



**BOARD OF REGENTS  
COMMITTEE ON ADVANCEMENT**

November 5, 2025

Meeting via Video and Conference Call

Minutes of the Public Session

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Regent Gonella called to order the meeting of the Advancement Committee of the University System of Maryland Board of Regents at 11:00 am, with participants joining by video conference and teleconference.

Regents participating in the session included: Mr. Gonella, Ms. Gooden, Mr. Mirani, Ms. Lewis, Mr. McMillen, and Ms. Speaks. Also participating were: Chancellor Perman; Ms. Herbst; Mr. Minor, Mr. Sandler, Dr. Masucci, Mr. Mosca, Ms. Wilkerson, Ms. Horrigan, and Assistant Attorney, Mr. Jirinec, Ms. Cameron, Ms. Kolakowski, Ms. Senserini, Mr. Gilbert, Ms. Varghese, Mr. Curtin, Ms. Silanskis, Ms. Sweet, Mr. Short, Mr. DeFilippis, Mr. Bowden, Ms. Caldwell, Ms. Colaprete, Mr. Harris, Mr. Humbert, Mr. Balcom, Mr. Roche, and Ms. Hossick, .

1. Introductions (information)

Regent Gonella welcomed Vice Chancellor for Advancement Tim Minor to his first meeting of the Board of Regents Advancement Committee and welcomed new committee members: Yvette Lewis, Michelle Spaks, and Tom McMillen. He then turned to the first item on the agenda.

2. Fundraising Updates (information)

Regent Gonella reported on fundraising results for FY25 and fundraising progress in FY26. For FY25, USM raised \$387 million toward a \$352 million goal, exceeding the goal by 10%. Several campuses surpassed their goals: Coppin State came in 138% over their goal, Frostburg 14% over, Salisbury 19%, Towson 9%, UMB with 31%, UMCES with 47%, and UMCP by 2%. The goal for FY26 is \$385 million, and the USM is 32.5% toward the goal as of the end of the first quarter. Regent Gonella acknowledged the \$38 million gift the UMES received in October from philanthropist Mackenzie Scott, the largest single donation in UMES's history.

Regent Gonella noted several campus milestones. The University of Maryland, College Park publicly launched their campaign, *Forward: The University of Maryland Campaign for the Fearless*. Vice President Jim Harris reported that as of October 28, Maryland has reached \$945 million toward their \$2.5 billion goal. The campaign will run through 2030; its annual fundraising target is \$320 million.

*BSU Bold: The Campaign for Excellence* campaign, reached its goal of \$50 million in 2023 – two years ahead of the scheduled end of the campaign – and promptly raised the bar to set a new goal of \$75 million – which they surpassed in August.

At its 125<sup>th</sup> anniversary gala, Coppin State announced surpassing their campaign goal of \$25.5 million for the *BE MORE* campaign, which was the largest campaign in the university's history.

The University of Baltimore and UMCES are celebrating centennials this year and are leveraging that milestone for fundraising purposes.

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

Regent Gonella briefly shared with the committee about how the USM Advancement Office works to elevate fundraising and engagement across the USM. The office offers shared services that include advancement and alumni engagement professional development programs. Additionally, the USM held its annual “Wills Week” from October 20 through 24, which featured daily live webinars on financial planning in concurrence with National Estate Planning Awareness Week. The conference was open to anyone with a USM connection and attendees ranged from staff to alumni to current faculty and students. More than 1,900 people registered for the conference and received positive feedback.

4. Advancement-Related Board of Regents Policies (information)

The Committee reviewed a list of advancement-related Board of Regents policies. Staff will report on which policies need to be updated or revised at the next committee meeting.

5. BOR Committee on Advancement Charge (action)

Regent Gonella explained that at the beginning of each annual meeting cycle, the Board’s Committee on Governance and Compensation requests that each committee review and update its charter as needed. votes to approve the charge

Regent Gonella moved recommendation, seconded by Regent Lewis; approved.

Vote Count = Yeas: 6 Nays: 0 Abstentions: 0

6. Convene to closed session (action)

Regent Gonella read the Convene to Close Statement: the Open Meetings Act Subtitle 5, §3-305(b) which permits public bodies to close their meetings to the public in special circumstances. [Moved by Mr. Pope, seconded by Mr. Wood, unanimously approved.] The closed session convened at approximately 11:08 a.m.

Regent Gonella moved recommendation, seconded by Regent Speaks; approved)

Vote Count = Yeas: 6 Nays: 0 Abstentions: 0

Regent Gonella thanked everyone for joining. The public meeting was adjourned at 11:40 am.

Respectfully submitted,

Geoff J. Gonella



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**Minutes of the Closed Session**

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Regent Gonella called to order the meeting of the Advancement Committee of the University System of Maryland Board of Regents at 11:40 am, with participants joining by video conference and teleconference.

Regents participating in the session included: Mr. Gonella, Ms. Gooden, Mr. Mirani, Ms. Lewis, Mr. McMillen, and Ms. Speaks. Also participating were: Chancellor Perman; Ms. Herbst; Mr. Minor, Mr. Sandler, Dr. Masucci, Mr. Mosca, Ms. Wilkerson, Ms. Horrigan, Assistant Attorney General Boyle, Mr. DeFilippis, Ms. Cameron, and Ms. Hossick.

1. Naming requests from Towson University (action)

The committee considered two naming requests from Towson University; both requests were to name public spaces around John B. Schuerholz Park, the university's baseball park, and both recognize generous gifts in support of the Athletics Capital Projects Fund as part of the TU athletics program's "Campaign for Excellence."

The first request is to name a plaza outside the park in recognition of a \$500,000 commitment from a couple who are TU alumni.

Regent Gonella moved recommendation, seconded by Regent Gooden; approved.

Vote Count = Yeas: 6 Nays: 0 Abstentions: 0

The second request is to name the playing field in recognition of a \$1 million commitment from a charitable foundation and will honor an historic sports figure.

Regent Gonella moved recommendation, seconded by Regent Lewis; approved.

Vote Count = Yeas: 6 Nays: 0 Abstentions: 0

The meeting adjourned at 11:55 am.