

**BOARD OF TRUSTEES
INSTITUTIONAL ADVANCEMENT**

REPORT SUMMARY

Date of Meeting: February 2, 2018

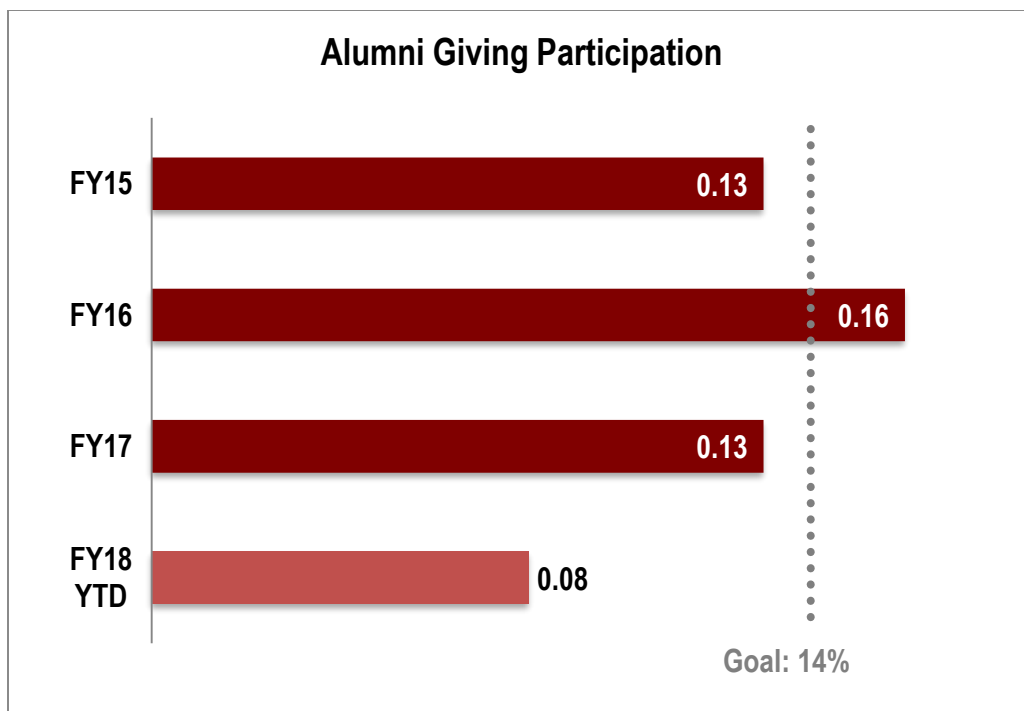
Date of Next Meeting: May 11, 2018

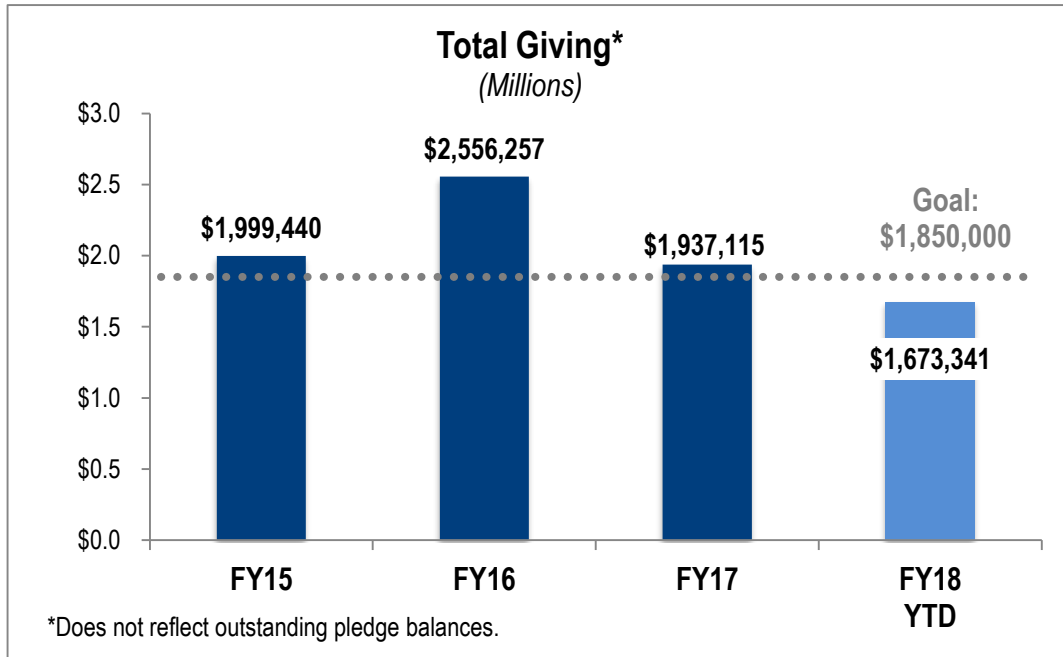
Committee Chair: Gail Harmon

Committee Members: Cindy Broyles '79, Peg Duchesne '77, Elizabeth Graves '95, Sven Holmes, Dr. Tuajuanda Jordan, Jack Saum '89, Danielle Troyan '92, Allan Wagaman '06

Staff Member: Carolyn Curry

Dashboard Metrics for FEBRUARY 2018:





Note: FY15 and FY16 totals include donations to the capital building campaign.

Executive Summary:

The Institutional Advancement (IA) Committee will review progress-to-date metrics on reaching IA goals for FY18 that are assisting in the Honors College 2.0 efforts. The alumni participation rate stands at 8% toward the goal of 14%, up 7% from the IAC October meeting. Total annual giving is at \$1.67 million toward a goal of \$1.85 million, up \$1 million from the October reporting period. Alumni retention stands at 37% toward a goal of 55%. The Committee will review planned giving and major giving growth strategies that are impacting endowed and current funds.

The St. Mary's College of Maryland Foundation, Inc.'s endowment portfolio, as reported at the November 14 Foundation and JIAC meetings, was \$32.1 million. As of December 31, 2017, the market value is \$32.6 million. Foundation President Jack Saum will review with the Committee the Foundation's strategic planning work to date, including a vision, mission and set of core values.

Creative Communications Associates, a firm partnering with IA's integrated marketing and Admissions teams, will briefly review strategies underway to strengthen the College's image and brand, particularly as the College develops the Honors College 2.0 concept.

The November *Giving Tuesday* broke all records, thanks to the Alumni Council's participation, which will be reviewed in the Alumni Council president's report. More than 1,400 donors raised \$242,488 online in 24 hours. *Giving Tuesday* was directly responsible for a 6% increase in the alumni participation rate.

ST MARY'S
COLLEGE of MARYLAND

The Public Honors College

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

N/A

Committee Action Taken/Action in Progress:

N/A

