

**USM BOARD OF REGENTS
ADVANCEMENT COMMITTEE
Meeting via video
And conference call
October 28, 2020**

Minutes: public session

A meeting of the Board of Regents Committee on Advancement was held via video and teleconference October 28, 2020 at 11:00 a.m. In attendance were Regents Barry Gossett, Linda Gooden, Louis Pope, Geoff Gonella, James Holzapfel, D’Ana Johnson, and Elena Langrill from the Office of the Attorney General. From USM institutions: David Balcom and Kadeem Turnbull (UMES); Theresa Silanskis (UB); Greg Simmons and Stanyell Odom (UMBC); Cathy Sweet and Nikki Sandoval (UMGC); Stuart Clarke (UMCES); Brodie Remington (UMCP); John Short and Liz Nelson (FSU); Jayme Block (SU); Brian DeFilippis and Lori Armstrong (TU); Brent Swinton and Carla Hopkins (BSU), Larry Kushner, David Flinchbaugh, and Dana Rampolla (UMB); Ahmed El-Haggan and Kimberly Nelson (CSU); and 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; Vice Chancellor Tim McDonough; Tom Gilbert, CFO, USM Foundation; Sapna Varghese, Director of Advancement; Ralph Partlow, VP & Associate General Counsel, USM Foundation; 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.

Approval of minutes (action)

The committee approved the minutes of the October 8, 2020, meeting. Regent Gossett moved the recommendation, seconded by Regent Pope; the motion was unanimously approved.

Presentation on Impact of Covid 19 on Advancement (information)

Bonnie Devlin, managing principal of Washburn and McGoldrick, a consulting firm specializing in advancement and alumni engagement, provided and discussed a PowerPoint presentation summarizing the results of the firm’s national survey of higher education institutions on the effect of COVID-19 on fundraising progress and strategies. The presentation touched on what some of our peers are thinking about and how they are adapting to the new realities of social distancing, remote work, and budget constraints.

Year-to-date fundraising September FY21 (information)

At the end of the first quarter, the USM is at 27% of its goal of \$315 million. Vice presidents discussed recent major gifts and their sense of how fundraising and engagement is adapting to the current environment.

USM Quasi-Endowment Grant Requests for 2021 (action)

The committee reviewed staff recommendations to award grants to USM institutions in support of fundraising efforts. Regent Gossett noted that this program has been in existence for six years and the benefits to USM advancement programs has been significant; several vice presidents remarked on the benefits of the grants to their efforts. Regent Gossett moved recommendation, seconded by Regent Pope and unanimously approved.

USM BOR VI-4.00 – Policy on the Naming of Facilities and Programs (information)

Materials included as an information item the latest draft of the naming policy, with the changes discussed during the October 8th meeting highlighted. This policy is expected to go before the full board for approval in November.

Committee on Advancement Charge (action)

The committee reviewed its charge. This year, staff have recommended one change, highlighted in the materials. This change makes it clear that the committee is charged with reviewing naming requests. Regent Gossett moved recommendation, seconded by Regent Pope and unanimously approved.

Convene to closed session

Regent Gossett read the Convene to Close Statement. Regent Gossett moved recommendation, seconded by Regent Johnson and unanimously approved.

The public meeting was adjourned at 11:50 a.m.