEMENT COMMITTEE

Bonnie N. Devlin, Managing Principal

WASHBURN  MCGOLDRICK, LLC

October 28, 2020

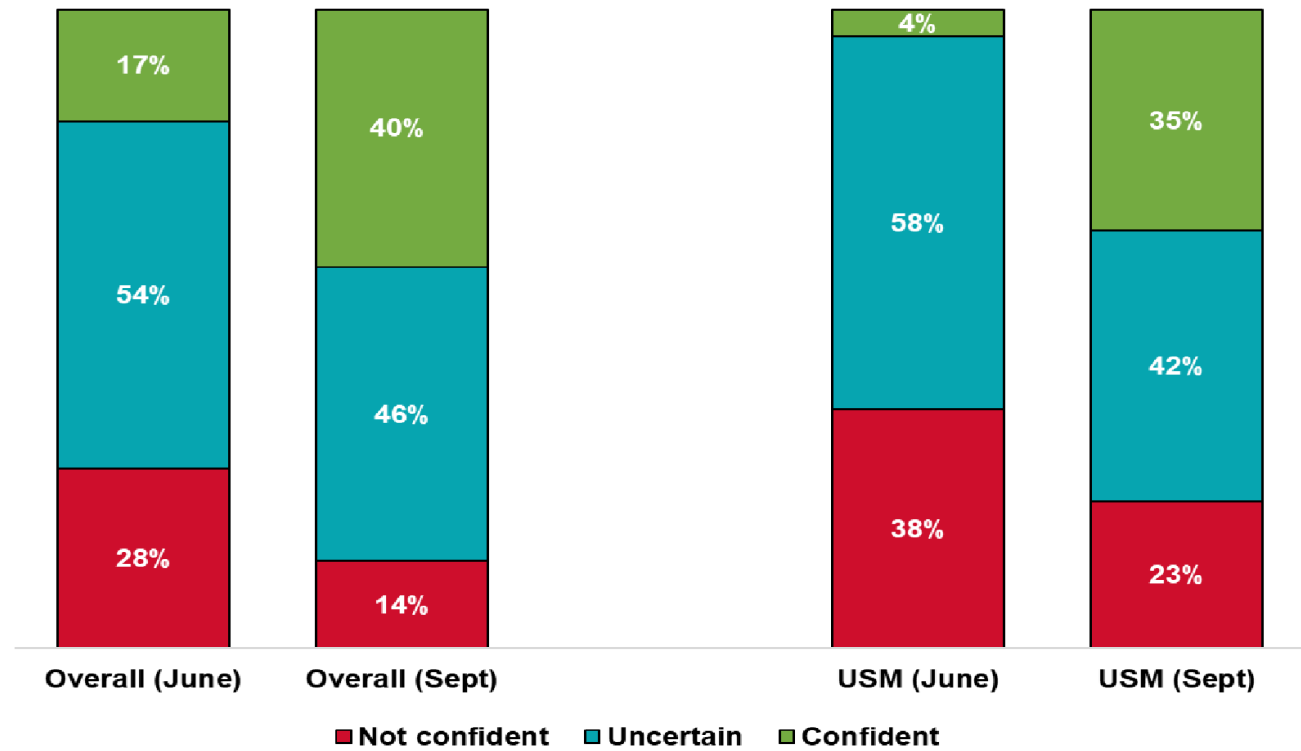
ADVANCEMENT MOVING FORWARD SURVEY

- ❖ Third quarterly survey on pandemic's impact on advancement officers in education
- ❖ Survey period: September 10th to September 22nd, 2020
- ❖ 1,103 gift officers and alumni relations officers at 66 institutions, including all USM universities
- ❖ 430 individuals from 59 institutions responded
- ❖ 39% response rate, margin of error +/- 3.7% at 95% confidence level.

CONFIDENCE IN REACHING FY21 GOALS

FY21 GOALS:
DOWN 10% - 20%
COMPARED TO FY20

How confident are you that your organization will reach its FY21 fundraising goals?
(Washburn & McGoldrick Advancement Moving Forward 2020 Surveys)



Washburn & McGoldrick Advancement Moving Forward surveys June & September 2020

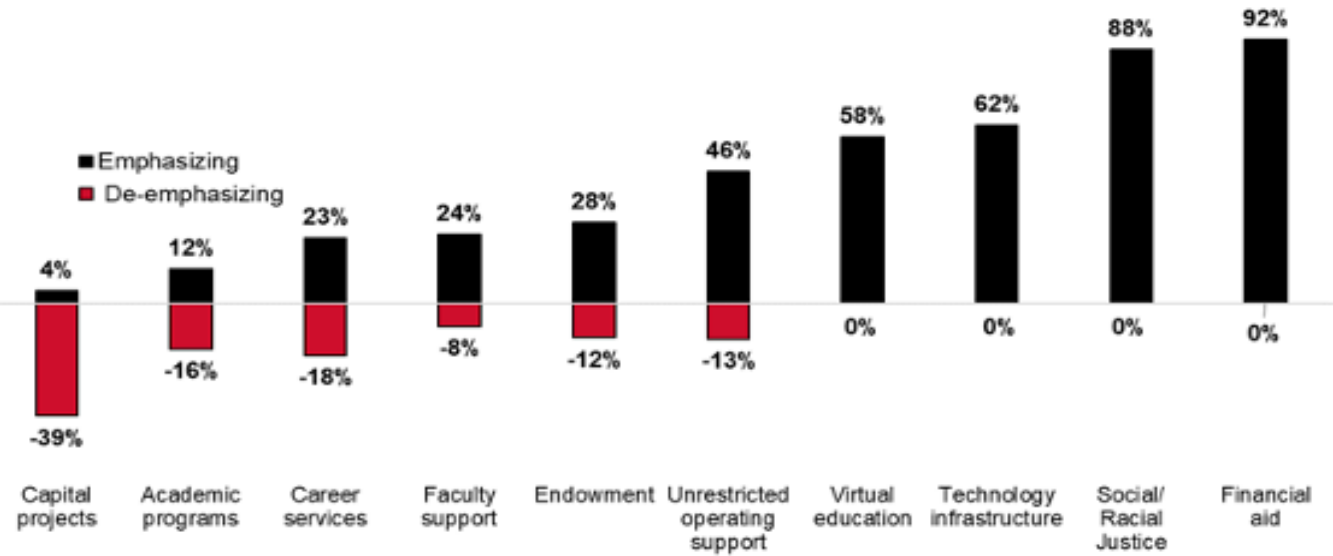
WHO IS GIVING?