Recommendation to the Board:

N/A

INSTITUTIONAL ADVANCEMENT COMMITTEE

MEETING OF FEBRUARY 2, 2018

AGENDA

I. CALL TO ORDER

II. DISCUSSION ITEMS

A. Progress to Date on FY18 Goals – Supporting Honors College 2.0 ([Attachment #1](#))

1. Development

- a. FY18 fundraising results to date and success strategies**
- b. Update from the St. Mary's College of Maryland Foundation President ([Attachment #2](#))**
 - i. Endowment investment results and RFP for investment manager**
 - ii. Strategic planning and collaboration**

2. Integrated Marketing

- a. Honors College 2.0 image work update by Creative Communications Associates**

3. Alumni Engagement

- a. Alumni participation rate strategies**
- b. Update from St. Mary's College of Maryland Alumni Association President ([Attachment #3](#))**

B. Board's role in reaching IA goals

III. ACTION ITEMS

There are no action items.

IV. INFORMATIONAL ITEMS

A. Minutes dated October 20, 2017 ([Attachment #4](#))

B. Calendar of Events ([Attachment #5](#))

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

FY18 Institutional Advancement (IA) Progress-to-Date on Goals

Highlights for the Institutional Advancement Committee, 2.2.18

1. Expand philanthropic support for the College by raising at least \$1.85 million in the 2017-2018 giving cycle.

- Raised \$1.7M to date with the distribution as follows: Other Restricted 52.79%, Named Scholarships 31.16%, St. Mary's Fund 10.01%, General Scholarships 3.40%, Internships 1.39% and Capital Campaign 1.25%.
- Achieved an 8% alumni participation rate to date toward a goal of 14% and a 42% alumni retention rate to date toward a goal of 55%.
- Submitted 14 foundation and corporate proposals; awarded \$258,450 total to date with five still under consideration.
- Raised 15 major gifts in the reporting period with four more in development; four planned gifts under development (\$650,000 value)
- Working with the Foundation Board to develop a vision, mission, core values and goals tied to the College's strategic focus.
- Redesigned the fundraising web sites and created a special Faculty and Staff page to better inform employees about gifts, impact and funds available to grow.
- Produced the Hilda C. Landers Library Naming Ceremony; working with the Landers Trust on a Landers Scholars program.

