

**BOARD OF TRUSTEES  
INSTITUTIONAL ADVANCEMENT  
REPORT SUMMARY**

**Date of Meeting:** January 27, 2017

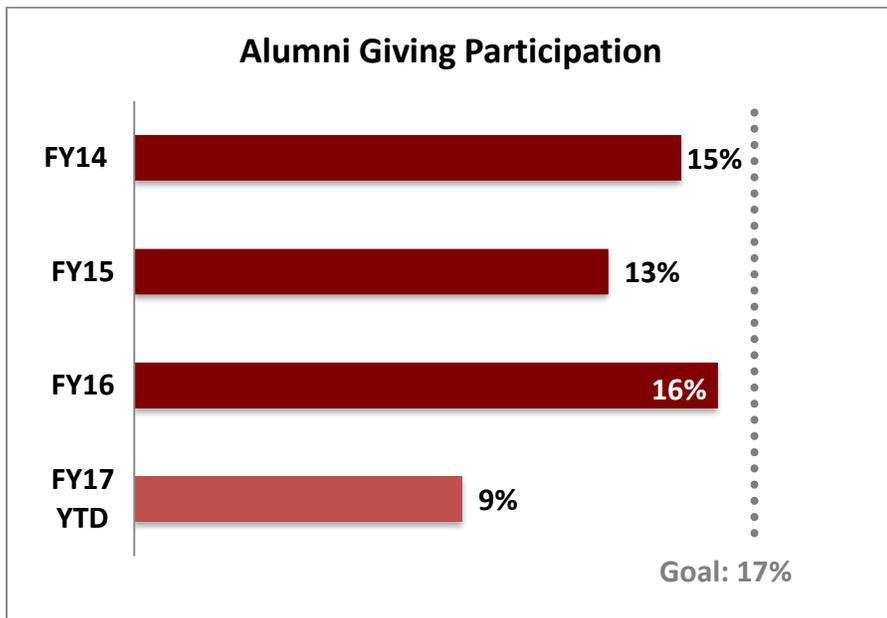
**Date of Next Meeting:** May 12, 2017

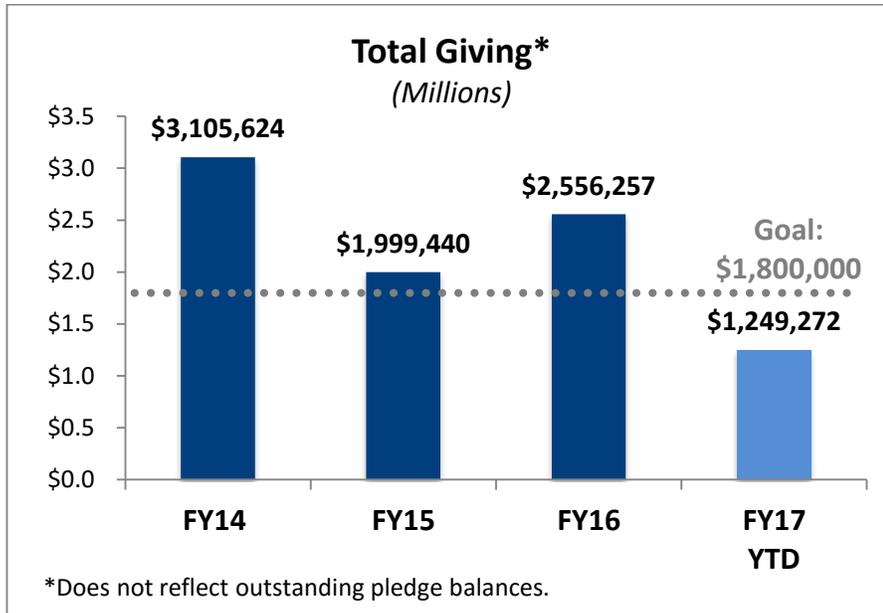
**Committee Chair:** Gail Harmon

**Committee Members:** Tuajuanda Jordan, Sven Holmes, Cindy Broyles '79, Peg Duchesne '77, Elizabeth Graves '95, Danielle Troyan '92, Harry Weitzel, Allan Wagaman '06

**Staff Member:** Carolyn Curry

**Dashboard Metrics for January 2017:**





Note: FY14-16 total annual giving averaged \$1.5 million yearly. The actuals shown are higher as they include one-time only estate gifts (FY14) and capital campaign donations (FY15, FY16) of more than \$300,000.

