

**USM BOARD OF REGENTS
ADVANCEMENT COMMITTEE
USM Elkins – Chancellor’s CR
February 26, 2020**

AGENDA FOR PUBLIC SESSION

11:00 a.m.

Call to Order

Chairman Gossett

1. [Alumni Panel re engagement \(information\)*](#)
2. Fundraising Updates
 - a. [Year-to-date fundraising January 2020 \(information\)*](#)
 - b. Campaign report/updates
3. [Quasi endowment award summary report \(information\)*](#)
4. [144.0 VI-4.00 – Policy on the Naming of Facilities and Academic Programs \(action\) *](#)

**Advance materials*



BOARD OF REGENTS

SUMMARY OF ITEM FOR ACTION,
INFORMATION OR DISCUSSION

TOPIC: Alumni panel regarding engagement

COMMITTEE: Advancement Committee

DATE OF MEETING: February 26, 2020

SUMMARY: Vice Chancellor Leonard Raley will moderate a panel discussion with three alumni relations directors on key themes and trends on alumni engagement. Bios of our panel are included.

ALTERNATIVE(S):

FISCAL IMPACT:

CHANCELLOR'S RECOMMENDATION:

COMMITTEE ACTION:

DATE: 2.26.2020

BOARD ACTION:

DATE:

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



STANYELL B. ODOM
Director of Alumni Engagement
University of Maryland, Baltimore County

Stanyell B. Odom is the Director of Alumni Engagement at the University of Maryland, Baltimore County (UMBC). As part of the leadership team for Institutional Advancement, she leads the alumni engagement office that is responsible for serving the interests of over 81,000 alumni and involving them in the advancement and support of UMBC. She's worked in advancement and fundraising at UMBC for 14 years and prior to that, worked in student affairs at Columbia University and St. John's University for a combined eight years. While in student affairs, she oversaw, managed or collaborated on programs including new student orientation, multicultural affairs, diversity and social justice education and training, student leadership development, student organization advising, mentoring, cultural and identity-based heritage celebrations, and graduation programs.



AMY EICHHORST
Assistant Vice President, Alumni Relations
Executive Director, University of Maryland Alumni Association

Amy serves as Assistant Vice President, Alumni Relations at the University of Maryland (UMD). In 2014, she joined UMD as Executive Director of the University of Maryland Alumni Association.

At UMD, Amy has worked with the Association's Board of Governors, staff and university colleagues to create a new strategic plan. She also helped the Association double the number of alumni leaders at its local, regional and affinity networks and exponentially increase outreach to alumni nationwide. In addition, the Association recently launched two programs -- an alumni ambassador program and a legislative advocacy program -- to provide a meaningful way for alumni to positively influence the future of UMD.

Previously, Amy served as Vice President at the University of Illinois Alumni Association, where she led the Outreach and Engagement Division. Additionally, Amy also served as director of Illinois Connection, as a lobbyist for the National Association of Realtors, and as a legislative aide for a U.S. congressman from Florida.

Amy lives in Annapolis, MD with her husband Jim, who is the Maryland State Executive Director for the Farm Service Agency.



NIKKI SANDOVAL
Associate Vice President, Career Services & Alumni Relations
University of Maryland Global Campus

With more than 20 years of experience in higher education and corporate training, Nikki Sandoval has spent her career immersed in the world of alumni engagement and career development. After beginning her career in enrollment and business development, Nikki launched a program that resulted in 30% annual alumni returning for programs driving tuition revenue. In addition, she created an alumni mentor program resulting in \$17M impact on student retention. Today, as Associate Vice President of Career Services and Alumni Relations at UMGC, she leads a university-wide strategy to establish direct paths for students and alumni to achieve their career aspirations. This includes operations and implementation of communications, engagement, experiential learning, career planning, and advocacy efforts for more than 90,000 students and 246,000 alumni. In partnership with the Alumni Association, Nikki and her team are leading a strategy to increase alumni engagement through data-driven resources, services and programming that help the University's alumni continue to succeed.



BOARD OF REGENTS

SUMMARY OF ITEM FOR ACTION,
INFORMATION OR DISCUSSION

TOPIC: Year-to-date Fundraising Report

COMMITTEE: Advancement Committee

DATE OF MEETING: February 26, 2020

SUMMARY: The attached table shows fundraising progress (as compared to FY19 and against the FY20 goal) for January 2020.

