

**BOARD OF TRUSTEES
 INSTITUTIONAL ADVANCEMENT COMMITTEE
 REPORT SUMMARY**

Date of Meeting: April 29, 2019

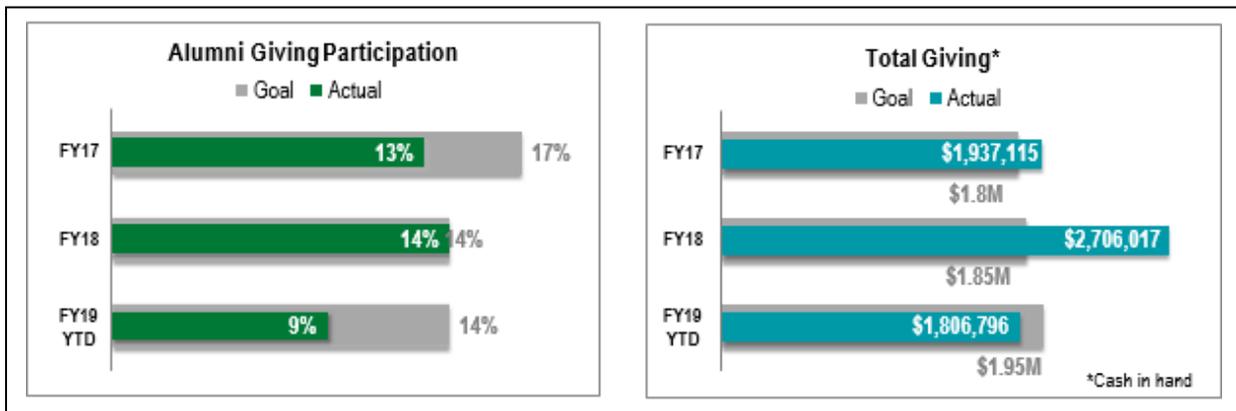
Date of Next Meeting: October 18, 2019

Committee Chair: Gail Harmon

Committee Members: Cindy Broyles '79, Peg Duchesne '77, Elizabeth Graves '95, Trustee Chair Sven Holmes, President Tuajuanda Jordan, Danielle Troyan '92, and Allan Wagaman '06 with Barret Emerick, Amir Reda '13, Jack Saum '89, Kelly Schroeder

Staff Member: Vice President Carolyn Curry

Dashboard Metrics:



Executive Summary:

The Institutional Advancement Committee (IAC) will review FY19 progress-to-date in fundraising, alumni relations and College branding through integrated marketing. In addition to fundraising metrics, the Committee will be updated on the Jamie L. Roberts Stadium mini-campaign on seats, lockers and named spaces; the Landers Scholars Challenge; and further plans to support the Learning through Experiential and Applied Discovery (LEAD) initiative. Foundation President Jack Saum will briefly highlight the Foundation's work (*see submitted report*).

Progress-to-date on alumni participation and engagement metrics will be reviewed and Allan Wagaman, alumni association president, will provide an overview of the Council's activities (*see submitted report*).

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Branding activities and targeted enrollment management marketing since the February meeting will be reviewed, along with projects in the pipeline and their purposes.

IAC Chair Gail Harmon will discuss the LEAD emphasis to be honed this summer, the impact of Trustees this giving cycle (July 1, 2018- June 30, 2019), and Development's major gift work, a focus generated by the IAC last summer.



**INSTITUTIONAL ADVANCEMENT COMMITTEE
MEETING OF APRIL 29, 2019**

**OPEN SESSION
AGENDA**

I. DISCUSSION ITEMS

A. Development

1. FY19 fundraising progress-to-date
2. Major gifts update
3. Jamie L. Roberts Stadium mini-campaign (seats, lockers, naming)
4. Upcoming fundraising focus
5. Report by St. Mary's College of Maryland Foundation President (*Attachment #1*)
 - a. Endowment portfolio
 - b. Emeritus/Emerita
 - c. Strategic plan update

B. Alumni Relations

1. Job-IQ alumni career advisor update
2. Report by St. Mary's College of Maryland Alumni Association President (*Attachment #2*)

C. Integrated Marketing

1. Deliverables-to-date on enrollment and brand marketing
2. Next steps

II. ACTION ITEMS

There are no action items.

