

**USM BOARD OF REGENTS  
ADVANCEMENT COMMITTEE  
UMBC – The Event Center  
September 25, 2019**

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MINUTES: Public Session

A meeting of the Board of Regents Committee on Advancement was held at the University of Maryland Baltimore County, The Event Center, on September 25, 2019 at 11:00 a.m. In attendance were Regents Barry Gossett, D'Ana Johnson, Bill Wood, and Louis Pope. From USM institutions: Jason Curtin (SU), David Balcom (UMES), Theresa Silanskis (UB), Greg Simmons (UMBC), Brent Swinton (BSU), Cathy Sweet (UMGC), Dave Nemazie (UMCES), and Ahmed El-Haggan (CSU). From the USM office: Vice Chancellor Leonard Raley, Associate Vice Chancellor Marianne Horrigan, Tom Gilbert, CFO/USMF, Sapna Varghese, Director of Advancement, Ralph Partlow, VP & Associate General Counsel for USMF, Tim McDonough, Vice Chancellor for Communications, and Gina Hossick, Executive Assistant to Leonard Raley. Via teleconference: Regents James Holzapfel, Drew Needham and Robert Wallace; John Short (FSU) and Jackie Lewis (UMCP). From the USM Office: Chancellor Robert Caret and Chief of Staff Denise Wilkerson.

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

Presentation by President Freeman Hrabowski

President Hrabowski has turned UMBC into a nationally renowned research university and is succeeding at putting UMBC on the map in terms of private funding. President Hrabowski discussed how the Regents could help to build a culture of philanthropy on campuses. He provided an overview of the challenges to giving today: overall giving is up in terms of dollars, but down in terms of donors; changing tax laws no longer incentivize giving; generational shifts play a role; and Maryland is a rich state but with a history of giving to private colleges. He encouraged Regents to give to two or three campuses; use their network to help to bring important people to smaller campuses; and to share good news stories with their friends and associates.

Vice President's panel on the role of boards and volunteers in fundraising

A panel of vice presidents was assembled to ask them what's on their minds as they work to build alumni engagement, board involvement, and philanthropy.

Selecting the right fundraising board starts with the recruitment and the selection process, and it includes finding a variety of givers and getters. SU asks everyone to make a cash gift, include SU in estate planning, and make SU one of their top philanthropies. UB started a President's Council to help with their campaign by assisting with discovery calls for major gifts. As BSU recruits new members, they look for fundraising-based and strategic thinking that aligns with the university. Educating your board with score cards, benchmarks, student facts and figures, endowment giving, and the board mission is critical.

Campuses are looking at alumni affinity groups as an alumni engagement strategy. Alumni may be less connected to class year than with activities such as Greek life, professional interests, sports and clubs, etc. Schools are beginning to involve students early: engaged students are more likely to become engaged alumni and donors.

Vice presidents encouraged Regents to visit their campuses and learn more about the work that makes each USM institution stand out. They welcomed their involvement in boosting philanthropy.

Committee Charge

Regent Gossett presented the committee charge for discussion and review. He asked to ensure that the language regarding adequate institutional controls over affiliated foundations be reviewed by staff and strengthened if needed. He also stressed that compliance and reporting by the affiliated foundations was important and that the Committee would more closely monitor this area.

The meeting adjourned at 12:40 pm.