- LEADERSHIP VOLUNTEERS
- PLANNED GIVING DONORS
- REPEAT/LOYAL DONORS
- DONOR ADVISED FUNDS & FOUNDATIONS

WHO IS NOT?

- PREVIOUS DONORS <\$100
- YOUNG DONORS
- PREVIOUS DONORS IN HARD-HIT INDUSTRIES

PANDEMIC IMPACT ON FY21 PRIORITIES: USM RESPONSES



Washburn & McGoldrick *Advancement Moving Forward* surveys June & September 2020

TRENDS AND THE NEW REALITY: CAMPAIGNS



MISSION
CRITICAL
MESSAGING



IMPORTANCE
OF
VOLUNTEERS

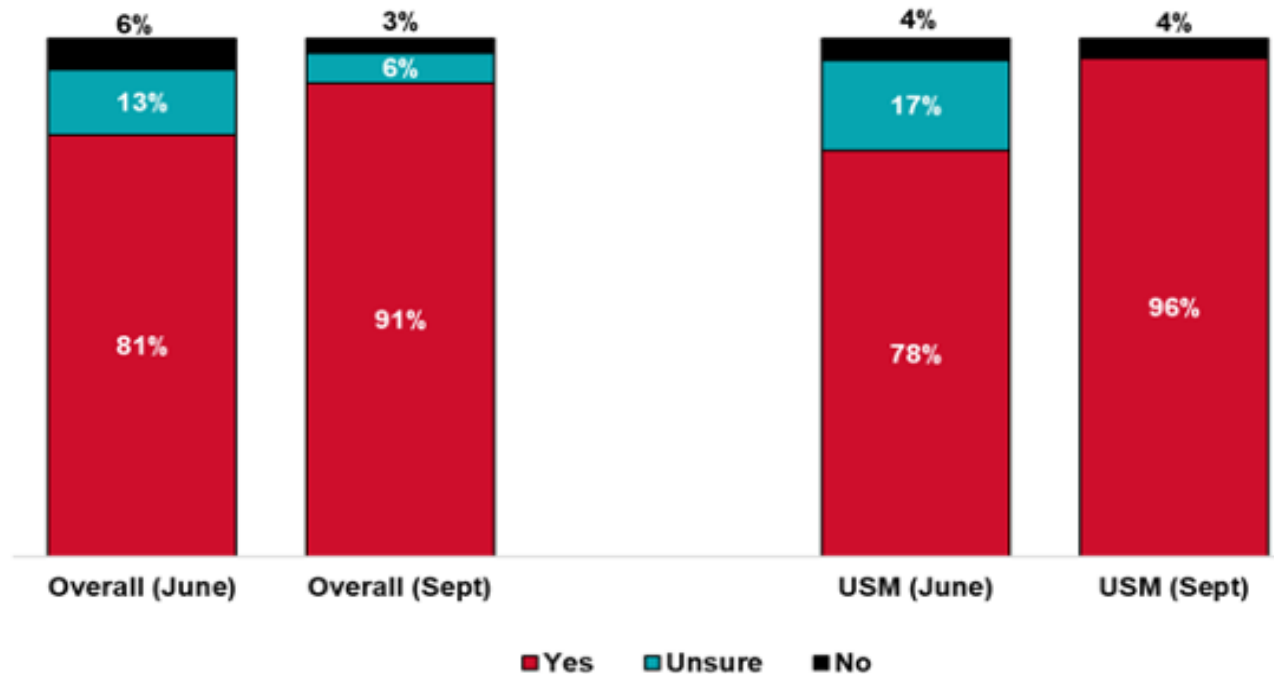


SEQUENTIAL
CAMPAIGNS
WITHIN ONE
MAJOR
CAMPAIGN



VIRTUAL
LAUNCHES AND
CLOSING
CELEBRATIONS

“WILL THE PANDEMIC CHANGE HOW YOU DO YOUR JOB BEYOND THE CURRENT CRISIS?”



