

**BOARD OF TRUSTEES
INSTITUTIONAL ADVANCEMENT
REPORT SUMMARY**

Date of Meeting: May 11, 2017

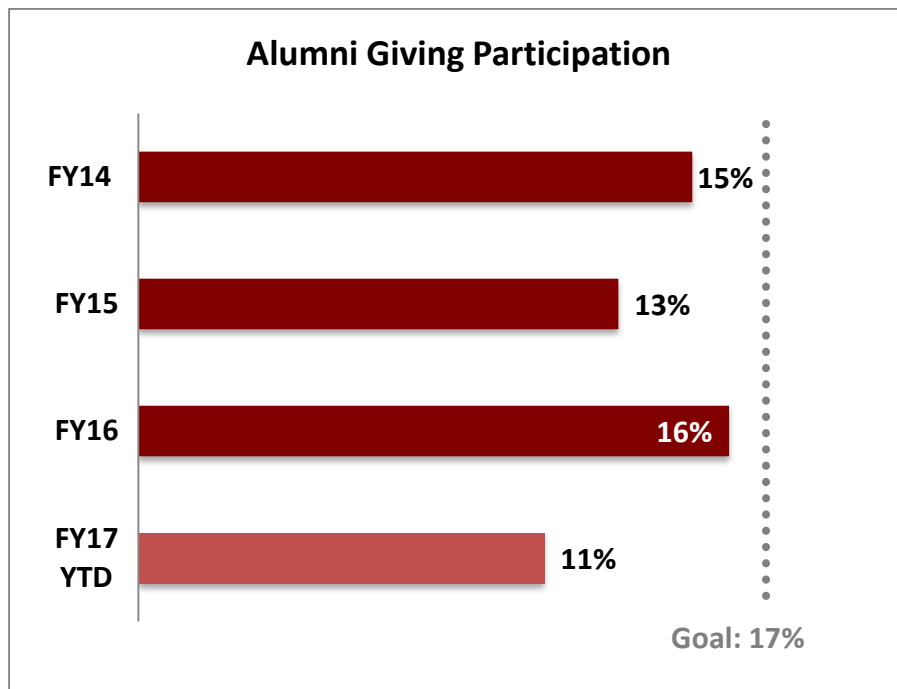
Date of Next Meeting: October 21, 2017

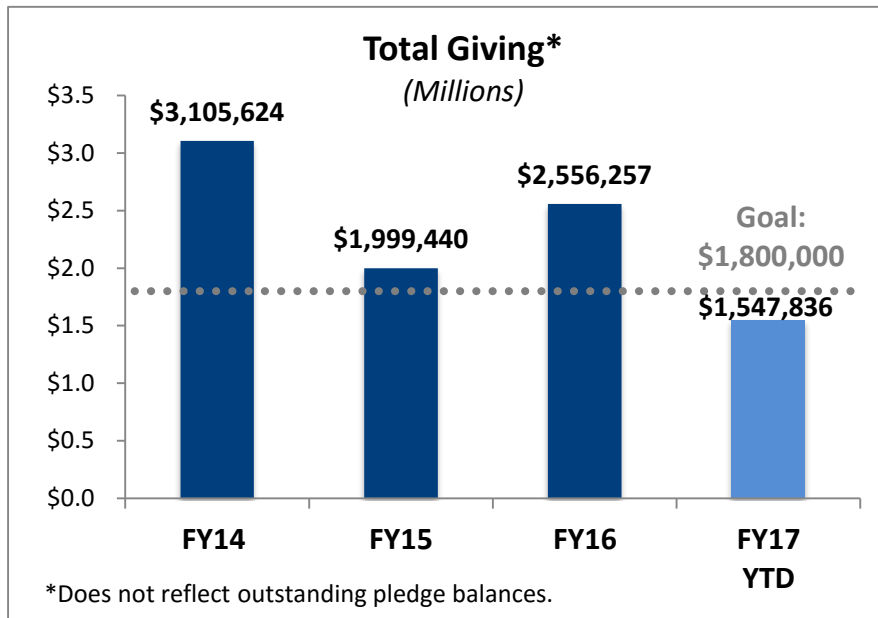
Committee Chair: Gail Harmon

Committee Members: President Tuajuanda Jordan, Board Chair 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 MAY 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 Institutional Advancement Committee will consider a recommendation to rename The Library to the Hilda C. Landers Library. If the Committee approves, the naming 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 2016-17 Institutional Advancement (IA) strategic goals and metrics. The focus will be on the following:

1. Key development strategies to reach the \$1.8 million annual giving drive.
2. Key integrated marketing strategies to strengthen the College’s image.
3. Key Alumni Relations strategies to increase engagement, reach the participation goal, assist with career networking and strengthen the SMCM image.

The Committee will also hear a report on the SMCM Foundation, Inc. activity from its president and a report on the SMCM Alumni Association activity from its president.



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

Approval of the recommendation to rename The Library to the Hilda C. Landers Library.

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 Library to the Hilda C. Landers Library (pending approval by the Building and Grounds Committee as well).

INSTITUTIONAL ADVANCEMENT COMMITTEE

MEETING OF MAY 11, 2017

AGENDA

I. CALL TO ORDER

II. DISCUSSION ITEMS

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

III. ACTION ITEMS

- A. Renaming The Library to the Hilda C. Landers Library ([Attachment #4](#))

IV. INFORMATIONAL ITEMS

- A. Minutes dated January 27, 2017 ([Attachment #5](#))
- B. Calendar of Key Events ([Attachment #6](#))

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, MAY 11, 2017

The IA strategic plan integrates the units of Development, Alumni Relations, Events and Conferences, Integrated Marketing and Community Relations. Below are several selected highlights to date since the January 2017 Committee meeting.

Goal 1

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

- Raised more than \$1.5 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. Includes exceeding the \$20,000 goal for the Jamie L. Roberts Seahawk Fund from Jamie's classmates thanks to a Challenge grant of \$10,000 from Board Chairman Sven Holmes.
- Realized, in comparison to last year, increases in major gifts (20% value), endowments (9), planned gifts (300%) and corporate/foundations (67% success rate).

Goal 2

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

- Due to web improvements, increased by 16% visits scheduled on the admissions site compared to first semester. Saw a 38% conversion rate on visits scheduled.
- Continued a digital media outreach to more than 30 markets this semester with above average click through rates. Includes targeted messaging to transfers. On average, visitors are staying three minutes longer on our web sites than last semester. Utilized a: 30 spot that has won two national higher education marketing top awards.
- Utilized seven social media platforms with an increase of 175% in followers.
- Partnered with Admissions to produce a recruitment event for Baltimore area prospective students and their families at the National Aquarium.
- Enhanced web traffic by creating the Panomap tool with more than 2,000 visitors since February.
- Created and produced print and digital communiqués (open houses, admitted student days, search piece, etc.) to support Admissions in building targeted areas of the recruitment funnel.

Goal 3

Enhance the College's visibility, reputation and influence.

- Produced three Soundbites and the Mulberry Tree to reach 18,000.
- Landed the President the cover story on *Diverse Issues* Top 25 Women Leaders in Higher Education.
- Created multi-tiered communiqués, including a Remembering Our Past website, to support the College's Boyden Gallery exhibit featuring the College's newly discovered connection to slavery and the archeological dig that uncovered slave quarter artifacts in the area where the stadium complex is to be built.
- Completed focus group work on concepts to better define what the College stands for in the minds of those we are trying to reach, influence and move to action.
- Pushed out 107 unique SMCM stories this semester (138% increase) onto the communications matrix (social, print, web, video mixes). Saw measureable upticks in all social media platforms.

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. As one result, eight major events pushed resulted in audiences of more than 3,000.
- Through the partnership of Alumni Relations, alumni and the Alumni Council, increased alumni engagement as follows:
 - Bay to Bay Service Day, April 22-23—A record 12 service projects organized by SMCM alumni across the nation (up from four last year) resulted in more than 250 participating, up 162 over last year. Included in the number were about 100 students, a new focus this year.
 - Alumni Weekend registration for the June weekend event is significantly up (>900 registered) than the same time last year.