ALTERNATIVE(S): This is an information item.

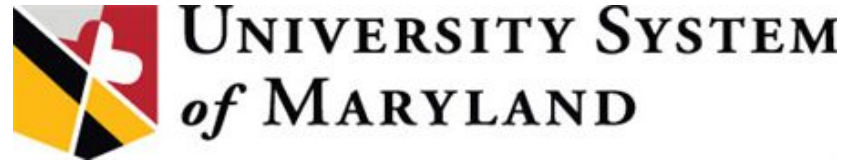
FISCAL IMPACT: This is an information item.

CHANCELLOR'S RECOMMENDATION: This is an information item.

COMMITTEE ACTION: Information item DATE: 2.26.2020

BOARD ACTION: DATE:

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



FY20 FUNDRAISING

Institution	FY2019 Results 30-Jan	FY2020 Results 30-Jan	FY2020 Goal	Percentage to Goal FY20
Bowie State University	\$639,877	\$607,384	\$2,500,000	24.30%
Coppin State University	\$996,737	\$1,198,040	\$1,300,000	92.16%
Frostburg State University	\$1,269,636	\$1,552,291	\$3,400,000	45.66%
Salisbury University	\$1,935,492	\$10,073,616	\$10,000,000	100.74%
Towson University	\$6,510,111	\$5,392,839	\$12,000,000	44.94%
University of Baltimore	\$1,193,447	\$5,142,491	\$4,000,000	128.56%
University of Maryland, Baltimore	\$43,534,955	\$28,147,247	\$104,000,000	27.06%
University of Maryland Baltimore County	\$6,267,619	\$6,322,277	\$12,500,000	50.58%
University of Maryland Center for Environmental Sciences	\$596,616	\$623,355	\$1,500,000	41.56%
University of Maryland College Park	\$104,134,272	\$108,966,953	\$200,000,000	54.48%
University of Maryland Eastern Shore	\$624,888	\$917,109	\$2,500,000	36.68%
University of Maryland Global Campus	\$2,415,343	\$1,316,241	\$2,500,000	52.65%
University System of Maryland	\$2,048,147	\$1,039,004		
TOTAL	\$172,167,140	\$171,298,847	\$356,200,000	48.09%

2/19/2020



BOARD OF REGENTS

SUMMARY OF ITEM FOR ACTION,
INFORMATION OR DISCUSSION

TOPIC: Quasi Endowment Grant Award Summary Report

COMMITTEE: Advancement Committee

DATE OF MEETING: February 26, 2020

SUMMARY: This report provides an overview of activities in progress made as a result of funding from the USM's quasi endowment fund for FY19. The quasi endowment fund was established through legislation in 2013.

ALTERNATIVE(S): This is an information item.

FISCAL IMPACT: This is an information item.

CHANCELLOR'S RECOMMENDATION: This is an information item.

COMMITTEE ACTION: DATE: 2.26.2020

BOARD ACTION: DATE:

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



**USM Quasi-Endowment Grant Program
2019 Grant Award Summary Report**

INSTITUTION	DESCRIPTION	GRANT AMOUNT	REPORT SUMMARY
Bowie State University	Case for support and matching funds for endowment and planned giving programs	\$67,500	BSU relaunched its planned giving program, developing new marketing materials and holding two events, with two additional events planned. With \$402,000 in donations, BSU established 12 new endowed funds in 2018-19, the most ever in one fiscal year, and secured its first FOUR (ever) documented, proactively planned gifts, with more expected to close in the coming months. BSU also matched nearly \$40,000 gifted by 79 individual donors to endowed funds.
Coppin State University	Establishing a Foundation Merit Scholarship Legacy Program	\$67,500	CSU's efforts to establish a Foundation Merit Scholarship Legacy program, while delayed, did result in the establishment of three scholarships. In addition, communications to alumni and friends regarding planned giving opportunities were expanded. CSU will continue the program in 2020 and plan to hire a major gifts officer with a focus in planned giving as part of its overall efforts to restructure its advancement program.
Frostburg State University	Planned Giving Officer	\$31,000	Funds from FSU's grant supported the salary of the university's first full-time planned giving officer. The focus of the year was on outreach and communication to increase awareness of planned giving opportunities; the program distributed 12 e-newsletters; placed 2 advertisements; sent a variety of targeted mailing; and produced one print newsletter. FSU's planned giving society added four new members; the officer maintained a robust schedule of visits and outreach that should result in additional members in the coming year.
Salisbury University	Communications program: contractual videographer and writer	\$35,000	SU's grant supported enhanced advancement communications for its We Are SU campaign. Due to staff reorganizations and challenges hiring a videographer/writer in a tight labor market, SU decided to create a permanent, full-time writer position – the first in SU's history. This position takes what had been an ad hoc process for producing content spread among many people and departments and assign it to a full-time professional.
University of Baltimore	Projects to help cultivate new donors: database, audit of annual giving, feasibility study	\$65,000	UB is leveraging its grant to identify new prospective donors through predictive modeling (underway); to implement recommendations of an annual fund audit (completed); and to conduct an in-depth survey of those most engaged with the University to gauge their perceptions about the University (underway). UB will renew its focus on stewardship, young alumni, data, and donor feedback as it develops its campaign plan.
University of Maryland, Baltimore	Alumni outreach initiative/marketing plan	\$56,500	UMB's grant supported efforts to reconnect with a significant, untapped sector of its alumni through a calling program and to integrate this segment into expanded marketing efforts. Improved data relating to alumni was also a part of the grant. UMB expanded distribution of publications from 18,000 to 49,000; conducted wealth screening and predictive modeling; and will begin the calling portion of this project in 2020. These efforts will contribute to expanding the pipeline of donor prospects and enhancing alumni engagement among UMB's seven professional schools.
University of Maryland, Baltimore County	Development and Alumni Coordinator	\$67,500	UMBC hired an events coordinator to focus on regional events that helped to expedite major gift requests for endowment. A total of 16 events occurred—exceeding the goal of 12 events—and resulted in \$220,000 in endowment commitments, exceeding the previous year's commitments of \$75,000. Another \$1.6 million in requests are outstanding. UMBC will continue to focus on these and more specialized events in support of endowment building.
The Universities at Shady Grove	Fundraising consultant for campaign	\$35,000	USG worked with a consultant to achieve many of its fundraising and engagement goals. Among its achievements in 2019, the advancement team tripled the number of qualified leadership and major gifts prospects in active solicitation and/or stewardship; added \$4 million in new endowment funding pledged/received; attracted \$250,000 in new named scholarships; and had a 50% increase in funding for needs beyond scholarships including programmatic support (i.e. career readiness).
TOTAL AWARDED		\$425,000	



BOARD OF REGENTS

SUMMARY OF ITEM FOR ACTION,
INFORMATION OR DISCUSSION

TOPIC: Amending 144.0 VI-4.00 – Policy on the Naming of Facilities and Academic Programs

COMMITTEE: Advancement Committee

DATE OF MEETING: February 26, 2020

SUMMARY: The USM Policy on the Naming of Facilities and Academic Programs has been updated and clarified. Key changes include clarifying that non-academic and virtual or online programs may require Board of Regents approval, as these programs carry the same reputational risk as academic programs. The policy now addresses naming requests related to fundraising appeals that honor a specific individual. These changes are highlighted in yellow on the draft.

ALTERNATIVE(S):

FISCAL IMPACT:

CHANCELLOR’S RECOMMENDATION:

COMMITTEE ACTION: DATE: 2.26.2020

BOARD ACTION: DATE:

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



DRAFT

144.0 VI-4.00 – POLICY ON THE NAMING OF FACILITIES AND ACADEMIC PROGRAMS

(Approved by the Board of Regents on January 11, 1990; amended January 24, 1991; amended April 4, 1997; revised February 15, 2013; revised December 12, 2014; revised February --, 2020)

The Board of Regents of the University System of Maryland (USM) wishes to encourage opportunities for significant philanthropy to its member institutions through the naming of major facilities and academic programs. The Board also encourages the naming of major facilities and academic programs that honor scholars and other distinguished individuals who are preeminent in their field of endeavor and/or have contributed meaningfully to the University System of Maryland or to any of its constituent institutions. Any such naming must undergo a high level of consideration and due diligence to ensure that the name comports with the purpose and mission of the USM and its institutions. No naming shall be permitted for any entity or individual whose public image, products, or services may conflict with such purpose and mission.