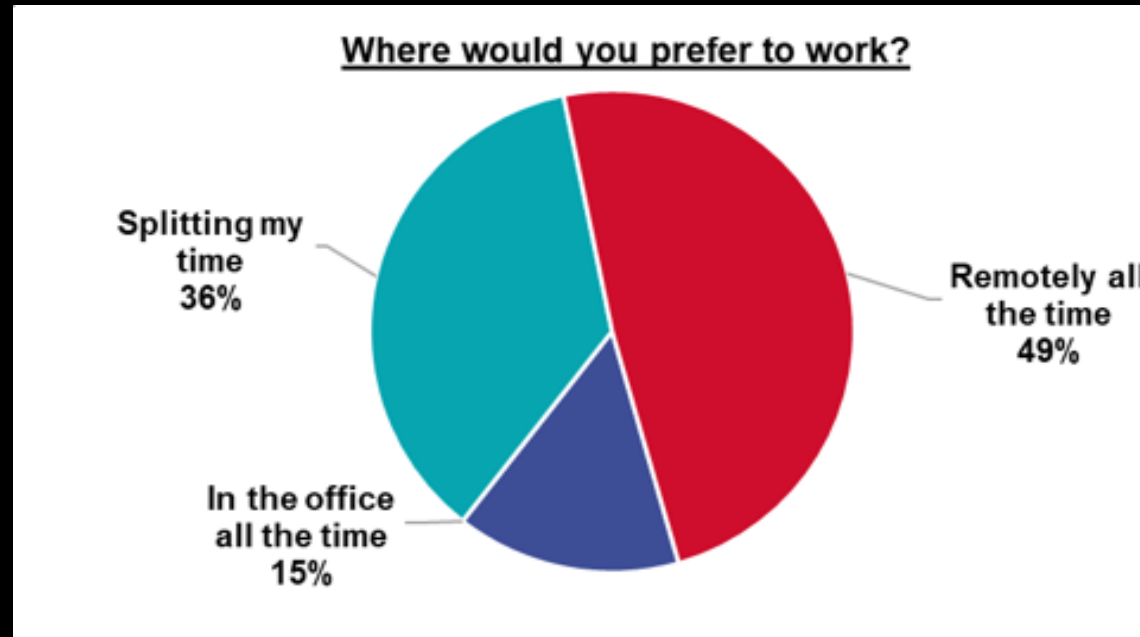
Washburn & McGoldrick *Advancement Moving Forward* surveys June & September 2020

TRENDS AND THE NEW REALITY: STAFFING



RETAIN/UPGRADE 1ST PRIORITY
GREATER USE OF VIRTUAL TOOLS
CROSS FUNCTIONAL POSITIONS
FOCUS ON DIVERSITY IN HIRING & RETENTION
BUDGET CONSTRAINTS
REMOTE/"DIGITAL" GIFT & ALUMNI OFFICERS

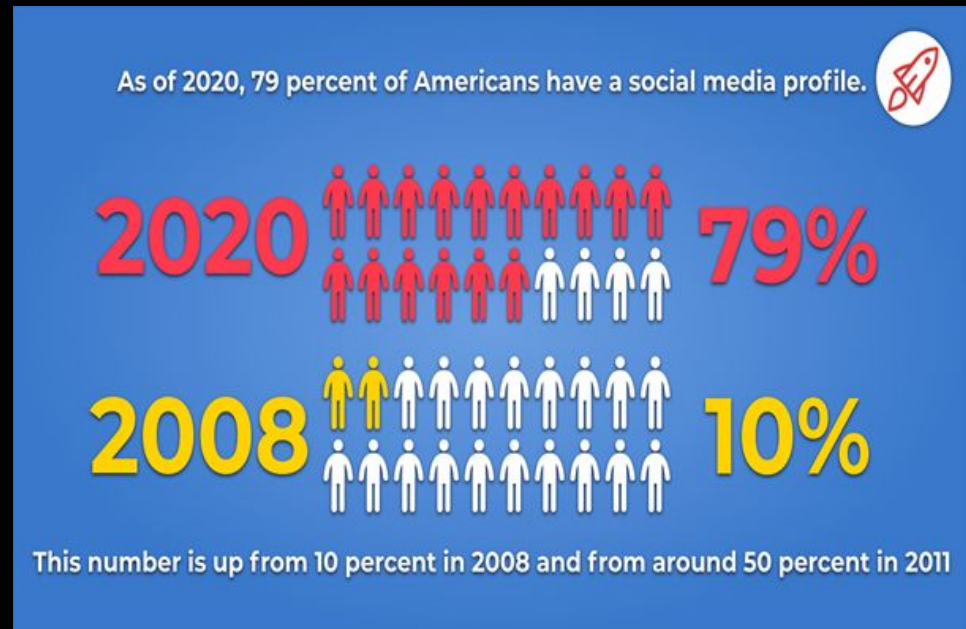
HYBRID WORK MODEL



Washburn & McGoldrick *Advancement Moving Forward* survey September 2020

TRENDS AND THE NEW REALITY: ENGAGEMENT AND STEWARDSHIP

- Broader engagement and increased attendance from new and more diverse participants
- More personalized and individual stewardship
- Multi-channel communications *(but less in print)*





WHAT'S
OLD IS
NEW
AGAIN

- LEADERSHIP
- STRONG CASE: WHAT'S YOUR WHY?
- LISTENING
- PERSONALIZED OUTREACH
- POWER OF PHILANTHROPY



BOARD OF REGENTS

SUMMARY OF ITEM FOR ACTION,
INFORMATION OR DISCUSSION

TOPIC: Year-to-date Fundraising Report

COMMITTEE: Advancement Committee

DATE OF MEETING: October 28, 2020

SUMMARY: The attached table shows fundraising progress (as compared to FY20 and against the FY21 goal) for September 2020.

ALTERNATIVE(S): This is an information item.

FISCAL IMPACT: This is an information item.

CHANCELLOR'S RECOMMENDATION: This is an information item.