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.

- Continue to convert to and receive training on a new state-of-the-art fundraising CRM while also working to meet fundraising goals during the conversion process.



ST. MARY'S COLLEGE OF MARYLAND ALUMNI ASSOCIATION

Date of Meeting: May 11, 2017

Reporter: Allan Wagaman, President, Alumni Association

Executive Summary:

The Alumni Council is wrapping up efforts for FY2017 and looking ahead to FY2018. The summer is our peak event season, and we are staying true to that this year. The 2nd Annual Bay to Bay Service Day program was held on April 21-22, 2017. We featured 12 sites within nine of our chapters and more than 250 alumni, students, and friends of the College participated. This represents significant growth over the four sites and the approximately 80 alumni, students, and friends of the College who participated last year.

Alumni Weekend 2017 registration is open and as of April 28, 863 attendees are signed up for the festivities planned for June 8-11, 2017. This year's registration has been notable for a few reasons. In the first 24 hours of Alumni Weekend registration for all alumni, over 500 participants had registered. All of the premium housing in the apartments, townhouses, and suites sold out to donors prior to the opening of general registration. Registration closes on May 21, so it is expected we will see the registrations increase in the next 10 days.

Planning is underway for Governor's Cup and our second annual Zero-Year Reunion in August, which is geared to bring our Class of 2017 graduates back to campus. We have involved members of the graduating class in the planning of this event, and we are hoping that grassroots involvement and support will lead to strong turnout. In addition to these events, our chapters will also hold events over the summer and early fall in their geographic regions.

The Alumni Council is working with the Office of Career Development to pilot the College's Professional Network Program, which will pair current students with alumni who work in fields of interest to the student. The alumni will be filling an informal mentoring role, interacting with students through informational interviews and sharing our experiences with them. This pilot will run through the summer and then the program will be evaluated. The students will be able to remain in contact with the professionals after the pilot is complete. It is expected that after the completion of a successful pilot and consideration of Council feedback, this program will be launched for the larger alumni community.

At the Alumni Council's April 1 meeting, we had a lengthy and productive discussion about ways in which the new Alumni House (currently known as the Cobb House) can be used to benefit alumni and students. We will be sorting through these items over the summer with the Office of Alumni Relations. Additionally, we also approved revisions to our Chapter Handbook that better define expectations of our chapters and update and modernize our social media strategies. These strategies will be implemented over the next few months. Additionally, we are also completing deliberations on a new Alumni Association logo to hopefully be unveiled in final version at Alumni Weekend.



The Alumni Council's Recognition committee is currently deliberating on nominees for the Outstanding Young Alumni Award, Society of Distinguished Alumni Award, and the Honorary Alumni Award. Winners will be announced and recognized at Alumni Weekend.

In FY2018, the Alumni Council will shift its focus to improving the "value proposition" that we offer to our alumni, current students, and to the broader St. Mary's College of Maryland community. Some of our initiatives are already moving in this direction, and we expect to make significant progress toward increasing the value of membership in the Alumni Association and to providing increasingly valuable services and benefits to our alumni and students. The Council thanks the Board of Trustees for its support as the alumni continue to enhance the value and reputation of a St. Mary's College of Maryland education.

ST. MARY'S COLLEGE OF MARYLAND FOUNDATION

Date of Meeting: May 11, 2017

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

Executive Summary

SMCM Foundation

The St. Mary's College Foundation Board of Directors and Foundation's Joint Advisory Committee (JIAC) met on March 21, 2017 and May 2, 2017, the latter at J.P. Morgan's headquarters in Washington, DC.

J.P. Morgan, the investment portfolio manager, presented current market trends and reported the current portfolio market value at \$30.6M as of March 31, 2017. The portfolio returned 4.4% during the first three months of 2017, compared to the composite benchmark which returned 4.1%. Since its inception, the portfolio is up 6.1%, versus the composite benchmark return of 4.2%.