III. INFORMATION ITEMS

- A. Minutes (Meeting of February 1, 2019) (*Attachment #3*)
- B. Key Calendar of Events (*Attachment #4*)

The committee does not expect to close a portion of this meeting.



**ST. MARY'S COLLEGE OF MARYLAND FOUNDATION, INC.
AND THE JOINT INVESTMENT ADVISORY COMMITTEE REPORTS**

Dates of Meetings: February 20, 2019 and April 18, 2019

Reporter: Jack Saum '89, president of the St. Mary's College of Maryland Foundation

Executive Summary:

Both the Joint Investment Advisory Committee and the SMCM Foundation Board of Directors met in regular sessions on February 20, 2019 and on April 18, 2019.

JIAC Highlights

At its February 20 meeting the JIAC members discussed with J.P. Morgan, its recently-appointed investment portfolio manager, a series of investment strategies that could be considered in the future to grow the endowment. A discussion ensued around active vs. passive management, as well as private equity and hedge fund adjustments. On April 5, the JIAC, in a special meeting, voted to invest in a special private equity fund managed by J.P. Morgan – a recommendation approved by the Foundation on April 10, 2019. At its April 18 meeting, J.P. Morgan reviewed in depth the Foundation's current endowment investment strategy and proposed two scenario changes in the alternative asset class investments for the future that impact private investments as well as hedge funds. The JIAC members will be convening a special meeting to discuss the proposals and to determine any action.

The market value of the endowment portfolio, as reported by J.P. Morgan as of March 31, 2019, is \$31.97M. The College's endowment and quasi-endowment portfolio, as reported by VP of Business and CFO Paul Pusecker, is \$3.9M as of January 31, 2019 with an annualized return of 1.03%. VP Pusecker indicated that the College is in the process of determining its portfolio manager and would be making its decision shortly.

Foundation Highlights

At its February 20 Foundation meeting, the Board officially welcomed its two newest directors — Candace Osunsade and Susan Paul. It reviewed with Executive Director Carolyn Curry its series of metrics aligned to its strategic goals, including a 9% alumni participation rate to date toward a 14% goal and \$1.69M raised toward a goal of \$1.95M, with an emphasis on major gifts. The Foundation President spent time highlighting contributions made by directors to date to help realize the goals. Among them: 11 directors gave during *Giving Tuesday* and raised \$29K, and \$111K has been raised cumulatively so far by directors, primarily toward unrestricted giving, a College need. The Foundation also discussed establishing an emeritus status in its Bylaws to be voted on at its April meeting.

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At its April 18 meeting, the Foundation approved changes to its Bylaws including adding an emeritus/emerita status and changing its number of yearly meetings from four to three. The metrics were again reviewed by Ms. Curry, with \$1.8M raised toward the \$1.95M goal. She reviewed the Jamie L. Roberts Stadium mini-campaign underway since April 2 that focuses on seat, locker and named space opportunities for the athletics Seahawk Fund. To date, \$45,750 has been raised. The goal is to have plaques in place for the donations by the September 7 stadium dedication.

Director of Corporate and Foundation Director Lauren Sampson reviewed progress in foundation and corporate fundraising, including the Landers Scholars Challenge. This challenge by the Landers Trust revolves around donating \$1M to the College, if the College can raise \$600,000 toward the fund in four years. The total dollars would ensure that four Landers Scholars could be awarded full-ride scholarships every year.

By 2020, five directors will be rotating off the Board due to term limits (two in the fall of 2019), so discussion centered on the need to recruit new directors. Foundation members will also work over the summer to give input to Ms. Curry on a multi-year campaign for the Learning through Experiential and Applied Discovery (LEAD) needs, a priority of the College as underscored by President Tuajuanda Jordan. The Foundation will review its goals and strategies to ensure they align with this effort.



