



**USM BOARD OF REGENTS
ADVANCEMENT COMMITTEE
October 27, 2021, 11:00 AM**

Zoom Details to be Provided to Committee

Public Listen-Only Access:

Dial-in Number: 1-443-353-0686

Conference ID: 137 288 252#

Revised AGENDA FOR PUBLIC SESSION

Call to Order

Chairman Gill

1. Fundraising Updates
 - a. Year-to-date fundraising September FY22 (information)
2. USM Quasi-Endowment Grant Requests for 2022 (action)
3. Regent's Scholarship Fund (information)
4. Committee on Advancement Charge (action)
5. Convene to Closed Session (action)



BOARD OF REGENTS

SUMMARY OF ITEM FOR ACTION,
INFORMATION OR DISCUSSION

TOPIC: Year-to-date Fundraising Report

COMMITTEE: Advancement Committee

DATE OF MEETING: October 27, 2021

SUMMARY: The attached table shows fundraising progress (as compared to FY21 and against the FY22 goal) for September 2021. Also attached is the June FY21 fundraising chart.

ALTERNATIVE(S): This is an information item.

FISCAL IMPACT: This is an information item.

CHANCELLOR'S RECOMMENDATION: This is an information item.

COMMITTEE ACTION: Information item DATE: 10.27.21

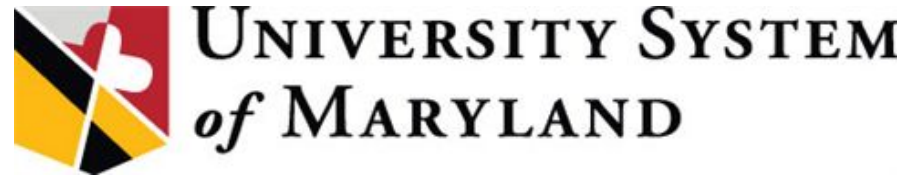
BOARD ACTION: DATE:

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



FY22 FUNDRAISING

Institution	FY21 Results 30-Sep	FY22 Results 30-Sep	FY2022 Goal	Percentage to Goal FY22
Bowie State University	\$539,549	\$1,610,529	\$6,000,000	26.84%
Coppin State University	\$65,677	\$722,120	\$2,500,000	28.88%
Frostburg State University	\$477,135	\$1,130,402	\$3,200,000	35.33%
Salisbury University	\$547,910	\$1,050,732	\$11,000,000	9.55%
Towson University	\$3,822,151	\$3,069,721	\$15,000,000	20.46%
University of Baltimore	\$337,161	\$2,767,312	\$5,000,000	55.35%
University of Maryland, Baltimore	\$10,690,155	\$9,651,356	\$85,000,000	11.35%
University of Maryland Baltimore County	\$2,198,645	\$3,253,233	\$13,000,000	25.02%
University of Maryland Center for Environmental Sciences	\$914,905	\$267,522	\$1,125,000	23.78%
University of Maryland College Park	\$65,570,524	\$34,650,689	\$175,000,000	19.80%
University of Maryland Eastern Shore	\$89,663	\$999,147	\$3,500,000	28.55%
University of Maryland Global Campus	\$1,232,112	\$586,163	\$2,300,000	25.49%
University System of Maryland	\$748,809	\$567,749		
TOTAL	\$87,234,396	\$60,326,675	\$322,625,000	18.70%



FY21 FUNDRAISING

Institution	FY20 Results 30-Jun	FY21 Results 30-Jun	FY2021 Goal	Percentage to Goal FY21
Bowie State University	\$2,398,148	\$29,767,971	\$3,500,000	850.51%
Coppin State University	\$1,520,685	\$1,591,021	\$1,300,000	122.39%
Frostburg State University	\$1,833,741	\$3,043,996	\$2,750,000	110.69%
Salisbury University	\$11,374,025	\$8,820,638	\$11,000,000	80.19%
Towson University	\$12,409,073	\$17,991,390	\$14,500,000	124.08%
University of Baltimore	\$10,930,984	\$9,562,718	\$3,000,000	318.76%
University of Maryland, Baltimore	\$62,966,023	\$78,134,071	\$85,000,000	91.92%
University of Maryland Baltimore County	\$11,103,621	\$10,507,894	\$12,500,000	84.06%
University of Maryland Center for Environmental Sciences	\$1,096,315	\$2,038,120	\$1,125,000	181.17%
University of Maryland College Park	\$164,357,560	\$206,212,597	\$175,000,000	117.84%
University of Maryland Eastern Shore	\$2,893,534	\$24,350,528	\$2,500,000	974.02%
University of Maryland Global Campus	\$19,789,541	\$2,577,782	\$2,500,000	103.11%
University System of Maryland	\$1,920,864	\$2,662,291		
TOTAL	\$304,594,114	\$397,261,017	\$314,675,000	126.24%



BOARD OF REGENTS

SUMMARY OF ITEM FOR ACTION,
INFORMATION OR DISCUSSION

TOPIC: Quasi endowment grants

COMMITTEE: Advancement Committee

DATE OF MEETING: October 27, 2021

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 CY 2022 as summarized in the chart titled 2022 USM Quasi Endowment Grant Requests and Recommendations.