The Foundation Board and the JIAC received a report on the College's quasi-endowment. As per the Foundation's Bylaws, an RFP process will commence in 2018 for a portfolio manager. The Foundation agreed that it would work with the College to include the quasi-endowment as part of the bid process—to be managed separately but by a single firm. The JIAC will also work with the Board's FIA Committee on proposed revisions to the College's current investment policy that governs an endowment and the quasi-endowment.

The Foundation heard a presentation from its legal counsel on proposed IRS guidelines impacting 501(c) 3 entities and will be working to ensure compliance.

The Foundation also completed a criteria matrix that will assist in selecting new directors. Three directors leaving the Board were honored for their years of service: Bob Waldschmitt, Judge Sherrie Bailey '81 and John Bell '95.

The JIAC and Foundation May 2 meetings included a professional workshop component for members by J.P. Morgan on Trends in Charitable Giving, News You Can Use about the impact of proposed legislation, and The Rise of Donor Advised Funds.

**BOARD OF TRUSTEES
ST. MARY'S COLLEGE OF MARYLAND
INSTITUTIONAL ADVANCEMENT COMMITTEE
MEETING OF MAY 11, 2017
ACTION ITEM #1617-23
RENAMING OF THE LIBRARY TO THE HILDA C. LANDERS LIBRARY**

Recommended Action

The Institutional Advancement Committee recommends approval by the Board of Trustees, St. Mary's College of Maryland, to rename The Library to the Hilda C. Landers Library because of Mrs. Landers' enduring commitment to St. Mary's College before and after her death in 1998.

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

Hilda C. Landers was a 1923 graduate of the Seminary. Her husband, Arthur (d.1984), graduated from St. John's College in Annapolis. Mrs. Landers began giving to her alma mater out of love for the College cultivated by former President Ted Lewis and a shared passion for poetry. She and her husband created two trusts---the Hilda C. Landers Trust and the Arthur E. Landers Jr. and Hilda C. Landers Trust---of which St. Mary's College is one of the beneficiaries. These trusts continue to benefit the College today.

Support to date from Hilda and Arthur Landers, during their lifetime and through their trusts, is estimated at \$6.4 million. This support includes the establishment of an endowed chair in the liberal arts, an endowed scholarship fund for merit and financial need, a special fund to assist students from the Baltimore area with financial need, support for Baltimore students participating in the DeSousa-Brent program, and a donation to the recently completed \$2.5 Building Challenge.

Almost 2,000 students have received merit and financial through these gifts. A plaque currently in The Library in honor of Hilda Combs Landers, Class of 1923, best captures the impact of her philanthropy: *"Her generosity of spirit and kindness of heart will ensure that students for generations to come who use this library will be given the gift of knowledge at St. Mary's College of Maryland."*



BOARD OF TRUSTEES

INSTITUTIONAL ADVANCEMENT COMMITTEE

MINUTES

Date of Meeting: January 27, 2017

Status of Minutes: Approved

Committee Members Present: Gail Harmon, Board Chair Sven Holmes, President Tuajuanda Jordan (*by teleconference*), 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, Peter Bruns, Ann McDaniel, Kelley Hernandez, Allison Boyle, Chip Jackson (*by teleconference*), Kortet Mensah, Michael Wick, Leonard Brown, David Boisvert, Kathy Grimes, Anna Yates, Cynthia Gross, Vera Damanka '17, Justin Hoobler, Sophia Macek '19, Sandy Abell

Executive Summary

Chairperson's Report

Institutional Advancement (IA) Committee Chair Gail Harmon called the meeting to order at 10:48 a.m. She referred members to the worksheet created for Trustees in the October Committee meeting outlining ways to assist in achieving Institutional Advancement (IA) goals. She explained that progress-to-date on Trustee assistance would be mentioned throughout the Committee meeting.

Vice President for Institutional Advancement Report—Strategic goals, objectives and actions

Ms. Harmon asked Vice President Carolyn Curry to update the Committee on progress toward meeting development, engagement and integrated marketing goals in the 2016-17 Institutional Advancement strategic plan.