COMMITTEE ACTION: Information item DATE: 10.28.2020

BOARD ACTION: DATE:

SUBMITTED BY: Leonard Raley, Vice Chancellor for Advancement, rale@usmd.edu
301-445-1941



FY21 FUNDRAISING

Institution	FY20 Results 30-Sep	FY21 Results 30-Sep	FY2021 Goal	Percentage to Goal FY21
Bowie State University	\$185,697	\$539,557	\$3,500,000	15.42%
Coppin State University	\$713,804	\$65,715	\$1,300,000	5.06%
Frostburg State University	\$617,761	\$372,172	\$2,750,000	13.53%
Salisbury University	\$7,069,263	\$552,060	\$11,000,000	5.02%
Towson University	\$2,353,134	\$3,732,376	\$14,500,000	25.74%
University of Baltimore	\$1,952,723	\$337,161	\$3,000,000	11.24%
University of Maryland, Baltimore	\$12,614,167	\$10,690,155	\$85,000,000	12.58%
University of Maryland Baltimore County	\$2,067,518	\$797,295	\$12,500,000	6.38%
University of Maryland Center for Environmental Sciences	\$134,993	\$914,905	\$1,125,000	81.32%
University of Maryland College Park	\$31,074,731	\$65,236,198	\$175,000,000	37.28%
University of Maryland Eastern Shore	\$719,548	\$89,663	\$2,500,000	3.59%
University of Maryland Global Campus	\$791,606	\$1,191,195	\$2,500,000	47.65%
University System of Maryland	\$197,889	\$748,802		
TOTAL	\$60,492,834	\$85,267,254	\$314,675,000	27.10%

10/22/2020



BOARD OF REGENTS

SUMMARY OF ITEM FOR ACTION,
INFORMATION OR DISCUSSION

TOPIC: Quasi endowment grants

COMMITTEE: Advancement Committee

DATE OF MEETING: October 28, 2020

SUMMARY: The Quasi-Endowment Fund, initiated in FY15, was established with \$50 million committed by USM institutions and the USM Office. Spendable income from this quasi-endowment funds two components: a competitive grant program administered through the USM Office of Advancement, and direct funding of institution fundraising programs. The USM Office has reviewed and recommended grants for 2021 as summarized in the chart titled 2021 USM Quasi Endowment Grant Requests and Recommendations.

ALTERNATIVE(S):

FISCAL IMPACT:

CHANCELLOR'S RECOMMENDATION:

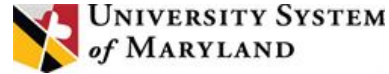
COMMITTEE ACTION:

DATE: 10.28.2020

BOARD ACTION:

DATE:

SUBMITTED BY: Leonard Raley, Vice Chancellor for Advancement, rale@usmd.edu
301-445-1941



**USM Quasi-Endowment Grant Program
2021 Grant Requests and
Recommendations**

In FY15, the USM and its institutions established a \$50 million quasi-endowment in support of endowment-building at each USM institution. The USM Office administers a grant program funded by its \$10 million commitment to this quasi-endowment. Approximately \$425,000 in funds are available through this competitive grant process. USM staff makes funding recommendations, which are reviewed and approved by the Board of Regents Advancement Committee.

INSTITUTION	DESCRIPTION	AMOUNT REQUESTED	STAFF RECOMMENDATION
Bowie State University	Support for 1) an endowed fund 1:1 matching-gift incentive to support the endowment building campaign; 2) virtual events for the Nelson Wells society (planned giving recognition); 3) digital engagement.	\$75,000	\$58,500
Coppin State University	Support for digital storytelling with a major gifts focus; communications for funding opportunities for endowment	\$72,000	\$55,500
Frostburg State University	Support for communications and for student gift officers.	\$72,500	\$55,500
Salisbury University	Continued support for an additional major gift officer during the three-year public phase of We Are SU: The Campaign for Salisbury University, SU and the Salisbury University Foundation, Inc. (SUF) will match this amount with \$45,000 to cover the remainder of the salary, benefits, and expenses associated with this position.	\$45,000	\$40,000
Towson University	Continued support for a prospect discovery and engagement system through the vendor Gravyty. The use of this product will greatly assist Towson's 10 major gift officers in identifying and engaging with prospects, in particular those who may give to endowment.	\$25,000	\$20,000
University of Baltimore	Continued support for a Communications Specialist position that will support its forthcoming campaign, "You Know Us." The position will allow the Advancement Office to craft sophisticated messaging about UB, support major gift officers, and coordinate with communications efforts across the university. The university will fund a portion of benefits costs and intends to fund the position in its entirety at the end of three years.	\$75,000	\$65,000
University of Maryland, College Park	Continued support for a new software solution and platform to better award, steward, manage and report on donor-funded accounts. This will greatly improve advancement operations, campus partnerships, and donor cultivation efforts and fundamentally transform the way advancement collaborates works with key campus stakeholders.	\$70,000	\$55,000
University of Maryland, Baltimore	Content writer; part time gift officer, test message platform.	\$68,500	\$53,500
The Universities at Shady Grove	Support for a consultant to increase capacity during the transition to new leadership and to continue fundraising in support of its 20th anniversary.	\$36,000	\$22,000
TOTAL REQUESTED		\$539,000	
TOTAL AWARDED			\$425,000



TOPIC: Proposed Revisions to USM BOR VI-4.00 – Policy on the Naming of Facilities and Programs

COMMITTEE: Regents Advancement Committee

DATE OF COMMITTEE MEETING: October 28, 2020

SUMMARY: The Regents Advancement Committee recently recommended approving changes to the BOR VI 4.00 Policy on the Naming of Facilities and Programs. The policy in these materials include changes discussed and approved at the October 8 special meeting, as well as minor edits made to the policy after the meeting. The revised policy 1) increases the due diligence required in forwarding a name for consideration; 2) requires campuses and regional centers to formalize their own policy regarding naming's at the institutional level (those that do not go to the Regents for approval); 3) expands upon the process and considerations needed to request the removal of a name and; 4) provides in an appendix guidelines for institutions considering the removal of a name. These revisions are intended to provide deliberative and thoughtful parameters for USM institutions as they seek to name spaces or programs or if they need to revisit a particular naming.

The draft policy is included as an information item for the committee and will be voted upon at the next full board meeting.