I. Applicability

This policy shall apply to the following:

- A. **Facilities:** planned and existing buildings of all types, major new additions to existing buildings, as well as institution grounds and athletic facilities, all major outdoor areas including streets, entrances, gates, and landscape features such as quadrangles, gardens, lakes, fountains, and fields.
- B. **Academic Programs:** colleges, schools, departments, centers, institutes, and programs, including those that are online or virtual.

Items not covered: interior space within facilities (laboratories, classrooms, practice rooms, lecture halls, etc.); minor landscape features such as benches or sidewalk bricks; scholarships, fellowships and chairs. Institutions should develop their own naming policy for these items. In cases where there may be some question regarding the need for Regents’ approval, the Chancellor will determine which naming opportunities require approval.

II. Philanthropic Naming of Facilities

Requests made to the Board of Regents to name a new facility or renovated existing facility must comply with the following guidelines:

- A. The proposed gift should contribute significantly to the realization or completion of a facility or the enhancement of a facility's usefulness to the university.
- B. All requests should demonstrate that the institution has maximized the potential of fundraising in association with facility naming. To receive best consideration, the Board recommends the following:

1. For institutions considered research intensive institutions in the Carnegie classification (University of Maryland, Baltimore; and University of Maryland, Baltimore County; and University of Maryland, College Park), the present value of the gift should be an amount equal to or greater than 15 percent of the cost to construct or substantially renovate the building proposed for naming.
2. For all other institutions, the present value of the gift should be an amount equal to or greater than 7.5 percent of the cost to construct or substantially renovate the building proposed for naming.

The naming of existing buildings not targeted for substantial renovation will be considered on a case-by-case basis. The underlying principle of such naming should be to honor a significant gift or history of significant giving to the institution.

- C. Gifts made to fund the direct costs of construction or renovation, or to establish an endowment in support of maintenance or program costs, are encouraged and will receive more favorable consideration.
- D. Building should be approved for construction or renovation in the Capital Improvement Plan.
- E. If a naming opportunity is being considered for a set period of time (naming rights to an athletic field, for example), the cost of installing and removing the name should be a consideration, and plans accounting for those costs should be included in the request to the Board.
- F. The gift may be in cash or in the form of a legally binding pledge, provided however, that if in the form of a pledge, it should be paid in full within five years. A portion of the gift may be in the form of an irrevocable trust or bequest, provided that the donor is age 75 or older. If a bequest, there must be a legally binding pledge backing up the bequest. The Board of Regents may consider exceptions to these gift provisions as listed in this item if a strong rationale is provided.

In some cases, an institution may wish to leverage donor funds to help move a building project forward in the capital projects queue. Such gifts must meet different criteria than those required for naming a building. Please refer to Regents Policy [VI-4.20 - GUIDELINES REGARDING THE EFFECT OF DONOR FUNDING AND OTHER EXTERNAL FUNDING ON THE PRIORITIZATION OF STATE-FUNDED CAPITAL PROJECTS](#) for details regarding moving a building forward in the capital projects queue.

III. Philanthropic Naming of Programs

Requests made to the Board of Regents to name a program must comply with the following guidelines:

- A. The named gift levels for schools, colleges, departments, centers, institutes, and programs will be established on a case-by-case basis. Endowed gifts are strongly encouraged.

B. Generally, the endowment established through the gift should generate 10 to 20 percent of the unit's operating budget on an annual basis, depending on the size of the unit.

C. Gift terms required to name a program are the same as those set forth for facilities, as described above.

IV. Honorific Naming

In those cases where facility and program namings are honorific, they should be named for scholars and other distinguished individuals who are preeminent in their field of endeavor and/or have contributed meaningfully to the University System of Maryland or to any of its constituent institutions. Although significant philanthropy made over a donor's lifetime may constitute a valid rationale for an honorific naming, honorific naming should not be used to circumvent the requirements of gift-related naming policies. The following guidelines apply to honorific naming requests:

A. No campus facility or academic program will be named for individuals employed by or formally affiliated with the USM or the State of Maryland, unless and until one year has passed since the individual's USM or State employment or affiliation has ceased.