A. Progress-to-date on selected Institutional Advancement (IA) Goals

1. Development

- \$1.28M has been raised year-to-date toward the goal of \$1.8M in the 2016-17 annual giving cycle.

- The *Giving Tuesday* campaign on November 29, 2016 exceeded its goal of \$50K with 500 donors. The Development team raised \$162K with 651 donors through a multi-tiered effort. A post-campaign participant survey revealed 54% were inspired to give by donor challenges, 81% preferred to make their annual gift on Giving Tuesday, 89% believed that communications were “just right,” and 97% planned on participating again next year.
- Corporation and foundation activity, a new development focus this year, shows 14 proposals in progress and 19 faculty and staff collaborations underway.
- Trustee and Foundation Board giving to date: 14 of 21 Trustees have given a total of \$88,689, and 12 of 13 Foundation Board members have given a total of \$176,352.
- Ms. Harmon asked for an update on Trustee assistance thus far for meeting fundraising goals. Ms. Curry reported 11 out of 21 Trustees gave \$6,900 on *Giving Tuesday*, three (Peg Duchesne '77, Allan Wagaman '06, Danielle Troyan '92) have been active social media ambassadors, one provided a philanthropic challenge during *Giving Tuesday*, four have made connections to corporations and foundations, three have identified Foundation Director candidates, and two have opened donor doors.
- Ms. Harmon underscored the need, in addition to giving, to continue providing assistance in thanking major donors, hosting dinners/receptions, and in identifying prospects.

2. College Image (Integrated Marketing)

- In its continuing efforts to enhance visibility, reputation and influence, IA hosted two campus image workshops in October led by image consultant Steve Dahllhof, connected to the College through Trustee Molly Mahoney Matthews. Mr. Dahllhof will follow up on the workshops and provide image consulting pro bono.
- Strategies to promote the College's image are being implemented through a new communications matrix that includes the College's website and numerous social media platforms. Research on Generation Z is generating focus group testing to commence in February.
- Ms. Curry noted that there is considerable expertise within the Board on marketing; the integrated marketing team will be reaching out for input as the image work develops.

3. Engagement

- IA is reaching out to selected cohorts to increase constituent engagement in major events and lectures. Trustee Molly Mahoney Matthews made possible the MLK Prayer Breakfast speaker, attorney David E. Kendall, as well as the upcoming Bradlee Lecture series speaker Cokie Roberts.

- The alumni participation rate year-to-date is 9% toward the FY17 goal of 17%.
- Alumni are engaging through events like the Legislative Reception in February, Bay-to-Bay Service Day in April and the alumni reception in Philadelphia. The Alumni Council is partnering with Career Services through programs like micro-internships and Bookbag to Briefcase. Ms. Harmon encouraged Trustees to assist in identifying internship possibilities to feed the pipeline.

B. Review of Board's Role in Reaching Goals

- Ms. Curry noted that Trustees cumulatively need \$60K more to reach the giving goal set and that seven Trustees have not yet made annual fund contributions. The deadline is June 30; Ms. Harmon encouraged Trustees be reminded.
- After discussion by Committee members prompted by Ms. Harmon, the following were requested of VP Curry: sharing naming opportunities so Trustees might identify possible prospects; thank you note information and materials distributed to those willing to write to major donors; updates on any image work with Gen X; and communication of upcoming key events/programs with sufficient lead time for Board members to reach out to key constituents throughout the community and to also possibly attend.
- SMCM student Sophia Macek '19, who is majoring in French and Global Studies, gave an overview of her recent microinternship experience and her student philanthropy leadership through her internship with Institutional Advancement. Ms. Macek organized the student giving arm of *Giving Tuesday* and had students write thank you notes to every donor (651). She said her work gave her student team an appreciation of the value of donor giving and thanked the Trustees for their contributions.