ALTERNATIVES(S):

FISCAL IMPACT:

CHANCELLOR'S RECOMMENDATION:

COMMITTEE RECOMMENDATION:

DATE: 10.28.2020

BOARD ACTION:

DATE:

SUBMITTED BY: Leonard Raley (301) 445-1941 raleym@usmd.edu



VI-4.00 – POLICY ON THE NAMING OF FACILITIES AND PROGRAMS

(Approved by the Board of Regents on January 11, 1990; amended January 24, 1991; amended April 4, 1997; revised February 15, 2013; revised December 12, 2014; revised and approved May 1, 2020; amended [DATE])

The Board of Regents of the University System of Maryland (USM) wishes to encourage opportunities for significant philanthropy to its member institutions through the naming of major facilities and programs. The Board also encourages the naming of major facilities and programs that honor scholars and other distinguished individuals who are preeminent in their field of endeavor and/or have contributed meaningfully to the USM or to any of its constituent institutions. Any such naming must undergo a high level of consideration and due diligence to ensure that the name comports with the purpose and mission of the USM and its institutions. No naming shall be permitted for any entity or individual whose public image, products, or services may conflict with such purpose and mission.

I. Applicability

This policy shall apply to the following:

- A. **Facilities:** planned and existing buildings of all types, major new additions to existing buildings, as well as institution grounds and athletic facilities, all major outdoor areas including streets, entrances, gates, and landscape features such as quadrangles, gardens, lakes, fountains, and fields.
- B. **Programs:** colleges, schools, departments, centers, institutes, and programs, including those that are online or virtual.

Items not covered: interior space within facilities (laboratories, classrooms, practice rooms, lecture halls, etc.); minor landscape features such as benches or sidewalk bricks; scholarships, fellowships and chairs. Institutions shall develop their own naming policy **aligned with Board of Regents policy**, for these items. In cases where there may be some question regarding the need for Board of Regents' approval, the Chancellor will determine which naming opportunities require approval.

II. Philanthropic Naming of Facilities

Requests made to the Board of Regents to name a new facility or renovated existing facility must comply with the following guidelines:

- A. The proposed gift should contribute significantly to the realization or completion of a facility or the enhancement of a facility's usefulness to the university.

B. All requests should demonstrate that the institution has maximized the potential of fundraising in association with facility naming. To receive best consideration, the Board recommends the following:

1. For institutions considered high research activity or special focus in the Carnegie classification and with annual research expenditures of \$60 million or more as reported in the National Science Foundation's Higher Education Research and Development survey (University of Maryland, Baltimore; University of Maryland, Baltimore County; and University of Maryland, College Park), the present value of the gift should be an amount equal to or greater than 15 percent of the cost to construct or substantially renovate the building proposed for naming.
2. For all other institutions, the present value of the gift should be an amount equal to or greater than 7.5 percent of the cost to construct or substantially renovate the building proposed for naming.

The naming of existing buildings not targeted for substantial renovation will be considered on a case-by-case basis. The underlying principle of such naming should be to honor a significant gift or history of significant giving to the institution.

- C. Gifts made to fund the direct costs of construction or renovation, or to establish an endowment in support of maintenance or program costs, are encouraged and will receive more favorable consideration.
- D. The building to be named should be approved for construction or renovation in the Capital Improvement Plan.
- E. If a naming opportunity is being considered for a set period of time (naming rights to an athletic field, for example), the cost of installing and removing the name should be a consideration, and plans accounting for those costs should be included in the request to the Board.
- F. The gift may be in cash or in the form of a legally binding pledge, provided however, that if in the form of a pledge, it should be paid in full within five years. A portion of the gift may be in the form of an irrevocable trust or bequest, provided that the donor is age 75 or older. If a bequest, there must be a legally binding pledge backing up the bequest. The Board of Regents may consider exceptions to these gift provisions as listed in this item if a strong rationale is provided.

In some cases, an institution may wish to leverage donor funds to help move a building project forward in the capital projects queue. Such gifts must meet different criteria than those required for naming a building. Please refer to Policy [VI-4.20 - GUIDELINES REGARDING THE EFFECT OF DONOR FUNDING AND OTHER EXTERNAL FUNDING ON THE PRIORITIZATION OF STATE-FUNDED CAPITAL PROJECTS](#) for details regarding moving a building forward in the capital projects queue.

III. Philanthropic Naming of Programs

Requests made to the Board of Regents to name a program must comply with the following guidelines:

- A. The named gift levels for schools, colleges, departments, centers, institutes, and programs will be established on a case-by-case basis. Endowed gifts are strongly encouraged.
- B. Generally, the endowment established through the gift should generate 10 to 20 percent of the unit's operating budget on an annual basis, depending on the size of the unit.
- C. Gift terms required to name a program are the same as those set forth for facilities, as described above.

IV. Honorific Naming

In those cases where facility and program naming is honorific, they should be named for scholars and other distinguished individuals who are preeminent in their field of endeavor and/or have contributed meaningfully to the USM or to any of its constituent institutions. Although significant philanthropy made over a donor's lifetime may constitute a valid rationale for an honorific naming, honorific naming should not be used to circumvent the requirements of gift-related naming policies. The following guidelines apply to honorific naming requests:

- A. No campus facility or program will be named for individuals employed by or formally affiliated with the USM or the State of Maryland, unless and until one year has passed since the individual's USM or State employment or affiliation has ceased.
- B. The Board will consider exceptions to Section IV.A. under the following circumstances:
 - 1. If an individual has completed 10 years of service to the USM and is currently serving in a position of reduced responsibility (i.e. from institution president to faculty status).
 - 2. If there are health issues or special family circumstances.

V. Naming Resulting from Fundraising Appeals

On occasion, fundraising appeals are organized to honor an individual via the naming of a program or facility. In such cases, the total funds raised should conform with the gift minimums and terms described in Section II or Section III, as applicable.