ST. MARY'S COLLEGE OF MARYLAND ALUMNI ASSOCIATION

Date of Meeting: April 29, 2019

Reporter: Allan Wagaman, President, Alumni Association

Executive Summary:

The Alumni Council is wrapping up its efforts for FY2019 and looking ahead to FY2020. The summer is our peak event season, and our chapters are hard at work planning and initiating vents. In conjunction with the Office of Alumni Relations, the following events have been held or are being planned:

| Past Events | Upcoming Events |
|---|---|
| Bay to Bay Service Days (14 sites) | Alumni Weekend 2019 |
| Spring Break a Sweat | Senior Week Barbeque at the Alumni Center |
| Graduate Fair | Baltimore Metropolitan Chapter Orioles Game |
| Baltimore Metropolitan Chapter Trivia Night | Governor's Cup 2019 |
| Arts and Letters Networking Reception | Hawktoberfest at Family Weekend |
| Black Alumni Chapter: Uncharted Waters: Navigating Life after Graduation | |

The 4th Annual Bay to Bay Service Day program was held throughout the month of April 2019. In a departure from past years, organizers were given the autonomy to select any date in the month of April for their project, which fostered increased partnerships with other organizations that were hosting projects.

Alumni Weekend 2019 registration is open and more than 600 attendees are signed up for the festivities planned for June 6-9, 2019. This event continues to show strong demand and we look forward to welcoming the alumni community back to campus.

The Alumni Council is looking to fill current or pending chapter president vacancies in Boston, MA and Philadelphia, PA. Additionally, the Council has conducted research on geographic regions which may have sufficient alumni presence to support chapter development. Possible locations include: Seattle, WA; Portland, OR; Southern California (San Diego and Los Angeles); and Raleigh-Durham, NC.

The Alumni Council's Recognition Committee has deliberated on a strong slate of nominees for the Outstanding Young Alumni Award, Society of Distinguished Alumni Award, and the Honorary Alumni Award. The following winners were selected, and will be recognized at Alumni Weekend.

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| Award | Winner |
|---------------------------------|---------------------|
| Outstanding Young Alumni | Michael Adashek '12 |
| Society of Distinguished Alumni | Brian Boyle '10 |
| Honorary Alumni | Michael Ironmonger |

On behalf of the Alumni Council and the Alumni Association, thank you to the Board of Trustees and College administration for your support as the alumni continue our work to enhance the value and reputation of a St. Mary's College of Maryland education.



**BOARD OF TRUSTEES
INSTITUTIONAL ADVANCEMENT COMMITTEE**

MINUTES

Date of Meeting: February 1, 2019

Status of Minutes: Approved

Institutional Advancement Committee Members Present: Committee Chair Gail Harmon, Cindy Broyles '79, Peg Duchesne '77, Elizabeth Graves '95, Board Chair Sven Holmes, President Tuajuanda Jordan, Jack Saum '89, Danielle Troyan '92, Allan Wagaman '06

Committee Members Absent: None

Staff Member: Carolyn Curry

Others Present: Sandra Abell, Betsy Barreto, John Bell '95, Lex Birney, Allison Boyle, Leonard Brown, Michael Bruckler, Peter Bruns, Donald Bryan '73, Barrett Emerick, Cynthia Gross, David Hautanen, Justin Hoobler '19, Glen Ives, Jasmine Long '21, Ann McDaniel, Paul Pusecker, Kelly Schroeder, Doria Stitts, David Sushinsky '02, Mike Wick, Anna Yates

Executive Summary

Institutional Advancement Committee Chair Gail Harmon called the meeting to order at 2:25 p.m.

Development Update

Vice President for Institutional Advancement Carolyn Curry presented an overview of fundraising goals and progress FY19 year-to-date as of February 1, 2019, with a particular focus on major gift giving resulting from an effort initiated by Ms. Harmon. Included in the report: total FY19 year-to-date giving is \$1.2M (toward the goal of \$1.95M). The current alumni participation rate is 9% (1,038 donors) toward the FY19 goal of 14% (1,587 donors).

The Jamie L. Roberts Stadium dedication is scheduled for Saturday, September 7, 2019. In preparation, the Development office will begin a mini-campaign on April 2 whereby donors will be offered naming opportunities for stadium lockers, seats and named spaces.

SMCM Foundation President Report

Foundation President Jack Saum reported a Foundation endowment market value as of September 30, 2018 of \$32.88M, and a College endowment/quasi-endowment of \$3.94M.