2. Support Enrollment Management in reaching in-state, out-of-state and transfer goals.

- Produced 9 videos for web enhancements to key pages.
- Increased social media enrollment message support in all platforms (see Goal 3 below).
- Created 12 collateral pieces, with companion web or e-versions as needed, for the Admissions communication flow.

3. Enhance the College's image and constituent engagement.

- Worked with a marketing firm to begin focus group testing with key constituents to strengthen the College brand as related to Honors College 2.0.
- Saw 96% increase in success stories publicized when compared with YTD last year.
- Saw 9% Facebook, 12% Twitter, 92% Instagram, 83% Snapchat and 9% LinkedIn increases in followers when comparing YTD with last January 2017.
- Created the SAGE (Seahawk Advancing Graduate Engagement) student ambassador program to assist Institutional Advancement with philanthropic and alumni career development initiatives. Responsible for 111 students participating in *Giving Tuesday* (only 18 in 2016).
- Led the Hawktoberfest cross campus effort involving more than 1,200 participants including more than 700 parents.
- Produced a record-breaking *Giving Tuesday* online fundraiser November 28 involving more than 1,400 donors raising \$242,488 in 24 hours (goal was 600 donors). Raised the alumni participation rate to 6%. Partnered with the Alumni Council who raised \$10,000 for a student challenge whereby more than 20 student organizations produced videos to promote the College's image.
- Offered 85 micro internships from 71 alumni over the winter 2017 break.



ST. MARY'S COLLEGE OF MARYLAND FOUNDATION, INC.

Date of Meeting: November 14, 2017

Reporter: Jack Saum '89, President, St. Mary's College of Maryland Foundation, Inc.

Executive Summary:

The St. Mary's College of Maryland Foundation Board of Directors and the Foundation's Joint Investment Advisory Committee (JIAC) met November 14, 2017.

Michael Garvey, J.P. Morgan's asset manager, reviewed the endowment portfolio with JIAC which stands at \$32.1 million as of 9/30/17. The portfolio returned +9.9% during the first nine months of 2017, compared to the composite benchmark which returned +10.5%. The portfolio outperformed the benchmark of +11.4% compared to +10.5 % in the one-year time period.

JIAC, along with several Foundation Directors, offered input through Vice President Chip Jackson to the draft College Endowment Investment Policy now under review by the Finance, Investment and Audit Committee of the Trustees. In the spring of 2018, the Foundation and the College will be putting out an RFP for an investment manager. The investment manager chosen will be overseeing both the Foundation's endowment portfolio and the College's endowment/quasi-endowment portfolio. Each portfolio, while maintained by the same investment firm, will be managed separately according to the investment policies of each entity.

The Foundation is now focusing its work in three areas: a) creating a strategic mission, vision, and set of core values and goals that align with the College; b) undertaking a development assessment to strengthen the fundraising infrastructure and provide robust plans for growth and fundraising planning; and c) strengthening the St. Mary's Fund to assist the College with needs for Honors College 2.0. A good part of the November meeting was dedicated to discussing sample missions, visions, and core values from Foundations. Work is currently underway, through an appointed Strategic Planning subcommittee, to craft a mission, vision and set of core values for the February 20 Foundation meeting. The next step will be to work collaboratively with Dr. Jordan and the Institutional Advancement Committee to set goals. At the same time, and as a key foundational piece to goal-setting, the Foundation will be conducting an external assessment to gauge the College's capacity for fundraising, including staffing; identify effective strategies to support the Honors College 2.0 fundraising needs; and identify ways to best communicate the messaging to donor segments about the College's value proposition.

Executive Director Carolyn Curry shared with the Board naming opportunities, metrics on progress to date on reaching fundraising goals, and goals for the upcoming *Giving Tuesday* initiative November 28. Currently at 13 members, the Foundation recently welcomed Molly Mahoney Matthews, Ambassador Tim Broas and Michael O'Brien '68 as directors this fall. The Foundation intends to increase its membership (capacity is 20 members) and welcomes suggestions from Trustees.



