Date of Meeting: January 29, 2016  Date of Next Meeting: May 13, 2016

Committee Chair: Cindy Broyles ’79  Committee Members: Danielle Troyan ’92, Katharine Russell, Gail Harmon, Harry Weitzel  Staff Member: Carolyn Curry

Dashboard Metrics:

*New measure: Excludes Alumni, FY05-06 Staff total is 37%.

*Compared to FY15 YTD in January 2015
Executive Summary:
Reviewing the metrics, the market value of the endowment currently stands at $29.94 million, just shy of $30 million and about the same place it was when the Trustees met in October 2015. Of note, the SMCM Board of Directors voted Don McDougall ’83 as its newest member and approved the slate of Harry Weitzel as its president, John Bell as vice president, Bonnie Green as treasurer and Tom Daugherty as secretary for the 2015-2016 term.

The Advancement teams are all working under strategic plans with objectives, tactics and metrics. For development, the total giving fundraising goal for the 2015-16 giving cycle (July 1, 2015- June 30, 2016) is $2.2 million. As of this January reporting date, the year-to-date amount raised toward that goal is $1,186,841. Participation rates continue to show marked progress. With a giving cycle goal of 100%, the Trustees year-to-date participation rate stands at 65% and the Foundation Directors at 80%. The faculty and staff participation rate (excluding those who are alumni) is currently at 30% with a 70% goal. Most important, the alumni participation rate, with a giving cycle goal of 15% over last year's 13%, now stands at 11%, a record high for this point in time. Money raised toward the $2.5 million Anniversary Challenge currently is $1,301,676 with more than 2,100 donors contributing.

Among strategic outreach tactics for the fall semester, Advancement created four Anniversary tours for Dr. Jordan hosted by alumni chapters in Baltimore and Prince George's counties and in Boston and New York. The events aimed to increase alumni participation and engagement, and to recruit prospective students. More than 150 alumni were touched by these efforts, many re-engaging with the College and meeting Dr. Jordan for the first time. Also, Trustee Chairwoman Gail Harmon hosted a major gift donor reception in her home, the team initiated a phonathon to impact retention rates, and a highly successful Giving Tuesday online fundraiser was produced on December 1. The Giving Tuesday 24-hour event, with an ambitious goal of $30,000 and 300 donors, exceeded expectations, raising a record-breaking $66,362 from 581 donors, mostly for the $2.5 Anniversary Building Challenge. Not only did it drive up the overall alumni participation rate, but it achieved higher results when compared to many peer and competitor institutions. The Alumni Council’s leadership was a key factor in the success.

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

Committee Action Taken/Action in Progress:

Recommendation to the Board:
DEVELOPMENT COMMITTEE

MEETING OF JANUARY 29, 2016

AGENDA

I. APPROVAL OF MINUTES (Meeting of October 2, 2015)

II. DISCUSSION ITEMS
   A. Progress-to-date on strategic goals and metrics
   B. Discussion of draft Naming Opportunities Policy
   C. Joint Investment Advisory Committee and SMCM Foundation Board meeting update

III. ACTION ITEMS
   A. No action items

IV. INFORMATION ITEMS
   A. Dashboard
   B. Calendar of key Advancement events
Date of Meeting: October 2, 2015

Committee Members Present: Cindy Broyles '79, Katharine Russell, Danielle Troyan '92 (by teleconference), Gail Harmon, Harry Weitzel


Executive Summary:

Chairperson’s Report
Chairwoman Cindy Broyles called the meeting to order at 11:30 a.m. She noted that President Jordan, Ms. Curry and the Advancement staff will continue the concept of alumni and friends receptions, which kicked off last April throughout Florida. The 2015-2016 upcoming receptions will actually be tours created by Advancement for the purpose of connecting to and growing alumni participation, recruiting prospective students, and engaging chapters. Advancement is collaborating with Enrollment Management to organize this. Each tour will be hosted by an alumni chapter. Tours in the fall are booked for Baltimore and Prince George’s counties and for Boston and New York. Chairwoman Broyles also commented on the online ambassador concept currently being formulated and implemented by the Alumni Relations and Development teams with strong leadership from the Alumni Council. The purpose is to enhance the Giving Tuesday fundraising goals—both monetary and participatory—for the December 1 event.

