



**BOARD OF TRUSTEES
INSTITUTIONAL ADVANCEMENT COMMITTEE
OCTOBER 2, 2025**

AGENDA

I. CALL TO ORDER

- A. Welcome & Opening Remarks – Trustee Judy Fillius, Committee Chair
- B. Approval of Agenda
- C. Introduction of the Institutional Advancement Committee:
 - i. Judy Fillius, Chair
 - ii. Susan Bass
 - iii. Donny Bryan
 - iv. Kate Fritz
 - v. Elizabeth Graves
 - vi. Kristen Greenaway
 - vii. Jesse Price
 - viii. Melanie Rosalez
 - ix. John Bell, *ex officio*
 - x. Dr. Rhonda Phillips, SMCM President, *ex officio*
 - xi. Amanda VerMeulen, Faculty Liaison
 - xii. Gretchen Phillips, Staff Liaison

II. REVIEW OF MINUTES

- A. Review of minutes from the Institutional Advancement Committee meeting on April 16, 2025

**III. DIVISION OF INSTITUTIONAL ADVANCEMENT REPORT –
STEPHEN L. McDANIEL, CFRE**

- A. Final *Taking the LEAD* Campaign Dashboard – June 30, 2025
- B. President Phillip's 100 Days Listening Tour
- C. Annual Fund Campaign: \$2.5 - \$3M Goal

IV. COMMUNICATIONS, MARKETING, & ALUMNI RELATIONS

- A. Alumni Engagement - Alumni Association President Kate Fritz
- B. Communication Plan to Support Philanthropy – Stephen L. McDaniel, CFRE
- C. Upcoming Events:
 - i. Hawktoberfest – October 17-18, 2025
 - ii. Giving Tuesday – Tuesday, December 2, 2025
 - iii. Alumni Weekend – June 11-14, 2026

V. FOUNDATION & BOARD DEVELOPMENT

- A. SMCM Foundation Update – Financial Snapshot

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- B. Trustee Participation in Advancement Activities
- C. Role of Committee Members in Cultivating and Stewarding Donors

VI. STRATEGIC DISCUSSION

- A. Preparing for FY26 Advancement Priorities

VII. ACTION ITEMS & NEXT STEPS

- A. Summary of Decisions Taken
- B. Assignments and Follow-Up

VIII. ADJOURNMENT



**BOARD OF TRUSTEES
INSTITUTIONAL ADVANCEMENT COMMITTEE**

MINUTES

Date of Meeting: April 16, 2025

Status of Minutes: DRAFT

Institutional Advancement Committee Members Present: Committee Chair Gail Harmon, Trustee Chair John Bell '95, Judith Fillius '79, President Tuajuanda Jordan, Kristen Greenaway, Kate Fritz '04

Members Absent: Carlos Alcazar, Melanie Rosalez '92, Elizabeth Graves '95

Staff Member: Vice President for Institutional Advancement Carolyn Curry

Others Present: Andrew Cognard-Black (faculty liaison), David Hautanen, Sarah Miller Martin, Amir Mohammadi, Chuck Steenburgh, David Taylor, Jerri Howland, Katie Gantz, Betsy Barreto

Chair Gail Harmon opened the meeting at 3:15 p.m., noting a delayed start due to technical issues with Zoom. She outlined the agenda, which included: a) an update on the Taking the LEAD campaign concluding June 30, with a focus on progress in student living space modernization; b) a discussion of key campaign takeaways; and c) a review of efforts to elevate the College's stature as a College of Choice, including through alumni engagement.

Completing the Taking the LEAD campaign

Vice President for Institutional Advancement Carolyn Curry updated the Committee on the status of the Taking the LEAD campaign ending June 30, 2025. The campaign has raised \$22M to date, 54% of which is in current use funds. With the campaign reaching its \$20M goal a year early, VP Curry spoke to the ongoing effort to raise an additional \$3M by June 30. Of that goal, \$2.54M has been raised.

Notably, the SMCM Foundation has transferred more than \$1 million to the College for scholarship support for the incoming class. This funding—drawn from over 132 endowed funds, including endowed scholarships—was made possible by the Foundation's all-time high spending rate, driven by strong endowment growth.

She also noted progress toward FY25 participation goals. Among them:

- Alumni: 75% toward goal (1,290 of 1,649)
- Faculty/Staff: 79% toward goal (138 of 174)
- Students: 97% toward goal (348 of 360)
- Parents: 107% toward goal (494 of 460)

VP Curry shared planned donor stewardship initiatives, including expressions of gratitude during key events such as the April 4 all-campus tribute to President Jordan, June's Alumni Weekend and Mulberry Music Festival, and through special digital and print publications distributed in July. The latter will highlight the impact of the campaign and be sent to all donors who gave during the campaign's five year duration.

Student Living Space Modernization

At the request of Chair Harmon, VP Curry provided an update on fundraising for the modernization of residence halls. This effort launched in January 2025, spurred by a challenge grant from the Professor of the College Don Stabile. To date, \$529,725 has been raised with solicitation efforts ongoing. Donors contributing \$100,000 or more will be recognized with individual plaques in Prince George Hall as early champions of this essential initiative. VP Curry said that while the project has generated excitement, some potential donors are seeking a clearer understanding of the Board's broader plan and long-term commitment to residence hall improvements before contributing.

