



**USM BOARD OF REGENTS
ADVANCEMENT COMMITTEE
Video Conference and Teleconference
October 24, 2023, 11:00 am**

Minutes of the Public Session

A meeting of the Board of Regents Committee on Advancement was held via video conference and teleconference on October 24, 2023, at 11:00 am. In attendance were Regents Hugh Breslin, Louis Pope, Doug Peters, Steven Sibel, Farah Helal and Elena Langrill from the Office of the Attorney General. From the USM office: Chancellor Jay Perman, Chief of Staff Denise Wilkerson, Vice Chancellors Leonard Raley and Tim McDonough; Associate Vice Chancellor Marianne Horrigan; Gina Hossick, Executive Assistant to Leonard Raley; Sapna Varghese, Director of Advancement Research; Vladimir Jirinec, Director of Advancement Services; and Micaela Cameron, Advancement Communications Manager. From USM institutions: Jason Curtin (SU), Theresa Silanskis (UB), Greg Simmons (UMBC), Cathy Sweet (UMGC), Jim Harris (UMCP), John Short (FSU), Brian DeFilippis (TU), John McKee (UMB), Joshua Humbert (CSU), Lois Colaprete (UMCES), David Balcom (UMES), Brent Swinton (BSU), and Erin Harmen (USMH).

Fundraising Updates (information)

The System's fundraising results for FY23 were incredibly good. Overall, our campuses exceeded its \$383M goal by \$27M.

The September FY24 fundraising goals are at 18% of a \$382M goal. The number is consistent with past performances.

USM Quasi-Endowment Grant Requests for 2024 (action)

This program began in 2015 after legislation was passed to allow the System to invest some of its fund balance with the USM Foundation. Part of the income generated from those investments goes directly back to campuses, but a portion of it funds this grant program. The program is designed to encourage programs and activities that will build endowment. Funding has been used for staff positions, communications programs, data projects, and other activities that support endowment-building. Demand still exceeds available funds, but staff have reviewed and recommended the award amounts, as seen in the materials. Regent Breslin moved recommendation, seconded by Regent Pope and Helal, and unanimously approved.

Discussion of the USM BOR IX – 4.00 – BOR Policy on Alumni Associations (information)

This policy has not been updated since 2017, so it is due for a review. The USM's Alumni Relations Council has reviewed the policy and the VPs discussed it in their earlier meeting. Three areas being considered for updates include: 1) any new alumni associations being proposed should meet standards like those for affiliated foundations in terms of their business plan, mission, and sustainability before moving to the Board of Regents for approval; 2) reporting should be consistent and sent to the USM office, and a summary of alumni program activities should be reported to the Regents Advancement Committee on an annual basis; and 3) there should be clear rules on fundraising.

Committee on Advancement Charge (action)

The committee reviewed its charge and approved it as it stands. This is done annually at the first meeting of the fiscal year. Regent Breslin moved recommendation, seconded by Regent Peters and Gonella and unanimously approved.

Update re: Towson University's naming request (information)

Earlier this year, the Board of Regents approved a naming request for Towson University for the John B. Yingling '71 and Family Performance Center.

While finalizing the naming and planning a dedication ceremony, TU leaders realized that the language in the naming agreement and the request to the Regents did not accurately reflect the physical space being named. After discussions with Towson athletics, Towson University advancement, and Mr. Yingling, Towson is recommending slightly modified language for the location named in recognition of this gift. Towson recommends the "John B. Yingling '71 and Family Practice Field," which more accurately reflects the space that was envisioned for this gift. The Chancellor's Office reviewed this request and did not feel it needed to go through the approval process again but did think it was important to update the Board regarding the change.

The meeting was adjourned at 11:34 am.