**Executive Summary:**

The Committee will consider a recommendation to rename the cottage currently called the White House to the Lucille Clifton House. If the Committee approves, the recommendation will be forwarded to the Building and Grounds Committee for its consideration before the Institutional Advancement Committee can then put forth the recommendation to the full Board of Trustees (per the Board’s Naming Opportunities Policy—Gifts or Honorarium).

The Committee will review progress-to-date on the 2016-2017 Institutional Advancement (IA) strategic goals and metrics. The focus will be on the following:

1. Key Development strategies to date to reach the \$1.8 million annual giving drive for 2016-2017, including the recent 24-hour online *Giving Tuesday* initiative.
2. Key integrated marketing strategies to date to strengthen the College’s image.
3. Key Alumni Relations strategies to date to build the alumni base, increase engagement, reach the alumni participation goal of 17%, and assist Career Services with growing internship opportunities.

The Committee will review progress-to-date on ways Board members are assisting IA to reach goals, as outlined in the October 2016 Committee discussion. It will also hear a brief report from the SMCM Foundation, Inc. on its November 18, 2016 Board of Directors meeting.



**Action Item(s) related to specific strategic plan goals as appropriate:**

Approval of the recommendation to rename the White House to the Lucille Clifton House.

**Committee Action Taken/Action in Progress:**

The Institutional Advancement Committee forwards the approved action to the Building and Grounds Committee for its consideration. If approved by the Building and Grounds Committee, the Institutional Advancement Committee will forward to the full Board of Trustees for its consideration.

**Recommendation to the Board:**

Approval of renaming the White House to the Lucille Clifton House (pending approval by the Building and Grounds Committee as well).

**INSTITUTIONAL ADVANCEMENT COMMITTEE**

**MEETING OF JANUARY 27, 2017**

**AGENDA**

**I. CALL TO ORDER**

**II. DISCUSSION ITEMS**

- A. Progress to date on Institutional Advancement Goals ([Attachment #1](#))
  - 1. Development
  - 2. College Image (Integrated Marketing)
  - 3. Alumni Engagement
- B. Review of Board's Role in Reaching Goals
- C. Update from the St. Mary's College of Maryland Foundation, Inc. President ([Attachment #2](#))
- D. Update from the SMCM Alumni Council President ([Attachment #3](#))

**III. ACTION ITEMS**

- A. Renaming of the White House to Lucille Clifton House ACTION ITEM #1617-12 ([Attachment #4](#)); Naming Opportunities Policy—Gifts or Honorarium ([Attachment #5](#))

**IV. INFORMATION ITEMS**

- A. Minutes dated October 14, 2016 ([Attachment #6](#))
- B. Calendar of Key Events ([Attachment #7](#))

The Committee does not expect any portion of this meeting will be closed.

## **INSTITUTIONAL ADVANCEMENT (IA) EXECUTIVE SUMMARY**

### **2016-2017 PROGRESS TOWARD GOALS**

**INSTITUTIONAL ADVANCEMENT COMMITTEE OF THE BOARD OF TRUSTEES, JANUARY 27, 2017**

*The IA strategic plan integrates the units of Development, Alumni Relations, Events and Conferences, Integrated Marketing and Community Relations.*

---

#### **Goal 1**

**Expand philanthropic support for the College by raising \$1.8M in the 2016-17 annual giving cycle.**

- Raised \$1.3 million to date through multiple strategies for the annual fund in the areas of scholarships (named and general), student success, academic enrichment and the St. Mary's Fund.
- Created and launched an innovative *Giving Tuesday* online campaign in November that surpassed the goal of \$50,000 from 500 donors. Participants from 32 states helped raise \$162,000 from 651 donors. Alumni were key to the success, including extensive social media outreach. For the first time, employees and students were involved. Fourteen Trustees made contributions during the 24-hour event.
- Launched planned giving communiqués that resulted in 14 inquiries.