B. The Board will consider exceptions to IV.A. under the following circumstances:

1. If an individual has completed 10 years of service to the USM and is currently serving in a position of reduced responsibility (i.e. from institution president to faculty status).
2. If there are health issues or special family circumstances.

V. Naming Resulting from Fundraising Appeals

On occasion, fundraising appeals are organized to honor an individual via the naming of a program or facility. In such cases, the total funds raised should conform with the gift minimums and terms described in Section II or Section III, as applicable.

The guidelines set forth in Section IV, Honorific Naming, shall also apply. Institutions launching such efforts should seek approval from the Board of Regents before launching a public campaign. Institutions should clearly describe in associated fundraising materials any prerequisites that are related to or limit the naming opportunity.

Upon completion of the fundraising appeal, institutions shall report to the Regents that the conditions described in the request were met before the naming is announced to the general public.

VI. Process and Procedures

The USM Vice Chancellor for Advancement should be notified of possible facility or program naming discussions as early in the process as possible. All requests should be approved by, and submitted through, the president of the requesting institution, or, in the case of a naming at the USM level, by the chair of the Board of Regents.

Requests should be submitted six weeks prior to the full board meeting at which the request will be considered. Exceptions to the timeline may be considered by the Chancellor and the Board of Regents. Requests will be reviewed within the USM Office of the Chancellor before being submitted for review by the Board of Regents Committee on Advancement. The Committee on Advancement will then 1) decline the request, 2) request additional information or clarification, or 3) recommend approval by the full Board.

In making requests for naming of facilities or **academic** programs, the following information is to be submitted:

A. A detailed request in letter or memo form that should provide:

1. The donor's name and relationship to the USM or institution, if applicable.
2. The gift amount and terms, including but not limited to any costs associated with the gift, if applicable.

B. For honorific naming, a clear rationale for the request, including a description of the honoree's accomplishments and contributions to the institution or USM, how the naming will reflect positively on the institution and/or the USM, and, if applicable, a justification for an exception to the provisions described in Section IV, Honorific Naming, above.

C. For a naming related to **launching** a fundraising appeal, a letter or memo outlining :

1. The donor's name and relationship to the USM or institution.
2. The amount of funds raised in gifts and pledges and expected cash realized, including but not limited to any costs associated with the campaign.
3. A rationale for the honorific naming, as described in Section IV.
4. As noted in Section V, institutions shall report to the Regents regarding the completion of the campaign and fulfillment of the conditions of the request before the naming is announced to the general public.

D. As applicable, the overall cost of the facility construction or renovation or the overall budget of the program to be supported. If the gift represents partial or total funding of the construction, remodeling, or renovation, the following information must be included:

1. A timetable for project implementation;
 2. Relationship of the project to the institution's long-range plans;
 3. Source and status of capital budget funds needed in addition to the gift;
 4. Operating budget implications, and sources of funds.
- E. The proposed name of the facility or program and, if applicable, the current name of the facility or program.
- F. A copy of the gift contract and/or pledge agreement, if applicable.
- G. A biographical profile of the prospective donor or recipient of an honorific naming.

All requests will be held in the strictest confidence.

VII. Public Announcement

No public announcement of a philanthropic or honorific naming should be made prior to Regents' approval. Public announcements should be scheduled in coordination with the Chancellor's Office to ensure proper representation from the USM Office and Board of Regents. In cases where a gift is funding new construction or substantial renovation, the Board encourages institutions to consider having 50% of the gift in hand before a public announcement is made. Public announcements regarding honorific naming will include the rationale for the naming, including background regarding the individual and how the naming reflects positively on the institution and the USM.

VIII. Removal of Name from a Facility or Program

As naming authority lies with the Board of Regents, so does the authority and responsibility to remove a name. In the case of a gift-related naming, the Board of Regents reserves the right to remove names from facilities and programs when the gift remains unpaid beyond the five-year limit. Should this occur, the Regents may name an area of the facility or seek another appropriate naming opportunity that would be proportionate to the value of the gift received. The naming of a facility or program follows the facility or program for its useful life unless otherwise determined by the Board of Regents. Other situations may occur that would warrant the removal of a name from a facility or program in the USM.

The institutions will provide an annual report to the Regents on all such gifts and the form of recognition.