

#### Minutes of the Public Session

A meeting of the Board of Regents Committee on Advancement was held in-person and teleconference on May 8, 2025, at 11:00 am at the USM office in Adelphi, MD. In attendance were Regents Linda Gooden, Hugh Breslin, Geoff Gonella, Dhruvak Mirani, and Elena Langrill from the Office of the Attorney General. From the USM office: Chancellor Jay Perman; Senior Vice Chancellors Ellen Herbst and Alison Wrynn; Vice Chancellors Leonard Raley, Michael Sandler, and Michele Masucci; Chief of Staff Denise Wilkerson; Associate Vice Chancellor Marianne Horrigan; Gina Hossick, Executive Assistant to Leonard Raley; Vladimir Jirinec, Director of Advancement Services, and Micaela Cameron, Advancement Communications Manager. Vice Presidents from USM institutions: Jason Curtin (SU), Theresa Silanskis (UB), Cathy Sweet (UMGC), John Short (FSU), Brian DeFilippis (TU), Greg Bowden (UMB), Brent Swinton (BSU), and Lois Colaprete (UMCES). Also joining us were Beth Javier-Wong (UMCP) and Janeisha Lashley (CSU).

Chair Breslin called the meeting to order at 11:02 am

#### Fundraising Updates (information)

The System-wide goal for FY25 is a little over \$352M, and our campuses have met 87% of that goal at \$319M. Several vice presidents commented on recent gifts and progress.

#### USMF Sustainability Divestment Inquiries (information)

Students across our universities remain concerned about divestment. The USM Foundation has set up a process for inquiries relating to sustainable investing, as well as an FAQ that answers many commonly asked questions. This process has been shared across the USM and is available on the Foundation's website.

#### USM Leadership Summit recap (information)

On April 24 and 25, the USM held an Advancement Leadership Summit at The Hotel at the University of Maryland with over 60 attendees consisting of alumni relations professionals, vice presidents for advancement, and key volunteers from across our institutions. The summit included expert speakers on new models and opportunities for public universities and campaigns; building a culture of curiosity with AI; changing trendings in American volunteerism; and donor and alumni engagement for diverse audiences. The feedback received was excellent and reinforced the importance of networking and learning together.

#### Advance Project Update (information)

Vice Chancellor Raley provided an update on the new CRM (Customer Relationship Management) project. The current system is over 31 years old and 10 USM institutions utilize the program. A new CRM system will improve outreach and engagement, digital donor and constituent community experience, productivity leading to better fundraising, and system-wide efficiency to support campuses for future campaigns. The USM and UMCP have been working closely together to negotiate costs, determine the timeline, and finalize the implementation. The USM and USM Foundation have committed \$20 million over the next five years to support migration to a new CRM.

#### Convene to closed session (action)

Regent Breslin read the Convene to Close Statement and then moved for recommendation, seconded by Regents Gooden and Gonella, and unanimously approved.

The public meeting was adjourned at 11:40 am.