



**USM BOARD OF REGENTS
ADVANCEMENT COMMITTEE
USM Office – Chancellors CR
December 4, 2019**

AGENDA FOR PUBLIC SESSION

3:00 pm

Call to Order

Chairman Gossett

1. [Quasi-Endowment Recommendations FY20 \(action\)](#)
2. [Reconvene to Closed Session \(action\)](#)



BOARD OF REGENTS

SUMMARY OF ITEM FOR ACTION,
INFORMATION OR DISCUSSION

TOPIC: Quasi endowment grants

COMMITTEE: Advancement Committee

DATE OF MEETING: December 4, 2019

SUMMARY: The Quasi-Endowment Fund, initiated in FY15, was established with \$50 million committed by USM institutions and the USM Office. Spendable income from this quasi-endowment funds two components: a competitive grant program administered through the USM Office of Advancement, and direct funding of institution fundraising programs. The USM Office has reviewed and recommended grants for FY20 as summarized in the chart titled 2020 Grant Requests and Recommendations.

ALTERNATIVE(S):

FISCAL IMPACT:

CHANCELLOR'S RECOMMENDATION:

COMMITTEE ACTION:

DATE: 12.4.19

BOARD ACTION:

DATE:

SUBMITTED BY: Leonard Raley, Vice Chancellor for Advancement, rale@usmd.edu
301-445-1941



**USM Quasi-Endowment Grant Program
2020 Grant Requests and
Recommendations**

In FY15, the USM and its institutions established a \$50 million quasi-endowment in support of endowment-building at each USM institution. The USM Office administers a grant program funded by its \$10 million commitment to this quasi-endowment. Approximately \$425,000 in funds are available through this competitive grant process. USM staff makes funding recommendations, which are reviewed and approved by the Board of Regents Advancement Committee.

INSTITUTION	DESCRIPTION	AMOUNT REQUESTED	STAFF RECOMMENDATION
Bowie State University	Support for 1) an endowed fund 1:1 matching-gift incentive to support the endowment building campaign targeted to annual giving donors and 2) a targeted Campaign Launch Weekend, the proceeds of which will provide significant endowed funding and support for the University's Fine and Performing Arts department.	\$75,000	\$62,000
Frostburg State University	Increasing alumni engagement through a 24-hour Giving Day. The project will provide an opportunity for engagement with alumni, parents, friends, faculty, staff, existing donors, and prospective donors.	\$38,000	\$32,000
Salisbury University	Additional major gift officer during the three-year public phase of We Are SU: The Campaign for Salisbury University. SU and the Salisbury University Foundation, Inc. (SUF) will match this amount with \$45,000 to cover the remainder of the salary, benefits, and expenses associated with this position.	\$45,000	\$35,000
Towson University	Implementation of a prospect discovery and engagement system through the vendor Gravyty. The use of this product will greatly assist Towson's 10 major gift officers in identifying and engaging with prospects, in particular those who may give to endowment.	\$37,500	\$36,000
University of Baltimore	A Communications Specialist position that will support its forthcoming campaign, "You Know Us." The position will allow the Advancement Office to craft sophisticated messaging about UB, support major gift officers, and coordinate with communications efforts across the university. The university will fund a portion of benefits costs and intends to fund the position in its entirety at the end of three years.	\$75,000	\$57,500
University of Maryland, College Park	Implementation of a new software solution and platform to better award, steward, manage and report on donor-funded accounts. This will greatly improve advancement operations, campus partnerships, and donor cultivation efforts and fundamentally transform the way advancement collaborates works with key campus stakeholders.	\$75,000	\$70,000
University of Maryland, Baltimore	Upgrade of a contractual Development Associate position within the Development Research and Prospect Management team to a permanent, exempt position. This upgrade will enhance the team's capacity to conduct research and provide enhanced support to the Office of Philanthropy.	\$60,000	\$50,000
University of Maryland Eastern Shore	Support for a new UMES Student Ambassadors Initiative. The Initiative will engage student workers in an outreach campaign to key alumni constituents. The UMES effort will focus on cultivation and, when appropriate, solicitation to support new endowments at the University.	\$73,000	\$65,000
The Universities at Shady Grove	Matching support for a fundraising position to leverage giving opportunities surrounding the opening of the Biomedical Sciences and Engineering Education facility, the celebration of the 20th Anniversary of USG, and the introduction of new leadership for its coming third decade.	\$36,000	\$17,500
TOTAL REQUESTED		\$514,500	
TOTAL AWARDED			\$425,000



