

**USM BOARD OF REGENTS  
ADVANCEMENT COMMITTEE  
USM – Chancellor’s CR  
October 24, 2018**

**DRAFT**

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MINUTES: Public Session

A meeting of the Board of Regents Committee on Advancement was held at the University System of Maryland office on October 24, 2018 at 11:00 a.m. In attendance were: Regents Barry Gossett, Louis Pope, Bill Wood, Langston Frazier, and Chancellor Caret. Via teleconference were Regents James Holzapfel and D’Ana Johnson, and Elena Langrill (Office of the Attorney General). In attendance from USM institutions: Jayme Block (SU), Doug Dalzell (Coppin), Margel Hight (UMCES), Veronica Meinhard (UMCP), Thomas Sullivan (UMB), John Short (FSU), Theresa Silanskis (UB), Brian DeFilippis (TU), Greg Simmons (UMBC) and Richee Smith Andrews (USG). From the USM office: Vice Chancellor Leonard Raley; Associate Vice Chancellor Marianne Horrigan; Jeff Neal, Vice Chancellor of Communications, Denise Wilkerson, USM Chief of Staff, Ellen Herbst, Vice Chancellor for Finance & Administration, Sapna Varghese, Director of Advancement; and Gina Hossick, Executive Assistant.

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

Introduction of new committee members

Regent Gossett welcomed new regents Bill Wood and Langston Frazier, as well as new vice president Brent Swinton at Bowie State University. Veronica Meinhard also joined us from UMCP.

Review and discussion of charge

Regent Gossett and Vice Chancellor Raley reviewed the committee charge with the committee and discussed the role of the USM in helping advancement efforts. Changes to the charge were suggested and will be reviewed at the next committee meeting.

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) every campus has heard the message of the importance of endowment and is making it a priority in their campaigns, (2) every campus is focused on effective alumni engagement and looking at cost-effective ways of staying connected using social media, (3) many campuses could use more on-the-ground fundraisers to build their major gifts program, and (4) every vice president appreciates the support they receive from the USM office through events, professional development, and shared resources.

### Fundraising

The system wide goal for the year is \$341 million; with our first quarter behind us, we are about 21% toward our cumulative goal. Vice presidents discussed recent major gifts and plans for their campaign launches.

### Quasi Endowment Report

This is the fifth year of using funds from the quasi-endowment fund established 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. Each institution is making progress toward building endowment by effective use of the spendable income.

*Meeting adjourned at 12:05 pm.*