



**USM BOARD OF REGENTS
ADVANCEMENT COMMITTEE
Video Conference and Teleconference
April 4, 2024, 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 April 4, 2024, at 11:00 am. In attendance were Regents Linda Gooden, Hugh Breslin, Geoff Gonella, Louis Pope, and Elena Langrill from the Office of the Attorney General. From the USM office: Vice Chancellor Leonard Raley and Senior Vice Chancellor Ellen Herbst; Associate Vice Chancellors Marianne Horrigan and Michael Eismeier; and Gina Hossick, Executive Assistant to Leonard Raley.

Planning for USM Consortium Customer Relation Management (CRM) System (information)

Vice Chancellor Raley updated the Committee about a major advancement-related project, which the Regents Committee on Finance considered and recommended for approval by the full board on April 3, 2024. The project will replace the current CRM system we use for our donor and alumni records, which is called Ellucian Advance system. There are over 2 million records on this platform, with approximately 530 users spread across the consortium institutions and the USM office. The consortium members are Bowie State University, Coppin State University, Frostburg State University, Salisbury University, Towson University, UMBC, UMCES, UMCP, UMES, UMGC, and The Universities at Shady Grove. The current platform is heading toward obsolescence and will no longer be supported, and implementing a new advancement CRM would be necessary. Good analytics and information are important and vital to our campuses. He cited the CRM consortium platform as one of the System's best examples of effectiveness and efficiency, one of the Regents' highest priorities.

Senior Vice Chancellor Herbst is pleased that everyone in the current consortium will continue with the new CRM system. UMCP will play a lead role in implementation, and the USM Office will be contributing \$10-12 million toward implementation costs for all consortium members. Associate Vice Chancellor Eismeier said the technical and innovation around a flexible solution is paramount, and a close second is the security of data privacy.

Regent Breslin commented on how important it is to have the best technology and tools available.

The meeting was adjourned at 11:17 am.