BOARD OF REGENTS

SUMMARY OF ITEM FOR ACTION,
INFORMATION OR DISCUSSION

TOPIC: Convening Closed Session

COMMITTEE: Committee on Advancement

DATE OF MEETING: December 4, 2019

SUMMARY: The Open Meetings Act permits public bodies to close their meetings to the public in special circumstances outlined in §3-305 of the Act and to carry out administrative functions exempted by §3-103 of the Act. The Committee on Advancement will now vote to reconvene in closed session. As required by law, the vote on the closing of the session will be recorded. A written statement of the reason(s) for closing the meeting, including a citation of the authority under §3-305 and a listing of the topics to be discussed, is available for public review.

It is possible that an issue could arise during a closed session that the Committee determines should be discussed in open session or added to the closed session agenda for discussion. In that event, the Committee would reconvene in open session to discuss the open session topic or to vote to reconvene in closed session to discuss the additional closed session topic.

ALTERNATIVE(S): No alternative is suggested.

FISCAL IMPACT: There is no fiscal impact

CHANCELLOR'S RECOMMENDATION: The Chancellor recommends that the BOR vote to reconvene in closed session.

COMMITTEE ACTION: DATE: 12.4.19

BOARD ACTION: DATE:

SUBMITTED BY: Leonard Raley (raley@usmd.edu) 301-445-1941



BOARD OF REGENTS

SUMMARY OF ITEM FOR ACTION,
INFORMATION OR DISCUSSION

STATEMENT REGARDING CLOSING A MEETING
OF THE USM BOARD OF REGENTS

Date: December 4, 2019

Time: 3:00 pm

Location: The University System of Maryland

STATUTORY AUTHORITY TO CLOSE A SESSION

Md. Code, General Provisions Article §3-305(b):

- (1) To discuss:
 - (i) The appointment, employment, assignment, promotion, discipline, demotion, compensation, removal, resignation, or performance evaluation of appointees, employees, or officials over whom it has jurisdiction; or
 - (ii) Any other personnel matter that affects one or more specific individuals.
- (2) To protect the privacy or reputation of individuals with respect to a matter that is not related to public business.
- (3) To consider the acquisition of real property for a public purpose and matters directly related thereto.
- (4) To consider a preliminary matter that concerns the proposal for a business or industrial organization to locate, expand, or remain in the State.
- (5) To consider the investment of public funds.
- (6) To consider the marketing of public securities.
- (7) To consult with counsel to obtain legal advice on a legal matter.
- (8) To consult with staff, consultants, or other individuals about pending or potential litigation.
- (9) To conduct collective bargaining negotiations or consider matters that relate to the negotiations.

- (10) To discuss public security, if the public body determines that public discussions would constitute a risk to the public or public security, including:
 - (i) the deployment of fire and police services and staff; and
 - (ii) the development and implementation of emergency plans.
- (11) To prepare, administer or grade a scholastic, licensing, or qualifying examination.
- (12) To conduct or discuss an investigative proceeding on actual or possible criminal conduct.
- (13) To comply with a specific constitutional, statutory, or judicially imposed requirement that prevents public disclosures about a particular proceeding or matter.
- (14) Before a contract is awarded or bids are opened, to discuss a matter directly related to a negotiation strategy or the contents of a bid or proposal, if public discussion or disclosure would adversely impact the ability of the public body to participate in the competitive bidding or proposal process.

Md. Code, General Provisions Article §3-103(a)(1)(i):

- Administrative Matters

TOPICS TO BE DISCUSSED: Consideration of two requests by two institution to name buildings after individuals.

REASON FOR CLOSING: To maintain confidentiality of personal information concerning two individuals who are proposed to have buildings named after them at an institution (§3-305(b)(1)(i) and (2)).