ST. MARY'S COLLEGE OF MARYLAND ALUMNI ASSOCIATION

Date of Meeting: February 2, 2018

Reporter: Allan Wagaman, President, Alumni Association

Executive Summary:

Since October 2017, the Alumni Council has made a number of changes and launched several new initiatives, all designed to enhance alumni engagement and increase the impact of the alumni community on the College. New emphasis has been placed on Alumni chapters, first with the election of Kate Fritz '04 as the new Vice President of Chapter Activities. Additionally, several chapters have experienced changes in leadership. Marie Snyder '10 has taken the helm of the Baltimore Metro Alumni Chapter, and Marina Carlson '12 has taken the helm of the Boston Regional Alumni Chapter. The chapters are now focused on planning and organizing the upcoming Bay to Bay Service Days, scheduled for April 21-22, 2018.

Hawktoberfest at Family Weekend was held over the weekend of October 20-22, 2017, with over 1,000 alumni, families, employees, and friends of the College participating. As part of the Hawktoberfest events, the Hilda C. Landers Library was dedicated.

This year's *Giving Tuesday* campaign included a new component spearheaded by the Alumni Council. The Alumni Council Challenge was built around campus organizations creating short videos promoting the College for distribution via social media. As part of *Giving Tuesday*, all donors received one vote for the video of their choice. The organization that produced the video that received the most votes received a prize of \$5,000, with the second and third place videos receiving \$2,000 and \$1,000 respectively. All other participating organizations received an equal share of the remaining prize funding. More than 20 student organizations participated in the Alumni Council Challenge with the Varsity Sailing, Varsity Lacrosse – Men's, and Varsity Lacrosse – Women's teams taking the top prizes. The Alumni Council Challenge played a large role in this year's historic results for *Giving Tuesday*, with more than 1,400 donors contributing \$242,488.

The Alumni Association increased its support of the College's microinternship program over the winter break, supporting approximately 85 microinternships. This represents growth of approximately 50% over the year prior. Microinternships are a critical component of the Honors College 2.0 initiative, and the Alumni Association stands by the support.

The Alumni Association annually offers three awards: the Society of Distinguished Alumni Award, the Outstanding Young Alumni Award, and the Honorary Alumni Award. Nominations are due on March 15, 2018 and may be submitted through the Alumni webpage.

The Office of Alumni Relations has experienced significant improvements in staffing since October 2017, with Kelly Schroeder joining as the associate director of Alumni Relations and Kate Cumberpatch '17 joining as the part time office associate. Thank you to Dr. Jordan, the Board of Trustees, and Foundation Board for working to make these changes.



BOARD OF TRUSTEES

INSTITUTIONAL ADVANCEMENT COMMITTEE

MINUTES

Date of Meeting: October 20, 2017

Status of Minutes: APPROVED

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

Others Present: Carolyn Curry, Allison Boyle (*by teleconference*), John Bell '95, Lex Birney, Peter Bruns, Donny Bryan '73, Susan Dyer, Tim Heely, Larry Leak '76, Sharon Phillips, Katharine Russell, Kelley Hernandez '08, Al Hovland, Karen Cozzens, Anna Yates, Cynthia Gross, Sandy Abell

Executive Summary:

Chair Gail Harmon called the meeting to order at 11:00 a.m.

DISCUSSION ITEMS

A. Institutional Advancement FY18 Goals and updates

Vice President Carolyn Curry reviewed Institutional Advancement key progress points in FY17 and goals and progress-to-date in FY18. The 2017 Annual Report, covering the period July 1, 2016 – June 30, 2017, was distributed to each committee member.

1. Development

- a. Notable achievements in FY17 included a 55% higher engagement by alumni, 35% more revenue generated by Events and Conferences, and total fundraising of \$1.94M surpassing the annual goal of \$1.8M. FY17 fundraising concluded with 100% Trustee and Foundation participation: \$126,007 given by Trustees and \$195,361 by the Foundation for a total of \$321,368. The Jamie L. Roberts Seahawk Fund raised \$22,995 from 190 gifts, significantly impacted by a \$10K challenge grant from Trustee Chairman Sven Holmes. A number of new funds were started including: The Kate Chandler Fund for the Study of Literature, Writing & the Environment, the Bonnie Marie Green Scholarship for first generation and underserved students, the Joanne Klein Memorial Award, the Donna L. West Scholarship, and the Laraine M. and William B. Glidden Undergraduate Research Endowed Fund to assist students with presentations and travel.