The guidelines set forth in Section IV, Honorific Naming, shall also apply. Institutions launching such efforts should seek approval from the Board of Regents before launching a public campaign. Institutions should clearly describe in associated fundraising materials any prerequisites that are related to or limit the naming opportunity.

Upon completion of the fundraising appeal, institutions shall report to the Board of Regents that the conditions described in the request were met before the naming is announced to the general public.

VI. Process and Procedures

The USM Vice Chancellor for Advancement should be notified of possible facility or program naming discussions as early in the process as possible. All requests shall be approved by, and submitted through, the president of the requesting institution. A naming that involves a regional center shall be submitted via the executive director of the regional center in consultation with the president of the administrative (coordinating) institution, and the USM vice chancellor for administration and finance and the senior vice chancellor for academic and student affairs (on behalf of the chancellor). Naming requests involving multiple institutions should be submitted jointly by the appropriate presidents. In the case of a naming at the USM level, the request should be submitted by the chair of the Board of Regents.

Requests should be submitted six weeks prior to the full board meeting at which the request will be considered. Exceptions to the timeline may be considered by the Chancellor and the Board of Regents. Requests will be reviewed within the USM Office of the Chancellor before being submitted for review by the Board of Regents Committee on Advancement. The Committee on Advancement will then 1) decline the request, 2) request additional information or clarification, or 3) recommend approval by the full Board.

In making requests for naming of facilities or programs, the following information is to be submitted:

- A. A detailed request in letter or memo form that should provide:
 1. The namesake's name and relationship to the USM or institution, if applicable.
 2. A detailed report demonstrating that the namesake's background has been thoroughly considered; that the naming honors the values and mission of the institution; and that any controversies, if they exist, have been examined and judged to be immaterial to the naming.
 3. The gift amount and terms, including but not limited to any costs associated with the gift, if applicable.

- B. For honorific naming, a clear rationale for the request, including a description of the honoree's accomplishments and contributions to the institution or USM, how the naming will reflect positively on the institution and/or the USM, and, if applicable, a justification for an exception to the provisions described in Section IV, Honorific Naming, above.

- C. For a naming related to **launching** a fundraising appeal, a letter or memo outlining:
 1. The namesake's name and relationship to the USM or institution.
 2. The amount of funds raised in gifts and pledges and expected cash realized, including but not limited to any costs associated with the campaign.
 3. A rationale for the honorific naming, as described in Section IV.

4. As noted in Section V, institutions shall report to the Board of Regents regarding the completion of the campaign and fulfillment of the conditions of the request before the naming is announced to the general public.
- D. As applicable, the overall cost of the facility construction or renovation or the overall budget of the program to be supported. If the gift represents partial or total funding of the construction, remodeling, or renovation, the following information must be included:
1. Relationship of the project to the institution's long-range plans;
 2. Source and status of capital budget funds needed in addition to the gift;
 3. A timetable for project implementation;
 4. Operating budget implications, and sources of funds.
- E. The proposed name of the facility or program and, if applicable, the current name of the facility or program.
- F. A copy of the gift contract and/or pledge agreement, if applicable.
- G. A biographical profile of the prospective donor or recipient of an honorific naming.

Requests involving negotiations with donors or honorific naming will be held in the strictest confidence. Exceptions will be considered if the requesting institution **has specific reasons** to believe that public input is necessary to move forward with a naming.

VII. Public Announcement

No public announcement of a philanthropic or honorific naming should be made prior to Board of Regents' approval. Public announcements should be scheduled in coordination with the Chancellor's Office to ensure proper representation from the USM Office and Board of Regents. In cases where a gift is funding new construction or substantial renovation, the Board encourages institutions to consider having 50% of the gift in hand before a public announcement is made. Public announcements regarding honorific naming will include the rationale for the naming, including background regarding the individual and how the naming reflects positively on the institution and the USM.

VIII. Removal of Name from a Facility or Program

As naming authority for facilities and academic programs lies with the Board of Regents, so does the authority and responsibility to remove a name.

- A. Gift-related naming. In the case of a gift-related naming, the Board of Regents reserves the right to remove names from facilities and programs when the gift remains unpaid beyond the five-year limit. Should this occur, the Board of Regents may name an area of the facility or

seek another appropriate naming opportunity that would be proportionate to the value of the gift received.

- B. Useful life. The naming of a facility or program follows the facility or program for its useful life unless otherwise determined by the Board of Regents.
- C. Controversial or Changed Circumstances. If a previously approved naming violates the standards or values of the USM and its constituent institutions, compromises the public trust or reputation of an institution, or is contrary to applicable law, the Board of Regents may remove a name. Removal of a name should be rare, and the case for removal must be compelling and well researched. Requests for removing a name shall be submitted by the institution's president, and in the case of multiple institutions, jointly by the appropriate presidents. A naming that involves a regional center shall be submitted via the executive director of the regional center in consultation with the president of the administrative (coordinating) institution, and the USM vice chancellor for administration and finance and the senior vice chancellor for academic and student affairs (on behalf of the chancellor). Requests shall include the following elements:
 - 1. A detailed narrative describing the institution's process in considering the name removal. (Appendix A provides guidelines.)
 - 2. A listing of key considerations examined in making the decision to request a removal. (See Appendix A.)
 - 3. Consideration of any legal issues and costs associated with removing a name.
 - 4. Evidence of meaningful community input in considering the renaming.

Renaming of an institution must follow VI-2.00-Policy on Recommendations to Change the Name or Status of an Institution, which requires approval of the Governor and the General Assembly.

As with naming requests, requests to remove a name will be reviewed by the Board of Regents Committee on Advancement, which will 1) deny the request, 2) seek additional information, or 3) recommend the request for approval by the full Board of Regents.