The Joint Investment Advisory Committee (JIAC) on December 17 made the recommendation to award the RFP for portfolio investment management to J.P. Morgan for both the Foundation and for St. Mary's College. The Foundation accepted the recommendation for its portfolio.

At its November 13, 2018 meeting, the Foundation Board elected two new directors: Candace Osunsade and Susan Paul.

Alumni Relations Update

In addition to the report submitted, Director of Alumni Relations David Sushinsky '02 provided key metrics from the *Giving Tuesday* initiative on November 27. The final results revealed \$286,886 was raised among a total 1,374 donors—all new records.

In a continuing effort to engage alumni, the Alumni Relations unit has partnered with the Career Center to implement alumni career advising as part of Job-IQ to complement the College's new Learning through Experiential and Applied Discovery (LEAD) curriculum. Currently, there are 30 alumni career advisors paired with 30 freshmen to test the process. Through the work of Assistant Alumni Director Kelly Schroeder, 250+ alumni career advisors will be paired with students in fall 2019.

Alumni Association President Allan Wagaman added to his written report that the \$15,000 Alumni Council challenge created for *Giving Tuesday* improved student involvement and boosted alumni participation.

Board Assistance in Reaching Goals

Following up from her October appeal to trustees to help reach goals, Chair Gail Harmon highlighted tangible progress. Among her highlights: 19 trustees gave to *Giving Tuesday* and raised \$22K, six are now major gift donors, seven have opened doors to major donors, and six participated in the alumni Welcome to Our Neighborhood events. She asked trustees to consider becoming Job-IQ advisors, to identify donors for LEAD and naming opportunities, and to help thank donors.

Integrated Marketing Update

VP Curry and Assistant Vice President of Integrated Marketing Michael Bruckler highlighted unit deliverables that complement enrollment efforts including direct mail, website integration, brand spirit videos, digital targeting and social media. A brand style guide was just completed by Creative Communications Associates (CCA) in collaboration with the unit. The National Public Honors College brand continues to be integrated into alumni communications, the Parents Newsletter, advertising, Development fundraising and College events. The semester deliverables by CCA and the unit include the fall viewbook and travel piece; a LEAD brochure, video and web landing page; guidance counselor communiques; and new photography. The unit will also be complementing search efforts with digital marketing.

Chair Harmon encouraged committee members to attend the Alumni Legislative Reception in Annapolis on February 19 and the annual Donor Thank You reception on June 14 that ties to a new concert that evening—The Mulberry Music Festival, Act I—created by President Jordan.

Action Items

There were no action items.

The meeting adjourned at 3:40 p.m.

**St. Mary's College of Maryland
2019 Selected Calendar of Events**

| <i>Date</i> | <i>Event</i> | <i>Time</i> | <i>Location</i> |
|---------------------------------|--|-------------|--|
| Friday, May 10, 2019 | Board of Trustees meeting | Various | Various (Blackistone Room, Glendening Annex) |
| Saturday, May 11, 2019 | Commencement <i>Writer, Comedian, Host Erin Ryan will deliver the 2019 Commencement Address.</i> | 10 AM | Townhouse Green |
| Thursday-Sunday, June 6-9, 2019 | Alumni Weekend | Various | Various |
| Friday, June 14, 2019 | Donor Appreciation Reception | 5-6 PM | Daugherty-Palmer Commons |
| Friday, June 14, 2019 | Mulberry Music Festival, Act 1 | 6-9 PM | Townhouse Green |
| Friday, June 21, 2019 | River Concert Series featuring the Chesapeake Orchestra | 7-9 PM | Townhouse Green |
| Friday, June 28, 2019 | River Concert Series featuring the Chesapeake Orchestra | 7-9 PM | Townhouse Green |
| Friday, July 5, 2019 | River Concert Series featuring the Chesapeake Orchestra with fireworks | 7-9 PM | Townhouse Green |
| Friday, July 12, 2019 | River Concert Series featuring the Chesapeake Orchestra | 7-9 PM | Townhouse Green |
| Friday, July 19, 2019 | River Concert Series featuring the Chesapeake Orchestra | 7-9 PM | Townhouse Green |
| Saturday, September 7, 2019 | Jamie L. Roberts Stadium Dedication | TBD | Jamie L. Roberts Stadium |

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/.