- Trustee Danielle Troyan noted that the 2017 Annual Report did not include donors below the \$100 giving threshold. Discussion centered on the fact that if a goal is to attract younger alumni, perhaps we could include names in this lower range for the next annual report to encourage participation. It was agreed that the future annual report would include a giving category under the \$100 threshold.
- b. FY18 Institutional Advancement goals include: 1) meet or exceed an annual goal of \$1.85M, 2) support enrollment management in reaching in-state, out-of-state and transfer goals, 3) enhance the College's image and constituent management, and 4) leverage and optimize infrastructure opportunities. FY18 annual funding priorities include 1) the St. Mary's Fund with an emphasis on strategic funds to assist in creating and accomplishing Honors College 2.0, 2) scholarships, 3) internship funding to provide stipends and related expenses, and 4) the Center for the Study of Democracy. To this end, \$781K has been raised FY18 year-to-date. The web pages for each of these areas are being recast with impactful data and stories. A handout was included in the Committee materials outlining the goals and objectives for FY18.
 - c. Naming opportunities will be a focus for FY18, particularly for the Cobb House, the Jamie L. Roberts Stadium, the new educational facility and auditorium, and Anne Arundel Hall. A packet was distributed to Trustees outlining naming opportunities.
 - d. The annual online *Giving Tuesday* initiative will be held November 28, 2017. The goal this year will be to attract more donors—600 or more—particularly to help reach an FY18 alumni participation goal of 14%. The monetary goal is \$100,000. As an incentive, the Alumni Council has funded \$10K in prize money to implement a video contest for student clubs and athletic teams to create reasons why they love SMCM. Donors making a gift on *Giving Tuesday* can vote for the video of most impact. Videos can later be used to enhance enrollment marketing.

2. Integrated Marketing

- a. The integrated marketing team won three national awards in FY17 for campaign and enrollment marketing videos.
- b. The team continues to publish testimonials and videos throughout key web pages. Social media has been stepped up, particularly to influence campus tours. The SMCM front website has been redesigned and launched to better target prospective students and parents with analytics pointing to traffic increases. The focus is now on admissions and financial aid pages and building an internal communications site. An enrollment RFP is in the process of being awarded to target enrollment marketing and image building.

3. Alumni Engagement

- a. *Giving Tuesday* challenges are being created with the Alumni Council to influence donor participation.
- b. BB&T will underwrite *Bookbag to Briefcase* this year, thanks to Foundation Director Chris Holt.
- c. Hurricane Harvey Disaster Relief Fund, thanks to the SGA and other student and community groups, collected nearly \$14,000 and almost 10,000 non-perishable items to distribute to the Pasadena Independent School District in southeastern Texas. Incoming Foundation President Jack Saum provided the truck, driver and employee contributions, and several alumni in Texas provided the school district connection.
- d. Hawktoberfest is now underway. Under the direction of Institutional Advancement, the planning team created an integrated marketing campaign and activities to result in expected record attendance by families.

B. Board's Role in Reaching Goals

Ms. Curry referenced a worksheet titled "Role of Trustees in Meeting Institutional Advancement Goals," which lists activities in which Trustees can engage to help meet fundraising and related advancement goals. Chair Gail Harmon noted that this tool was used last year with some success and asked Committee members to review the checklist and consider how they might assist in FY18. The worksheet will be distributed electronically to Institutional Advancement Committee members and the rest of the Trustees on behalf of the Committee. Foundation Directors received a similar worksheet.

C. Update from St. Mary's College of Maryland Alumni Association President

Alumni Council President Allan Wagaman highlighted alumni activities that link to the College's strategic plan (*his full report was included in Committee materials*). Among them:

- The Alumni Council held its June meeting in the new Alumni Center at the Cobb House. This facility was officially dedicated as the Alumni Center at the Cobb House during the Council's Retreat in September, where President Jordan participated and addressed the group on the Honors College 2.0 concept.
- Marketing and branding efforts by the Alumni Council include a new logo and the recent launch of Facebook groups for all of the geographic and affinity chapters, thus providing an interactive space for alumni and an avenue for encouraging students to join.