IX. USM institutions and regional centers shall establish policies and procedures for all naming requests, including those not requiring Board of Regents' approval. Policies and procedures shall also be established for the removal of names or renaming.

X. USM institutions shall provide an annual report to the Board of Regents on all namings, including those resulting from realized gifts, and the form of recognition.

NEW SECTION – APPENDIX A – NEW SECTION

Appendix A

Guidelines on Renaming and Removal of Names at USM Institutions and Regional Centers

Naming of a facility or academic program is one of the highest honors an individual or organization can receive from a university, and the Board of Regents is aware of its great responsibility to ensure that such recognition honors its history, mission, and values. These guidelines are provided as a resource for institutions and regional centers to develop their own policies and procedures related to naming and renaming of facilities and programs. In general, naming recognitions have been awarded for the following:

- To honor individuals by recognizing exceptional contributions shaping the university.
- To commemorate university history and traditions.
- To honor long-term and significant financial contributions to the university.
- To honor financial contributions to support the structure or program being named.

Removal of a name should be rare, and those making such a request should understand that their case must be compelling and well researched. Removal of a name should not erase an important aspect of the university's past, and where possible, education about and reinterpretation of the name in order for the university community to deepen its understanding about its history may be a reasonable alternative to removal.

Considerations for Renaming or Removal of a Name

1. **The research and rationale of the original naming process.** Whenever available, the documents and discussions making the case for the original naming should be considered, as well as the rigor of the review process. Were those making the naming decision aware of the negative or controversial aspects of the namesake? Did the namesake's positive contributions outweigh those factors in the view of those authorizing the original naming?
2. **Clearly documented research about the prevalence and persistence of the namesake's objectionable behavior.** New research and reinterpretations about prominent figures can reveal behaviors and factors not known or emphasized at the time of the naming. In this case, consideration should be given to the centrality of the offensive behavior to the namesake's life as a whole, and whether the behavior was consistent with conventions of the time. The historical record of the subject's behavior should be substantial and unambiguous and made publicly available.
3. **The past and current effect of the namesake's behavior.** The individual's behavior and how it aligns with the educational mission and inclusive values of the university should be a factor. Did the namesake's action(s) cause hurt to individuals or groups that would have been avoided or corrected by contemporary peers? Does the use of the name undermine the ability of a significant number of individuals or groups to engage in, or feel a sense of belonging to, the university community? Is there a strong case that current values and standards have changed so appreciably as to make the name objectionable to the broader university or community?
4. **The namesake's relationship to the university.** Consideration should be given as to whether the namesake had an objectively significant and noteworthy role in the history of the

university. Legal or other commitments the university has made to any donors (and their heirs) in connection with the name in question and the legal and financial implications must also be considered.

5. **University community input.** The voices and views of the entire university community should be a factor in considering the naming request. A request to remove a name is likely to elicit strong opinions; it is essential that different perspectives are given respectful consideration. In cases where multiple institutions share a facility or academic program, input should be considered from every constituency.
6. **Possibilities for mitigation and interpretation.** In some cases, providing historical context and a reinterpretation of a name can be an opportunity to educate the university community about important aspects of its past. Consideration may be given as to whether the harm can be mitigated, and historical knowledge preserved, by recognizing and addressing the individual's wrongful behavior in a prominent and permanent way in conjunction with retaining the name.

Procedures

1. Students, faculty, staff or alumni desiring the removal of a name or a renaming should submit a request to the Office of the President. The request should include:
 - a. A letter providing a rationale for the request (it is recommended that the requestors review and respond to the considerations outlined above).
 - b. A petition of support signed by members of the university community. The President may impose a signature threshold in order to consider the petition. Alternatively, the President may determine that requests should come via resolution of the university's shared governance bodies.
2. The President will review the request for factual accuracy and relevance and determine if the request should undergo a formal review. The President may ask for additional information from the requestor(s) before moving forward with a review.
3. If the request undergoes formal review, the President may form a special committee. This committee may include faculty with relevant expertise, senior administrators, student leadership, and alumni or volunteer representation. This committee should be given a charge to:
 - a. Embrace the role of the university as a training ground for citizens and future leaders and be true to the university mission.
 - b. Ensure meaningful outreach to, and engagement with, the entire university community.
 - c. Understand and respect that the entire university community is its constituency, including those with different viewpoints from those making the request.
 - d. Apply intellectual rigor that will bring context, a respect for tradition balanced with regard for discovery and changing viewpoints, and a perspective that such decisions must serve the university for the long term, not just a particular moment.

The committee may include other elements in its charge as appropriate.
4. The committee will review the request using the considerations listed above as a guide; it may choose to include additional considerations. The committee will present findings to the President.
5. Upon review of the committee's findings, the President will determine the appropriate action. If the President determines that removal of a name or renaming of a facility or academic program is appropriate, the President will submit a formal request to the Board of Regents. Renaming requests must follow the Board of Regents Policy VI-4.00 – Policy on Naming of Facilities and Academic Programs.

6. If the requested action is to change the name of an institution, the request must follow VI-2.00-Policy on Recommendations to Change the Name or Status of an Institution, which requires approval of the Governor and the General Assembly.



BOARD OF REGENTS

SUMMARY OF ITEM FOR ACTION,
INFORMATION OR DISCUSSION

TOPIC: Committee Charge

COMMITTEE: Advancement Committee

DATE OF MEETING: October 28, 2020

SUMMARY: Regents on the Committee on Advancement will review and discuss the committee charge and recommend approval of any necessary changes. See yellow highlighted areas.