SMCM Naming Opportunities

VP Curry provided an update on naming opportunities, reporting that more than 18 buildings or spaces were named over the course of the campaign. She emphasized that naming opportunities proved to be a highly effective tool for securing major gifts.

Campaign Lessons Learned

Chair Harmon led a reflective discussion focusing on key takeaways from the Taking the LEAD campaign—what worked well and what could be strengthened in future fundraising efforts.

Among the thoughts shared by the group:

- *Giving Tuesday* continues to deliver strong returns, especially as a tool to engage mid-level donors, grow the pipeline and raise awareness of strategic priorities.
- Tying the campaign to *The Rising Tide* strategic plan was an advantage that helped donors understand the broader impact of their gifts.
- Videos were the most effective communication tool, followed closely by other forms of digital outreach.
- Rather than relying on a traditional campaign committee structure, future efforts might benefit from leveraging a cohort of key influencers---including members of the Foundation Board, Board of Trustees and Alumni Council---tailored to the campaign's goals.
- Early investments in campaign counsel provided by the Foundation Board helped establish a strong infrastructure, including systems for prospecting, accounting, gift policies and guidelines, and wealth screening.

- Major donors with a deep affinity for the College were by far the most responsive cohort, particularly with alumni motivated to “pay it forward.”
- Alumni engagement grew significantly during the campaign, particularly through the Alumni Council’s strategic Alumni Challenge leadership during *Giving Tuesday*.
- A welcomed and unexpected boost in cultivating a culture of philanthropy came from marked increases in both student and parent giving.
- Looking ahead, the development team will prioritize improving database efficiency and utilizing AI tools as the focus shifts to mid-level and planned giving strategies. AI applications may also help address staffing needs.
- With early momentum for residence hall modernization, the next step is to develop a compelling case for support that clearly connects donor impact to institutional goals around recruitment and retention.
- Scholarships—both current use and endowed—remain popular, with donors open to adding internships or experiential components.
- Demonstrating impact through storytelling and data remain critical to donor stewardship and continued engagement.

Alumni Association Report

Chair Harmon called on Alumni Association President Kate Fritz to report on alumni engagement.

Trustee Fritz highlighted the success of National Volunteer Month and this year’s annual Bay to Bay Service Days initiative. To date, 14 service events in April across the U.S. with over 300 participants are underway, three times the number of participants in 2024. This growth is attributed to new partnerships with the Center for Career and Professional Development and the Center for Outreach and Community Engagement, strengthening ties between alumni, students and the community.

Alumni Weekend, scheduled for June 12–15, already has 500+ registered and promises to be well over 1,200. Trustee Fritz encouraged the Committee to review the other metrics in her report, including 300+ mentors and ongoing student recruiting efforts.

VP Curry underscored that President Jordan traveled to Southern California as part of a series of alumni gatherings so the President could thank them for their continuing support. The result: a newly established Southern California alumni chapter, the first alumni chapter in five years.

Both VP Curry and President Jordan praised Trustee Fritz’s leadership and her dedication to aligning alumni activities with College priorities, describing the Alumni Council as a model of intentional, mission-driven engagement.

Building the College of Choice: Enrollment Marketing

VP Curry asked Assistant Vice President of Integrated Marketing & Communications Chuck Steenburgh to explain a new digital video advertising initiative aimed at supporting an Admission goal of increasing out-of-state enrollment.

AVP Steenburgh explained the use of geolocation technology to get messages in front of potential out-of-state students, as defined by Admission, including through TV, tablet and phones. In the November to January period, this effort corresponded with Admission high school or college fair visits. The effort helped out-of-state inquiries rise 12% over the previous year. Of the students who inquired about applying to SMCM, 42% indicated that they had been exposed to the video ads created for this push. Based on this success, AVP Steenburgh said his team expanded the campaign with new messaging for events like Admitted Seahawk Day and deposit deadlines, and early indications show more states represented at events and a larger turnout.

AVP Steenburgh expressed his belief that video advertising is vital, particularly in establishing a brand. He showed the two short videos developed by the team for this effort: one highlighting the College's location and lifestyle, and the other lifting "Honors for All" academic excellence.

Chair Harmon thanked the Committee and presenters for a thoughtful meeting; the meeting adjourned at 4:11 p.m.



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**Institutional Advancement Committee Briefing
*Stephen L. McDaniel, CFRE – Interim VP Institutional Advancement – October 2025***

Charge

Institutional Advancement (IA) ensures a strong future for St. Mary's College of Maryland in an intensely competitive environment by advancing the College's brand and reputation as The National Public Honors College, inspiring philanthropy, and strengthening alumni and community engagement. Examples of this engagement include alumni reunions, regional alumni chapters, mentoring programs, career networking initiatives, community partnerships, cultural events, and volunteer service opportunities.