Ms. Katharine Russell motioned to approve the minutes from the April 28, 2015 meeting; Ms. Danielle Troyan ’92 seconded. The minutes were approved as submitted.

VP of Institutional Advancement Report
Ms. Curry gave an overview of newly defined Development 2015-2016 strategic goals, metrics and progress year-to-date. As of September 30, 2015, total giving has reached $521K toward the FY16 goal of $2.2M. The capital campaign has raised $1,011,314 toward the goal of $2.5M. Additional year-to-date metrics included alumni participation rate (1% of goal of 15%), faculty/staff participation (20% of goal of 70%), Trustee and Foundation Board participation (10% of goal of 100%), and an endowment market value $30.3M. Total restricted fund giving was $329,621 toward a goal of $500K and total unrestricted—St. Mary’s Fund—giving was $24,433 toward a goal of $200,000.
Ms. Curry reviewed the three major goals and objectives along with tactics for realizing the metrics. While the overall annual 2015-16 giving goal is $2.2 million, the primary short-term focus is to raise the additional funds needed to realize the $2.5M Anniversary Building Challenge. Several tactics were shared including donor retention strategies, online giving, naming and recognition levels, phonathons, private receptions and a push for major gifts and planned giving. A proposed mapping strategy showed how the $2.2 annual giving goal could be achieved. Goal 2 is to increase the alumni participation rate from 13% last year to 15% this cycle. Tactics include the tours, online giving and social media /direct mail. Goal 3 is to build a sustainable best practice development infrastructure to prepare for future campaigns, which includes securing a data-centered advancement services system, improving staff fundraising skills through targeted training and strategic planning, and building a corporate and foundation giving program. A search is being launched for a director of corporate and foundation relations.

In preparation for naming opportunities available during the $2.5M capital campaign and beyond, Ms. Curry recommended the current Naming Opportunities Policy adopted May 16, 2003 be reviewed and updated. The current Board policy was provided to the Development Committee members and they agreed that now was an appropriate time to review and revise if necessary. Chairwoman Broyles asked Ms. Curry to draft a revised naming policy for discussion at the January meeting with review by Assistant Attorney General Erin Millar. The goal is to have the policy ready for full Trustee action in May. Ms. Curry said she would also get any feedback from the Foundation Board at its next meeting.

SMCM Foundation, Inc. President Weitzel reported as of FY15 year-end Board of Trustee and Foundation Board giving had reached 100%. A discussion ensued regarding the importance of each of the Trustees and Foundation Directors to adopt a “Give or Get” philosophy particularly with regard to helping achieve the $2.5 million Anniversary Challenge. Mr. Weitzel and Trustee Chairwoman Gail Harmon stressed the importance for Trustees and Foundation Board members to facilitate additional strategic donor connections. Chairwoman Broyles agreed to have conversations with Board members over the course of the 2015-2016 giving cycle (July 1, 2015–June 30, 2016) to explore new donor connections and to secure meaningful personal commitments in FY16.

Chairwoman Broyles asked about the status of existing resources to adequately support Development initiatives. Ms. Curry referenced the importance of increasing staff skill levels and hiring additional major gift officers as future budgets permit. The team needs more “boots on the ground” officers, especially to be competitive in the marketplace and to realize larger goals.

President Jordan affirmed the need for departments and stakeholders of St. Mary’s College to vet all fundraising proposals, especially corporate and foundation ones, with Ms. Curry to ensure activities were approved, aligned, tracked and were not at cross-purposes.

The meeting adjourned at 12:25 p.m.
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<th><strong>Action Item(s):</strong></th>
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