#### **Goal 2**

**Generate prospective student interest and affinity to help meet or exceed enrollment goals.**

- Enhanced multiple admissions and financial aid web pages, including the Admissions landing page, to simplify messaging, increase navigability, incorporate clear, targeted content and establish analytics. The work included the creation of several new pages including Admissions Visit Datepicker, Panomap, Discover Our Value and Financial Aid Resources. According to the analytics, the Admissions landing page and *How to Apply* (for first year students) page were more frequently hit and clicked through, which was a goal during the reporting period.
- Created and placed digital ad and 30 spot buys in targeted in-state, out-of-state and transfer markets October - December 2016. Among the analytics culled, there were above average or average click through rates throughout the placements.
- Created an awareness communication mix for the Master's in Teaching (MAT) 3+1 program, the College's only graduate offering.
- Assisted Admissions in creating a targeted January 2017 message outreach to encourage more applications and also created print ads for six target cohorts, including homeschoolers.

- Reached out to MAT alumni currently teaching to encourage recruitment outreach in their respective high schools; more than 30 have responded since November.

### **Goal 3**

#### **Enhance the College's visibility, reputation and influence.**

- Launched a SMCM image effort aimed at better defining what the College stands for in the minds of those we are trying to reach, influence and move to action. A leading imaging consultant connected to us by Trustee Molly Mahoney Matthews is working with IA pro bono to guide the effort. After a review of research and available marketing messages and materials, the consultant led two image workshops on campus with more than 24 employees and students participating. Concepts created by the consultant from the cumulative work are currently being tested by the IA team on Gen X students.
- Pushed out 42 unique SMCM stories onto the communications matrix (social, print, web, video mixes). Saw measureable upticks in all social media platforms: LinkedIn, Instagram, Twitter, Snapchat and Facebook.

### **Goal 4**

#### **Broaden and deepen constituent engagement with the College.**

- Created marketing materials to strengthen the visibility of campus events externally through ad placements, targeted reaches to cohorts, and use of the communications matrix.
- Achieved 9% alumni participation rate to date toward a goal of 17% by June 30, 2017.
- Through the partnership of Alumni Relations, alumni and the Alumni Council, increased alumni engagement as follows:
  - Saw a slight increase in alumni participation in Hawktoberfest in early fall with more than 160 participating.
  - Created and hosted a Meet and Greet for alumni and prospective students in Philadelphia featuring Dr. Jordan; 28 alumni attended.
  - Assisted, in partnership with Career Services, with the micro-internship program; increased the number of alumni hosting micro-internships from 8 last year to 37.
  - Increased alumni participation in the annual Bookbag to Briefcase to over 30.
  - Registered more than 80 alumni to date for the annual Legislative Reception on February 2 in Annapolis and sponsored by Alumni Relations.

St. Mary's College of Maryland  
Institutional Advancement

- Expect more than 80 alumni to participate in Spring Break-a-Sweat, April 8.
- Aim to double the number of service projects to eight this year in the Bay to Bay Service Day, April 22-23, sponsored by Alumni Relations and the Alumni Council.

**Goal 5**

**Build the infrastructure necessary to ensure adequate Institutional Advancement tools and systems are in place to leverage opportunities and optimize effectiveness at all levels.**

- Converting the Jenzabar CRM Advancement system to Blackbaud; all staff are receiving online and in person training and testing assistance. The new system houses all development and alumni database functions as well as enhanced capabilities for data scrubbing, event management, alumni outreach through a portal, telefunds and reporting. The total conversion will be completed by June 2017.



**ST. MARY'S COLLEGE OF MARYLAND FOUNDATION  
AND JOINT INVESTMENT ADVISORY COMMITTEE (JIAC)**

**Date of Meeting:** January 27, 2017

**Reporter:** Harry Weitzel, President, SMCM Foundation Board and Chair of the Joint Investment Advisory Committee

**Executive Summary:**

**SMCM Foundation, Inc.**

The St. Mary's College Foundation Board of Directors and the Foundation's Joint Investment Advisory Committee (JIAC) met on November 18, 2016.

The Directors, with input from the JIAC, revised its Foundation Investment Policy from its last review in September 2016. Among the new provisions—a requirement that the Foundation put out to bid external portfolio management services at least every seven years in accordance with industry best practices.