ALTERNATIVE(S):

FISCAL IMPACT:

CHANCELLOR'S RECOMMENDATION:

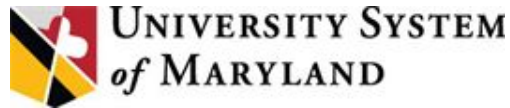
COMMITTEE ACTION:

DATE: 10.28.2020

BOARD ACTION:

DATE:

SUBMITTED BY: Leonard Raley, Vice Chancellor for Advancement, raleym@usmd.edu
301-445-1941



Committee on Advancement Charge

The Committee on Advancement shall consider and report to the Board on all matters relating to the University System of Maryland's private fund-raising efforts, including policies, strategies, best practices and national standards affecting capital campaigns and ongoing fund-raising programs of individual institutions and the University System of Maryland.

This Committee shall give support to individual institutions and affiliated foundations in all development/advancement efforts, recognizing the vast majority of donors' interests lie with individual institutions, and in many cases, specific programs. This Committee shall also encourage individual institutions and affiliated foundations in seeking collaborative and joint fundraising between and among institutions and programs.

This Committee shall support efforts to bring more resources to advancement programs in order to build a thriving culture of philanthropy and engagement, which in turn improves scholarship, student access, and innovation across the USM.

This Committee shall review institutional and system-wide efforts and make recommendations to the Board regarding the enhancement of system interests through entrepreneurial and private fund-raising activities, including gifts, donations, bequests, endowment, grants, venture, cooperative agreements, and other public-private opportunities.

The Committee will encourage all system institutions to establish positive and noteworthy stewardship standards, reflected in the regular communication with donors about the intent, use, and outcomes of the application of the funds received. **This Committee will review requests related to the naming of academic programs and facilities.**

This Committee acknowledges the critical role of affiliated foundations in these efforts, and in particular good stewardship and management of funds. This Committee shall consider and report to the Board on all matters relating to System-affiliated foundations, alumni associations and similar 501 (c) (3) organizations affiliated with the USM and monitor activities to assure adequate institutional controls are in place.

Per Regents policy, this committee shall review selected Regent's Advancement policies annually and each policy shall be reviewed at least once every four years.

October 2020



BOARD OF REGENTS

SUMMARY OF ITEM FOR ACTION,
INFORMATION OR DISCUSSION

TOPIC: Convening Closed Session

COMMITTEE: Committee on Advancement

DATE OF MEETING: October 28, 2020

SUMMARY: The Open Meetings Act permits public bodies to close their meetings to the public in special circumstances outlined in §3-305 of the Act and to carry out administrative functions exempted by §3-103 of the Act. The Committee on Advancement will now vote to reconvene in closed session. As required by law, the vote on the closing of the session will be recorded. A written statement of the reason(s) for closing the meeting, including a citation of the authority under §3-305 and a listing of the topics to be discussed, is available for public review.

It is possible that an issue could arise during a closed session that the Committee determines should be discussed in open session or added to the closed session agenda for discussion. In that event, the Committee would reconvene in open session to discuss the open session topic or to vote to reconvene in closed session to discuss the additional closed session topic.

ALTERNATIVE(S): No alternative is suggested.

FISCAL IMPACT: There is no fiscal impact

CHANCELLOR’S RECOMMENDATION: The Chancellor recommends that the BOR vote to reconvene in closed session.

COMMITTEE ACTION: DATE: 10.28.2020

BOARD ACTION: DATE:

SUBMITTED BY: Leonard Raley (rale@usmd.edu) 301-445-1941



BOARD OF REGENTS

SUMMARY OF ITEM FOR ACTION,
INFORMATION OR DISCUSSION

STATEMENT REGARDING CLOSING A MEETING
OF THE USM BOARD OF REGENTS

Date: October 28, 2020

Time: 12:00 noon

Location: The University System of Maryland

STATUTORY AUTHORITY TO CLOSE A SESSION

Md. Code, General Provisions Article §3-305(b):

- (1) To discuss:
 - (i) The appointment, employment, assignment, promotion, discipline, demotion, compensation, removal, resignation, or performance evaluation of appointees, employees, or officials over whom it has jurisdiction; or
 - (ii) Any other personnel matter that affects one or more specific individuals.
- (2) To protect the privacy or reputation of individuals with respect to a matter that is not related to public business.
- (3) To consider the acquisition of real property for a public purpose and matters directly related thereto.
- (4) To consider a preliminary matter that concerns the proposal for a business or industrial organization to locate, expand, or remain in the State.
- (5) To consider the investment of public funds.
- (6) To consider the marketing of public securities.
- (7) To consult with counsel to obtain legal advice on a legal matter.
- (8) To consult with staff, consultants, or other individuals about pending or potential litigation.
- (9) To conduct collective bargaining negotiations or consider matters that relate to the negotiations.

- (10) To discuss public security, if the public body determines that public discussions would constitute a risk to the public or public security, including:
 - (i) the deployment of fire and police services and staff; and
 - (ii) the development and implementation of emergency plans.
- (11) To prepare, administer or grade a scholastic, licensing, or qualifying examination.
- (12) To conduct or discuss an investigative proceeding on actual or possible criminal conduct.
- (13) To comply with a specific constitutional, statutory, or judicially imposed requirement that prevents public disclosures about a particular proceeding or matter.
- (14) Before a contract is awarded or bids are opened, to discuss a matter directly related to a negotiation strategy or the contents of a bid or proposal, if public discussion or disclosure would adversely impact the ability of the public body to participate in the competitive bidding or proposal process.

Md. Code, General Provisions Article §3-103(a)(1)(i):

- Administrative Matters

TOPICS TO BE DISCUSSED: Consideration of three naming requests by two separate institutions.

REASON FOR CLOSING: To maintain confidentiality of personal information concerning two individuals who are proposed to have buildings named after them at an institution (§3-305(b)(1)(i) and (2)).
