

MINUTES: Public Session

A meeting of the Board of Regents Committee on Advancement was held at the University System of Maryland, Adelphi office on February 26, 2020 at 11:00 a.m. In attendance were Regents Louis Pope, Geoff Gonella, and Elena Langrill from the Office of the Attorney General. Via teleconference: Regents Barry Gossett, James Holzapfel, Drew Needham, D'Ana Johnson and Robert Wallace. From USM institutions: Jayme Block (SU), David Balcom (UMES), Kate Crimmins (UB), Greg Simmons (UMBC), Cathy Sweet (UMGC), Stuart Clarke (UMCES), Jackie Lewis (UMCP), John Short (FSU), Brian DeFilippis (TU), Tom Sullivan (UMB), and Tara Turner (CSU). Via teleconference: Richee Smith Andrews (USG). From the USM office: Chancellor Jay Perman; Chief of Staff Denise Wilkerson; Vice Chancellor Leonard Raley; Associate Vice Chancellor Marianne Horrigan; Tom Gilbert, CFO, USM Foundation; Sapna Varghese, Director of Advancement; Ralph Partlow, VP & Associate General Counsel, USM Foundation; Tim McDonough, Vice Chancellor for Communications; and Gina Hossick, Executive Assistant to Leonard Raley.

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

Alumni Panel re engagement (information)

Alumni directors from three of campuses participated in a panel discussion moderated by Vice Chancellor Raley: Amy Eichhorst from UMD; Stanyell Odom from UMBC, and Nikki Sandoval from UMGC. The session focused on how alumni engagement is critical to the long-term success of our advancement programs, and how their work is complex, challenging, and constantly changing.

Among the key takeaways from this session was that the use of data is essential to the success of alumni engagement programs; that seeking ways to engage young alumni in new ways is critical; and that using metrics to measure success is required to inform programmatic and strategic decisions, especially when resources are limited.

Fundraising Updates (information)

The system wide goal for the year is \$171 million through the end of January 2020; we are 48% toward our annual goal of \$356 million. Vice presidents discussed recent major gifts and updates on campaign launches.

Quasi endowment award summary report (information)

Funds from the quasi-endowment continues 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 spendable income from the remaining \$10M funds a grant program to help kickstart additional endowment raising efforts. Institution are using these

funds to support needs such as planned giving and major gifts officer positions, matching gift campaigns, and communications to alumni, just to name a few.

Board of Regents Policy on the Naming of Facilities and Academic Programs (action)

This is an action item to approve revisions to our naming policy. The key changes are clarifying that non-academic and virtual or online programs may require Board of Regents approval, as these programs carry the same reputational risk as academic programs, and addressing naming requests related to fundraising appeals that honor a specific individual. The vice presidents and the AG's office have had an opportunity to review and comment on the policy. A motion was made, seconded and carried to approve the request as presented.

The meeting adjourned at 12:05 pm.