JP Morgan, the investment portfolio manager, presented current market trends and reported the current portfolio market value at \$28.2M (as of October 31, 2016 and in comparison to the market value of \$28.4M on June 30, 2016). JP Morgan is now working with the College to help Career Services do some career/internship student training and will provide a workshop during the Foundation's May meeting on ways to grow the endowment.

The Directors are currently fine-tuning criteria for Foundation Directors and are working with Executive Director Carolyn Curry on ways Directors can "give or get" throughout the annual giving cycle.

The Foundation Directors voted to approve the nominations of four new members: Nick Abrams '99, Christopher Holt '86, Paul Schultheis '98, and Michael O'Brien '69, the latter who will join the Foundation Board after his Board of Trustees term ends this summer. The Foundation has a goal of filling 5-8 vacancies by its May meeting and will consider more nominees at its March 2017 meeting.



## ST. MARY'S COLLEGE OF MARYLAND ALUMNI ASSOCIATION

**Date of Meeting:** January 28, 2017

**Reporter:** Allan Wagaman, President, Alumni Association

### **Executive Summary:**

The Alumni Council continues to pursue its goals for FY2017, and we are pleased with the progress made thus far. We have worked to engage alumni philanthropy to assist Institutional Advancement in reaching its goals. Giving Tuesday 2016 was a rousing success, with nearly \$162,000 raised from 651 donors, of which 508 were alumni. The Council members and Social Media Ambassadors played significant roles and were fully engaged in the effort. In conjunction with the Office of Alumni Relations, we will offer early registration for Alumni Weekend to alumni who have donated \$100 or more in this fiscal year, offering yet another way to increase our donor participation rate and amount raised.

The alumni continued to support student success beyond philanthropic efforts. The microinternship program was significantly expanded from last year, doubling the number of students served to 60 and increasing the number of alumni-hosted microinternship sites from eight to 37. The Alumni Council, along with other alumni and community members, participated in the annual Bookbag to Briefcase event, interacting with 59 juniors and seniors via panel discussions and networking events. Alumni participation as recruiters is also expected at the Life Fair on March 2, 2017.

As an alumni contribution to Institutional Advancement's goal to assist recruiting efforts, the Office of Alumni Relations distributed 32 information packets to teacher alumni so that they may spread the word about St. Mary's College of Maryland to their students.

With respect to the goal of increasing alumni engagement and increasing commitment to SMCM, 23 alumni participated in November's Meet and Greet in Philadelphia featuring Dr. Jordan. Additionally, the planning of the Bay to Bay Service Day is underway. The event is scheduled for April 22 and 23, 2017 and our goal is to double the number of sites from four last year to at least eight this year. Calls for projects proposals and leaders have been issued via social media and through the January SMC Mail with a due date of February 1, 2017.

The Council is currently deliberating on our first update to our Chapter Handbook in several years. These changes will better align us with the best practices of other institutions. We will be taking steps to better define expectations for our Chapters, as well as providing standardized marketing materials for event and chapter promotion. The update will also include a major change to our social media strategy for our Chapters, providing a means for our Chapter Presidents to communicate directly with interested alumni. Additionally, it will also allow for direct interaction between alumni with shared interests, which our current social media infrastructure does not support. These changes are critical to empowering our Chapter leaders and engaging with our alumni.

**BOARD OF TRUSTEES  
ST. MARY'S COLLEGE OF MARYLAND  
INSTITUTIONAL ADVANCEMENT COMMITTEE  
MEETING OF JANUARY 27, 2017  
ACTION ITEM 1617-12  
RENAMING OF THE WHITE HOUSE TO LUCILLE CLIFTON HOUSE**

**Recommended Action**

The Institutional Advancement Committee recommends approval by the Board of Trustees, St. Mary's College of Maryland, to rename the small cottage currently known as the White House to the Lucille Clifton House. The building, near Kent Hall and the River Center at 47491 Trinity Rd., is now home to the Title IX coordinator, the associate vice president of inclusion and diversity, and the associated campus-wide activities.

The Institutional Advancement Committee will forward the recommendation to the Buildings and Grounds Committee for approval before submitting to the full Board of Trustees for consideration, as outlined in the Board of Trustees Naming Opportunities Policy—Gifts or Honorarium.

