

Minutes of the Public Session

The Board of Regents Committee on Advancement held a meeting via video and teleconference on October 22, 2024, at 11:00 am. In attendance were Regents Hugh Breslin, Geoff Gonella, Louis Pope, Steven Sibel, Dhruvak Mirani, 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, Ellen Herbst, Michael Sandler, and Michele Masucci; Associate Vice Chancellor Marianne Horrigan; Gina Hossick, Executive Assistant to Leonard Raley, Sapna Varghese, Director of Advancement Research; Vladimir Jirinec, Director of Advancement Services; Stephanie Senserini, Director of Professional Development Programs, Ann Kolakowski, Director of Gift Planning Services, Micaela Cameron, Advancement Communications Manager. From the USM Foundation office, Tom Gilbert, COO, CFO, and Rebecca Salsbury, VP and General Counsel. Vice Presidents from USM institutions: Amy Waters (SU), Theresa Silanskis (UB), Kim Robinson (UMBC), Cathy Sweet (UMGC), Jim Harris (UMCP), John Short (FSU), Brian DeFilippis (TU), Greg Bowden (UMB), Brent Swinton (BSU), Joshua Humbert (CSU), Armajeane Harmon Johnson (UMES), and Lois Colaprete (UMCES).

Fundraising Updates (information)

The System's fundraising results for FY24 were good. Overall, our campuses exceeded its \$383 million goal by \$16 million.

The September FY25 goals are at 25% of the \$347 million goal. Several vice presidents commented on recent gifts and progress.

USM Quasi-Endowment Grant Requests for 2025 (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, planned giving efforts, data projects, and other activities that support endowment-building. The program has always been and continues to be successful. Regent Breslin moved recommendation, seconded by Regents Pope and Gonella and unanimously approved.

Update on Advancement and Alumni Engagement Professional Development Programs (information)

Regent Breslin turned this item over to Vice Chancellor Leonard Raley. Over the last 15 months, we have held 41 programs, with more than 1200 participants. Our programs are held virtually allowing us to expand the programs, expand our outreach, and keep costs down. To date, we have addressed a lot of technical aspects of fundraising, soft skills, leadership, and a series on the ethics surrounding planned gifts with elderly donor prospects.

BOR Policy IX-2.00 – Affiliated Philanthropic Support Foundations, Section IV, Recognition of Existing Affiliated Foundation (action)

This section in the affiliated philanthropic support foundations policy is essentially a clean-up of the policy. The recognition of existing foundations was a one-time requirement, and the affiliated foundations have complied. Regent Breslin moved recommendation, seconded by Regents Pope and Gonella and unanimously approved.

BOR 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 Regents Pope and Gonella and unanimously approved.

The meeting adjourned at 11:30 am.