C. Update from the St. Mary's College of Maryland Foundation, Inc.

Foundation President Harry Weitzel reported on the November 2016 meeting, noting that the endowment is doing very well in this post-election political climate with a total portfolio market value of \$28,282,463 as of 10/31/16. Endowment investment manager J.P. Morgan continues to identify grant opportunities on behalf of the Foundation, and will be hosting a workshop on donor-advised funds at the Foundation and JIAC's May meeting. At its last meeting, the Foundation Board appointed four new members to the Board of Directors – Christopher Holt '86, Nicolas Abrams '99, Paul Schultheis '98 and Michael O'Brien '68 (who will take part after his Trustee tenure ends). Mr. Weitzel noted the Foundation Board adopted a comprehensive checklist of ways in which members can assist Institutional Advancement with fundraising efforts, mirroring the IA Committee's efforts.

D. Update from the SMCM Alumni Association President

Alumni Council President Allan Wagaman reported on the success of *Giving Tuesday*, of which alumni and the Alumni Council played a vital role. Not only were Alumni Council members fully engaged, but so, too, were alumni social media ambassadors. Mr. Wagaman said to continue to help the College's fundraising, registration for Alumni Weekend would open early for those who have donated \$100 or more to the College this giving cycle.

Mr. Wagaman pointed to alumni successes beyond philanthropy:

- An expansion of the microinternship program, doubling the number of students served to 60 and increasing the alumni hosting sites from eight to 37.
- Continued work with Bookbag to Briefcase, interacting with 59 students.
- Helping to host a meet-and-greet featuring Dr. Jordan in Philadelphia in November with 23 alumni participating.
- Distributing more than 30 admissions packets to teacher alumni to spread the SMCM word.
- Producing Bay to Bay April 22-23 with double the sites.

Mr. Wagaman also said the Council is updating its Chapter Handbook to better align with current alumni needs.

ACTION ITEM: Renaming of the White House to the Lucille Clifton House

Chair Harmon referenced ACTION ITEM 1617-12 (Attachment #4), whereby President Jordan requested approval to rename the small cottage currently known as the White House to the Lucille Clifton House. Trustee Cindy Broyles asked that the Lucille Clifton Foundation be contacted as part of due diligence before the request—if approved—was sent to the state in case that entity had any naming authority. Upon review of the Recommended Action and the Rationale, the renaming recommendation was put to a vote.

MOTION: Peg Duchesne motioned to approve the renaming of the White House to the Lucille Clifton House; the motion was seconded by Danielle Troyan. All were in favor. The motion carried.

The Committee forwarded its 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.

Chairperson's Summary:

Chair Harmon asked Committee members to review the College's Calendar of Events and to make efforts to attend and invite others to ensure large turnouts. Additionally, she encouraged Board members to complete and return the hand-out "The Role of Trustees in Meeting Institutional Advancement Goals Worksheet" if they had not done so by now. An appeal was made by Ms. Troyan for Trustees to consider participating in some of the key Alumni Weekend events in June, to which Allan Wagaman agreed to personally send invitations to Trustees.

Meeting adjourned at 11:58 a.m.

Action Item(s):

Approved the recommendation to rename the White House to the Lucille Clifton House.

Committee Action Taken/Action in Progress:

The Institutional Advancement Committee forwarded the approved action to the Building and Grounds Committee for its consideration, and it was approved. The Institutional Advancement Committee forwarded the recommendation to the full Board of Trustees for its consideration.

Recommendation to the Board:

The Board of Trustees voted on the recommendation as approved by Institutional Advancement and by the Buildings and Grounds committees and it was approved.

**SELECTED CALENDAR OF EVENTS
2017**

DATE	EVENT
May 13, 2017	Commencement featuring Neil Irwin '00 10:00 am, Townhouse Greens
June 8-11, 2017	Alumni Weekend
June 18-24, 2017	Chesapeake Writers' Conference Daugherty-Palmer Commons
June 23, 2017	River Concert Series
June 30, 2017	River Concert Series with fireworks
July 7, 2017	River Concert Series
July 14, 2017	River Concert Series
July 21, 2017	River Concert Series
July 22, 2017	River Concert Series
August 4-6, 2017	Governor's Cup Yacht Race, Zero Year Reunion