**Rationale**

The naming will honor Lucille Clifton (1936-2010) who served as Distinguished Professor of Humanities at St. Mary's College of Maryland from 1989 to 2005. Her commitment to the College was strong and unwavering. She was Maryland's Poet Laureate from 1974 to 1985 and remains one of America's most outstanding poets. Her book, *Blessing the Boats: new and selected poems*—in which she dedicates the title poem to St. Mary's College—won the 2000 National Book Award. Ms. Clifton was the first Black recipient of the Ruth Lilly Poetry Prize for lifetime achievement. In testament to the universality of her unique and resonant voice, in 1987 she became the first author to have two books of poetry chosen as finalists for the Pulitzer Prize in the same year. Her life and poetry affirm the lights of compassion and truth as the highest calling. And, much of her work focused on equity-related issues. The proposed name change honors the legacy of Lucille Clifton and is consistent with the intended purpose of the building.

## **St. Mary's College of Maryland** **Naming Opportunities Policy—Gifts or Honorarium**

*Approved by the Board of Trustees on May 13, 2016*

### **PURPOSE**

Naming opportunities related to philanthropic gifts or honoraria for existing and future buildings, facilities and spaces provide St. Mary's College of Maryland ("College") and the Board of Trustees with occasion to recognize exceptional contributions to the College's liberal arts education, whether these are philanthropic or in the form of meritorious service. Buildings, facilities and spaces may also be named in recognition of distinguished achievements and/or for significant societal contributions. The naming of a building, facility or space is one of the most visible and enduring forms of recognition that the College has at its disposal. Naming opportunities enrich and strengthen the College as a public honors institution and sometimes provide a chance to honor those individuals and/or entities that have made enhancement of the College possible. The purpose of this Policy is to establish the authority for naming buildings, facilities and spaces as well as guidelines, while also providing the College with sufficient flexibility to respond to naming opportunities in ways that are beneficial to the College and to prospective donors.

Naming in consideration of or in connection with a contract for goods or services is subject to the procurement policies of the College and is outside the scope of this policy. Naming in consideration of or in connection with a contract for goods and services also raises issues of "private use" of bond-financed College facilities.

### **AUTHORITY TO NAME COLLEGE BUILDINGS AND FACILITIES**

The authority for naming College buildings and facilities is vested in the Board of Trustees. These include planned and existing buildings of all types, major new additions to existing buildings, as well as athletic facilities and major outdoor areas including streets. The President, in consultation with the College's Vice Presidents and the Executive Director of the St. Mary's College of Maryland Foundation ("SMCM Foundation"), shall have the responsibility for recommending and evaluating proposed names for buildings and facilities. The President will submit a naming recommendation to the Development Committee of the Board of Trustees ("Development Committee"). If approved, the Development Committee will submit the approved recommendation to the Building and Grounds Committee of the Board of Trustees ("Building and Grounds Committee") If approved, the Building and Grounds Committee will inform the Development Committee, which will then submit the recommendation to the full Board of Trustees to consider for approval. Once approved by the Board of Trustees, the President will submit the recommendation to the State of Maryland's Board of Public Works for final review and approval, if required by law.

### **AUTHORITY TO NAME SPACES**

The authority for naming College spaces, other than whole buildings and facilities, including but not limited to classrooms, conference rooms, laboratories, offices, locker rooms, study areas (spaces”), is vested in the President. The President shall consult with the College’s Vice Presidents and Executive Director of the SMCM Foundation. The President, with the assistance of the Vice Presidents and Executive Director of the SMCM Foundation, will establish a set of criteria and guidelines for naming spaces to help guide the decision-making. The Board of Trustees does not approve the naming of spaces.

### **GUIDELINES**

Generally, a building or facility will be named for an individual or entity that exemplifies values which are consistent with the College’s values in conjunction with a major gift to the College, service to the College, distinguished achievements and/or significant societal contributions. Naming should adhere to the following guidelines:

- A. Buildings or facilities may be named for persons or entities making a substantial gift to the College. The interpretation of a substantial gift in this context is intended to be flexible so that each donation may be judged on its own merits giving consideration to contributions of personal service, monetary gifts, and in-kind gifts. In determining whether to recommend a naming due to a substantial gift, factors include, but are not limited to, the monetary value of the gift, previous contributions by the donor, the purpose for which the gift is made and the proportional relationship of the gift to the project for which it is intended. A copy of the proposed gift agreement should accompany the recommendation.
- B. The provision of a gift to the College does not obligate the College to name a building or facility in accordance with the donor’s wishes.
- C. The College may name buildings or facilities after persons who have made distinguished achievements and/or have made significant contributions to society. Honorific naming will be guided by the depth and duration of service for individuals or entities under consideration. Such naming opportunities should require a high bar of stature to receive that recognition. This high bar may include exemplary service to the College and/or the State of Maryland, or accomplishments as a pioneer in an area in line with the St. Mary’s Way. The Board of Trustees may designate certain buildings and facilities for naming in recognition of philanthropic gifts to the College or for honorific naming. The Board of Trustees and the President should consider precedent that is created by the granting of each naming opportunity for future naming opportunities.

- D. Buildings or facilities will not be named after currently serving employees (State or College).
- E. The naming of a building or facility will be appropriately honored, displayed and included in publicity material of the College.
- F. The Board of Trustees has the authority to remove a name from a building or facility if the Board determines the use of the particular name is not consistent with the College's values and mission or if a donor fails to comply with payment agreements set forth between the donor and the College or the SMCM Foundation. Once removal of a name is approved by the Board of Trustees, the President will submit the recommendation to the State of Maryland's Board of Public Works for final review and approval, if required by law.



## BOARD OF TRUSTEES

### INSTITUTIONAL ADVANCEMENT COMMITTEE

#### MINUTES

**Date of Meeting:** October 14, 2016

**Status of Minutes:** Approved

**Committee Members Present:** Gail Harmon, Sven Holmes, Tuajuanda Jordan, Cindy Broyles '79, Peg Duchesne '77, Elizabeth Graves '95 (*by teleconference*), Danielle Troyan '92, Allan Wagaman '06, Harry Weitzel,

**Committee Members Absent:** None

**Others Present:** Carolyn Curry, Tim Heeley, Vera Damanka '17, Kelley Hernandez, Allison Boyle, Chip Jackson, Michael Wick, Leonard Brown, Michael Bruckler, Kathy Grimes, Anna Yates, Cynthia Gross, Sandy Abell

#### **Executive Summary**

#### **Chairperson's Report:**

Chair Gail Harmon called the meeting to order at 10:16 a.m.

Chair Harmon noted that the Board of Trustees Development Committee has been renamed the Institutional Advancement Committee. The Committee, in addition to reviewing strategic items relevant to development, will add alumni relations and integrated marketing to its purview. Institutional Advancement (IA) has formulated a strategic plan that correlates with the College's strategic needs. Chair Harmon said the Committee would review the goals, objectives and several key actions in this plan and delineate the Trustees' role in helping to reach these goals.

#### **Vice President of Institutional Advancement Report—Strategic goals, objectives and actions:**

VP Carolyn Curry presented the 2016-17 Institutional Advancement strategic goals, objectives and key actions. The plan incorporates the units of Development, Integrated Marketing, Alumni Relations, Community Relations, and Events and Conferences. Five goals drive the work of all the units:

- Goal 1: Expand philanthropic support for the College by raising \$1.8 million in the 2016-17 annual giving cycle.
- Goal 2: Generate prospective student interest and affinity to help meet or exceed enrollment goals.

- Goal 3: Enhance the College's visibility, reputation and influence.
- Goal 4: Broaden and deepen constituent engagement with the College.
- Goal 5: Build the infrastructure necessary to ensure adequate Institutional Advancement tools and systems are in place to leverage opportunities and optimize effectiveness at all levels.

The Board's packet included an extensive list of objectives under each goal. VP Curry outlined several key actions currently underway to achieve the goals. Among them:

Goal 1: A newly created annual fund drive centering on student success initiatives like internships, scholarships, lecture series, and the strategic St. Mary's Fund; a Giving Tuesday (November 29) online plan to exceed last year's success in dollars raised and in the alumni participation rate; and a ratcheting up of major donor and corporate/foundation prospecting.

Goal 2: An Admissions marketing plan that targets digital, social and traditional means of recruitment messaging in key markets; Admissions website improvements; outreach to out-of-state prospects through MAT graduates; analytical analyses of page traffic; and the completion of a competitive scan.