- Alumni events have drawn strong attendance, e.g., Alumni Weekend 2017 hosted over 1,200 alumni, and over 1,000 registrations have been received for Hawtoberfest at Family Weekend.
- Alumni philanthropy remains a strong focus for the Alumni Council. Recent initiatives include Hurricane Harvey relief and *Giving Tuesday* incentives.
- The Alumni Council raised concerns regarding the permanent 50% reduction in Alumni Relations staffing due to the College's fiscal challenges, while at the same time managing an increased staff workload. The Alumni Council has responded by creating a Vice President for Chapter Activities position to assist staff in the short term and better guide its own operations. President Jordan commended the Council for working toward a solution instead of just highlighting the deficiency. The College and the Alumni Council will continue to collaborate to alleviate the increased staff workload.

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

The SMCM Foundation's outgoing President Harry Weitzel offered the following highlights (*The full report is included in the Committee materials.*):

- The Foundation endowment investment portfolio posts a healthy market value of \$31.7M as of August 31, 2017 and fiscal year-to-date performance of 12% against the 9.3% benchmark.
- At its September meeting, the Foundation Board of Directors elected Jack Saum, president; Bonnie Green, vice president; Harry Weitzel, treasurer; and Tom Daugherty, secretary, each for a one-year term.
- Michael O'Brien was elected chair of the Foundation's Joint Investment Advisory Committee (JIAC) for a one-year term. Trustees Donny Bryan and Danielle Troyan were appointed by Trustee Chair Sven Holmes. Mr. O'Brien and Christopher Holt were appointed by the Foundation.
- Two new Foundation directors have been elected to three-year terms: recent outgoing Trustee Molly Mahoney Matthews and former Ambassador Tim Broas.
- President Jordan gave a presentation to the Foundation Board titled "Reimagining 21st Century Education."
- JIAC will release an RFP in 2018 for an investment manager. The RFP will also include the management of the College's quasi-endowment by the same manager to be managed as a separate account.

- The Foundation underwent its FY17 audit by CliftonLarsonAllen with no findings, resulting in a clean audit for the fiscal year ending June 30, 2017. Mr. Weitzel noted this should provide reassurance that all monies are being responsibly managed and administered.
- Under the direction of incoming President Jack Saum, the Foundation will work toward the following goals: 1) create a strategic mission statement and vision for the Foundation Board that dovetails with the College's; 2) examine current fundraising capacity; and 3) promote the St. Mary's Fund with a particular focus to help fund strategic initiatives for Honors College 2.0.

INFORMATIONAL ITEMS

The Committee reviewed a list of 2017-2018 Selected Calendar Events, and member participation was encouraged.

The meeting adjourned at 12:10 p.m.

ACTION ITEM SUMMARY

N/A

St. Mary's College of Maryland
2017-2018 Selected Calendar of Events

<i>Date</i>	<i>Event</i>	<i>Time</i>	<i>Location</i>
Thursday, March 1, 2018	An Evening to Honor the Legacy of Lucille Clifton	7:30 PM	Daugherty-Palmer Commons
Thursday, March 22, 2018	Lecture: Kathleen Parker - <i>Can't Stand Election Suspense? Why Wait?</i>	7:30 PM	Auerbach Auditorium, St. Mary's Hall
Friday, April 6, 2018	Presidential Lecture Series: David E. Sanger - <i>Where does America Go from Here?</i>	Lecture 7:30 PM	Michael P. O'Brien Athletic and Recreation Center
Tuesday, April 10, 2018	<i>Barriers to Integration in Rural America</i> presented by the Center for the Study of Democracy	6 PM	Auerbach Auditorium, St. Mary's Hall
Thursday, April 12, 2018	Lecture: Ed Gillespie - <i>The Political Scoop</i>	7 PM	Auerbach Auditorium, St. Mary's Hall
Friday, April 20, 2018	The 12th Annual Twain Lecture: Tig Notaro	7:30 PM	Michael P. O'Brien Athletic and Recreation Center
Saturday-Sunday, April 21-22, 2018	Bay to Bay Service Days	Various	Various
Friday, April 27, 2018	Awards Convocation	3 PM	Michael P. O'Brien Athletic and Recreation Center
Friday, May 4, 2018	Donor Appreciation Event	6 PM	St. Mary's Hall Lawn
Friday, May 11, 2018	Board of Trustees meeting	TBD	Glendening Annex
Saturday, May 12, 2018	Commencement	10 AM	Townhouse Greens
Thursday-Sunday, June 7-10, 2018	Alumni Weekend	All day	Campus-wide

For more information and a complete list of St. Mary's College of Maryland events and series, please visit our website at www.smcm.edu/events/calendar/.