ALTERNATIVE(S):

FISCAL IMPACT:

CHANCELLOR'S RECOMMENDATION:

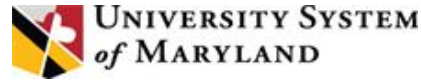
COMMITTEE ACTION:

DATE: 10.27.21

BOARD ACTION:

DATE:

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



**USM Quasi-Endowment Grant Program
2022 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	For matching endowment gifts, planning giving program support, and tech support.	\$75,000	\$50,000
Coppin State University	Development associate/proposal writer position that will enhance their capacity to raise funds from corporations and private foundations.	\$70,562	\$55,000
Frostburg State University	Communication highlighting their campaign themes and donors: Forging Forward: The Campaign for FSU. It will also be used to purchase additional smartphones for their Student Engagement Ambassadors (SEA), giving their students the ability to text and video for donor stewardship.	\$55,000	\$40,000
Salisbury University	To use for the continuation of a newly implemented prospect discovery and engagement system through Gravyty for the final year of We Are SU: The Campaign for Salisbury University.	\$21,250	\$15,000
Towson University	To initiate a Women's Giving Circle. Through collective philanthropy, the Women's Giving Circle will combine the knowledge, passion and commitment of donors, build community and create a permanent legacy.	\$33,850	\$20,000
University of Baltimore	Renewing the grant for Advancement Communications Administrator. This position plays an integral part in shaping new strategies and communication on UB's impact on its students and city during these uncertain times.	\$75,000	\$50,000
University of Maryland, Baltimore	To attract more gifts and increase the Foundation's endowment, UMB would like to extend the use of a part time content writer to assist with the Catalyst Campaign, producing donor stories and context for campaign magazines, websites and social media channels; data append among alumni; expand the use of ThruText to fund raise; and expand the use of ThankView technologies.	\$45,300	\$25,000
University of Maryland Baltimore County	Funding for an Assistant Athletic Director for Advancement and External Relations. The goal will be to raise additional funds for UMBC Foundation for major gifts and endowment for athletics and recreational sports.	\$75,000	\$55,000
University of Maryland Center for Environmental Sciences	Campaign video and event support to grow its endowment as they approach its centennial in 2025.	\$75,000	\$50,000
University of Maryland Eastern Shore	Matching grants to establish minimum endowments.	\$70,000	\$50,000
The Universities at Shady Grove	\$36,000 in matching funds for an external consultant to support and execute endowment strategies consistent with USG's new strategic plan.	\$36,000	\$15,000
TOTAL REQUESTED		\$631,962	
TOTAL AWARDED			\$425,000



BOARD OF REGENTS

SUMMARY OF ITEM FOR ACTION,
INFORMATION OR DISCUSSION

TOPIC: Regents Scholarship Report

COMMITTEE: Advancement Committee

DATE OF MEETING: October 27, 2021

SUMMARY: Regents Scholarships are awarded to attract the most talented students to USM campuses. Many of these scholarships provide four years of full tuition to students; others provide a partial award. Most of these funds were raised in the 1980s, with a few added over the years. There are a few funds that do not generate enough spendable income to fund a Regents Scholarship. The Offices of Advancement and Academic and Student Affairs are exploring ways to better use these funds and seek the Advancement Committee's input on alternatives before seeking donor input (as appropriate).

ALTERNATIVE(S):

FISCAL IMPACT:

CHANCELLOR'S RECOMMENDATION:

COMMITTEE ACTION:

DATE: 10.27.2021

BOARD ACTION:

DATE:

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



BOARD OF REGENTS

SUMMARY OF ITEM FOR ACTION,
INFORMATION OR DISCUSSION

TOPIC: Committee Charge

COMMITTEE: Advancement Committee

DATE OF MEETING: October 27, 2021

SUMMARY: Regents on the Committee on Advancement will review and discuss the committee charge.

ALTERNATIVE(S):

FISCAL IMPACT:

CHANCELLOR'S RECOMMENDATION:

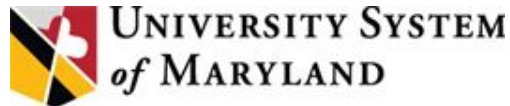
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Committee on Advancement Charge

The Committee on Advancement shall consider and report to the Board on all matters relating to the University System of Maryland's private fund-raising efforts, including policies, strategies, best practices and national standards affecting capital campaigns and ongoing fund-raising programs of individual institutions and the University System of Maryland.

This Committee shall give support to individual institutions and affiliated foundations in all development/advancement efforts, recognizing the vast majority of donors' interests lie with individual institutions, and in many cases, specific programs. This Committee shall also encourage individual institutions and affiliated foundations in seeking collaborative and joint fundraising between and among institutions and programs.

This Committee shall support efforts to bring more resources to advancement programs in order to build a thriving culture of philanthropy and engagement, which in turn improves scholarship, student access, and innovation across the USM.

This Committee shall review institutional and system-wide efforts and make recommendations to the Board regarding the enhancement of system interests through entrepreneurial and private fund-raising activities, including gifts, donations, bequests, endowment, grants, venture, cooperative agreements, and other public-private opportunities.

The Committee will encourage all system institutions to establish positive and noteworthy stewardship standards, reflected in the regular communication with donors about the intent, use, and outcomes of the application of the funds received. This Committee will review requests related to the naming of academic programs and facilities.

This Committee acknowledges the critical role of affiliated foundations in these efforts, and in particular good stewardship and management of funds. This Committee shall consider and report to the Board on all matters relating to System-affiliated foundations, alumni associations and similar 501 (c) (3) organizations affiliated with the USM and monitor activities to assure adequate institutional controls are in place.

Per Regents policy, this committee shall review selected Regent's Advancement policies annually and each policy shall be reviewed at least once every four years.



BOARD OF REGENTS

SUMMARY OF ITEM FOR ACTION,
INFORMATION OR DISCUSSION

TOPIC: Convening Closed Session

COMMITTEE: Committee on Advancement

DATE OF MEETING: October 27, 2021

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:

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

COMMITTEE ACTION: DATE: 10.27.2021

BOARD ACTION: DATE:

SUBMITTED BY: Leonard Raley (raleys@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: October 27, 2021

Time: 11:00 am

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 a request by one institution to name buildings after individuals and/or company.

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)).