Goal 3: An upcoming image retreat planned with an external expert; a state-of-the-art Panomap launched on the smcm.edu website; and assistance to Admissions with its newly defined communication flow.

Goal 4: Assistance to community-based groups such as the Arts Alliance and Community Resource Network; a partnership with Career Services for micro internships; the production of Bookbag-to-Briefcase January 14; and the creation of an alumni internship pipeline.

Goal 5: Conversion to a new CRM system—Raisers Edge NXT.

VP Curry noted that the Alumni Council was also involved in tactical actions with several of the goals. A few other highlights from her presentation:

- The \$2.5 million required by the state for the \$74 million capital building project was realized this summer. St. Mary's College received its largest gift ever: a \$2.2 million donation from the Roberts Family that in part completed the capital campaign and named the Jamie L. Roberts Stadium. The largest number of donors in any campaign of 2,829 was also achieved.
- As part of the Roberts Family's request, a special Jamie L. Roberts Seahawk Fund for Athletics will be launched to encourage Jamie's classmates to give and be subsequently recognized on plaques at the new stadium.

- The IA team produced \$2.5 million Capital Campaign celebrations September 16-17, including an employee appreciation reception, a Roberts Family brunch celebration, a groundbreaking for the Jamie L. Roberts Stadium, and a dinner acknowledging donors who gave \$1,000+. Approximately 400 donors were touched that day.
- The FY16 alumni participation goal of 16% was achieved with 1,531 alumni; the FY17 goal of 17% will require 1,600 alumni to participate.
- In FY16, Trustees gave 100% for a total of \$148,010. Foundation directors gave 100% for a total of \$109,549. The total combined dollars raised was \$257,559. For FY17, the goal is to at least maintain or exceed the dollars raised for each cohort. The FY17 total combined goal is \$260,000.

### **Roles of Trustees:**

#### *Development*

Chair Harmon presented a worksheet that listed ways in which Trustees could assist with Goal 1—*Fundraising*. She reviewed the fundraising and donor relations strategies listed and encouraged each Committee member to complete the worksheet and return it to VP Curry. She also asked for assistance in getting this list to other Trustees for consideration. Board Chair Sven Holmes offered to have it distributed at the full Board of Trustees meeting and Chair Harmon said she would also follow up with an email post Board meeting.

Discussion ensued on strategies noted on the sheet; Chair Harmon noted that peer-to-peer receptions in homes and small dinners have been effective. She underscored the importance of accompanying Dr. Jordan and/or VP Curry on strategic donor visits, identifying potential internships, and opening up doors for the College by offering introductions. She also noted other ways to effectively contribute and thanked Committee members Danielle Troyan, Allan Wagaman and Peg Duchesne for their social media efforts during last year's Giving Tuesday.

Chair Harmon asked the Committee to help the College open doors when it is engaged with a corporate or foundation partner. She distributed a list prepared by VP Curry of Board of Directors of several corporations and foundations currently on the College's radar. Several Committee members—Ms. Troyan, Mr. Holmes, Mr. Weitzel, Ms. Harmon—identified people they knew. Chair Harmon indicated this feedback would be invaluable for the College's follow-up. Board Chair Holmes agreed to have the lists also distributed at the full Board of Trustees meeting and Chair Harmon would send them out post Trustee meeting.

Chair Harmon requested that VP Curry provide a follow-up at the January meeting on the outcome of any Trustee involvement to date from the lists.

### ***Recruitment and Marketing***

Chair Harmon also led a discussion on ways Committee members and Trustees could be helpful in Goal 2—*Recruitment marketing*, and Goal 3—*Strengthening the image of the College*.

VP Curry reviewed key e-recruitment strategies encouraged nationally to give the Committee a grounding on SMCM's Admissions marketing strategies. Discussion ensued and among the points:

- Ms. Cynthia Broyles suggested current students as a means to “talk up” the College’s strong points in marketing videos. Dr. Jordan suggested that current students might participate in video chats before the recruiters arrive and share what it is like to be a student right now at St. Mary’s College, with guidance by the marketing team.
- Ms. Broyles suggested that VP Curry circulate the information in her PowerPoint about characteristics of the Gen Z generation.
- Several Committee members noted that visuals used in materials needed to be highly personalized to distinguish SMCM among competitors.
- Chair Harmon noted two important things Trustees can do to support the advancement of St. Mary’s College: 1) “talk up” St. Mary’s College within their sphere of influence and 2) consider how to enhance St. Mary’s communications within area schools with which they are familiar. She noted the Interim VP of Enrollment Management starts in late October and he should be contacted with any prospective student leads and to facilitate introductions to guidance counselors.

### ***Alumni Relations***

In reviewing ways Trustees could help increase the alumni participation rate, the following were discussed:

- Mr. Holmes expressed concern that the College’s alumni database was outmoded and explained ways other colleges have effectively used theirs. Ms. Curry said that IA is now converting to a top tier system. The conversion will not be completed until mid-spring, and thus the team would not be able to access its full capabilities. Mr. Holmes asked that Ms. Curry assess any gaps in achieving a high-level system and said he would be willing to make a donation accordingly to assist, as an effective and robust database would yield dividends.
- Ms. Duchesne said that the Alumni Council was teaming up with Alumni Relations in the meantime to identify lost alumni and encouraged the leveraging of volunteers.

**Review of Dashboard:**

The Committee reviewed the current overall Trustee dashboard metrics related to IA. Those included total giving for fundraising (goal of \$1.8 million) and the alumni participation rate (goal of 17%). Chair Harmon noted that VP Curry would be presenting other metrics relative to the Committee's discussion at each meeting. Ms. Troyan particularly requested that the source of gifts (individuals, corporations, etc.) and the giving by constituency be tracked to compare with national trends presented earlier in the meeting.

**Update from the SMCM Foundation, Inc.:**

Foundation Board President Weitzel reported a majority of current directors are St. Mary's College alumni. He urged Committee members to suggest names of director prospects as the Foundation Directors want to fill at least five seats by the spring.

Jack Saum '89 hosted the 6<sup>th</sup> Annual Beltway Companies Golf Outing in September to benefit SMCM scholarships. In FY16, the Foundation Board of Directors had 100% giving participation and has consistently done so. He noted the two largest initial gifts in the \$2.5M capital campaign were from Foundation Board members. Mr. Weitzel said that while other endowments have had tough times, our asset manager JP Morgan has done well with ours. One big reason is its ability to leverage private equities, which is where the highest returns have originated. The market value of the SMCM Foundation, Inc. endowment portfolio as of August 31, 2016 is \$29.3M.

**Approval of Minutes:**

Mr. Weitzel motioned to approve the minutes dated April 25, 2016; Ms. Broyles seconded. The minutes were approved as submitted.

Mr. Weitzel motioned to approve the minutes dated June 9, 2016; Ms. Broyles seconded. The minutes were approved as submitted.

Meeting adjourned at 11:56 a.m.

**Action Item(s):**

N/A

**Committee Action Taken/Action in Progress:**

N/A

**Recommendation to the Board:**

N/A

**SELECTED CALENDAR OF EVENTS  
2017**

<b>DATE</b>	<b>EVENT</b>
February 2, 2016	SMCM Annual Legislative Reception Miller Senate Office Building – West I & II, Annapolis, MD Sponsored by SMCM Alumni Relations Office, 5:30 pm – 7:30 pm
March 1, 2017	The Lucille Clifton Legacy Award Celebration featuring Yona Harvey and Toi Derricotte 7:30 pm – 9:00 pm, Daugherty-Palmer Commons
March 7, 2017	The President’s Office Welcomes Walter Mosley for a lecture 8:00 pm – 9:30 pm, Michael P. O’Brien ARC
March 8, 2017	Center for the Study of Democracy Benjamin Bradlee Lecture featuring Cokie Roberts 7:00 pm – 9:00 pm, Michael P. O’Brien ARC
April 21, 2017	Mark Twain Lecture Series featuring Scott Dikkers, founding editor of The Onion 7:30 pm – 9:30 pm, Michael P. O’Brien ARC
April 22, 2017	Bay-to-Bay Alumni Service Day
April 28, 2017	Awards Convocation
May 5, 2017	FY17 Donor Stewardship Thank You Reception
May 13, 2017	Commencement 10:00 am, Townhouse Greens
June 8-11, 2017	Alumni Weekend
June 18-24, 2017	Chesapeake Writers’ Conference Daugherty-Palmer Commons