I. Campaign & Advancement Overview - How High Did We Fly? (as of July 1, 2025)

- LEAD Campaign Overview: Raised \$23,308,864 million
- Priorities funded:
 - Honors College Promise – scholarships, access, affordability
 - St. Mary's Fund – unrestricted annual operating support
 - Unrestricted Endowment – long-term sustainability
 - Other – targeted programs (faculty excellence, campus enhancements)

II. Status of Campaign Funding

- Total raised \$23.3M
- Cash received \$17M
- Pledges outstanding \$1.3M
- Planned gifts to be realized \$5M

III. Integrated Marketing Highlights

- Campaigns supporting enrollment growth
- Brand positioning: "The National Public Honors College"
- Digital engagement reach (social, email, web traffic)

IV. Residence Hall Modernization

- Status: Solicitation in progress
- Cultivation: Engaging major donors & corporate partners
- Critical Needs: Student demand, competitive housing, modernized facilities

V. Institutional Advancement Priorities (2026)

- Inputs from President Phillips, Stephen McDaniel, and Staff:
 - Maintain Momentum – Continue campaign visibility post-close
 - Deepen Donor Stewardship – Personal touches, recognition programs
 - Enhance Annual Fund Initiative – Expand participation + major gifts
 - Expand Donor Pipeline – Identify, cultivate, and solicit new prospects
 - Align Advancement with Institutional Priorities – Enrollment, student success, cultural leadership

VI. Fundraising Opportunities

- Corporate partnerships
- Alumni leadership giving circles
- Foundation & grant expansion

VII. Strategic Positioning

- College of Choice: Leveraging affordability + public honors identity
- Out-of-State Recruitment: Expand alumni network & marketing reach
- Regional Cultural Hub: Amplify arts, lectures, performances to broaden appeal

Next Steps

- Clarify campaign categories (Promise vs Fund vs Endowment vs Other)
- Finalize 2025 campaign totals & impact statement
- Align FY26 IA priorities with Board & Presidential agenda

Taking the LEAD Campaign Dashboard

How HIGH Can We Fly?

As of June 30, 2025

LEAD Campaign Overview

	CUMULATIVE METRICS
Campaign Goal	\$ 20,000,000
Total Raised to Date (Total Value of Gifts/Pledges)	\$ 23,308,864
Balance of Outstanding Pledges and Unrealized Planned Gifts	\$ 7,306,795
Percent Raised toward \$20m Goal	116.54%

	FY21-FY24 Total	FY2025 (\$3M Goal)	Total Campaign
Annual Total Raised	\$ 20,281,299	\$ 3,027,565	\$ 23,308,864
Annual Total Number of Major Gift Donors (\$10,000 and up)	162	33	195
Total Value of Major Gifts (\$10,000+)	\$ 17,780,448	\$ 2,369,997	\$ 20,150,445
Number of New Pledges	88	17	105
Value of New Pledges	\$ 7,929,833	\$ 1,323,411	\$ 9,253,244
Number of New Planned Gifts	5	6	11
Value of New Planned Gifts	\$ 4,823,735	\$ 241,790	\$ 5,065,525

LEAD Campaign Priorities

Total Dollars Raised	FY21-FY24 Total	FY2025	Total Campaign
LEAD General Fund	\$ 3,508,497	\$ 767,969	\$ 4,276,466
New Academic Programs—Business Administration	\$ 411,005	\$ 402,900	\$ 813,905
New Academic Programs—Marine Science	\$ 320,368	\$ 63,946	\$ 384,314
New Academic Programs—Neuroscience	\$ 52,190	\$ 21,210	\$ 73,400
New Academic Programs—Performing Arts	\$ 1,568,989	\$ 4,550	\$ 1,573,539
Enhanced Curricular Support	\$ 1,302,549	\$ 170,821	\$ 1,473,370
Residence Hall Fund	-	\$ 669,777	\$ 669,777
Co-Curricular Support	\$ 459,376	\$ -	\$ 459,376
Honors College Promise	\$ 303,004	\$ 8,448	\$ 311,452
IDEAA	\$ 6,250	\$ 14	\$ 6,264
Scholarship Support	\$ 7,546,356	\$ 443,002	\$ 7,989,358
St. Mary's Fund	\$ 824,096	\$ 89,590	\$ 913,689
Unrestricted Endowment	\$ 2,502,200	\$ 2,000	\$ 2,504,200
Other	\$ 1,476,420	\$ 383,338	\$ 1,859,758
TOTAL	\$ 20,281,299	\$ 3,027,565	\$ 23,308,864



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**Institutional Advancement Roadmap for the FY26 Annual Giving Campaign
*Giving Goal of \$2.5-\$3M***

Campaign Framework

- **Theme & Branding**
 - *The St. Mary's Promise*
- **Pillars of Support**
 - Scholarships & Student Success
 - Faculty & Academic Excellence
 - Campus Life & Traditions
- **Case for Support Language:** Every gift strengthens our community of learners and leaders. Together, we sustain The National Public Honors College and ensure access for future generations.

Campaign Timeline

- **Fall (Sept–Dec)**
 - Alumni, faculty/staff, parent, and student drive (including senior class gift), Hawktoberfest, Giving Tuesday, sponsorships, calendar year-end appeal.
- **Winter (Jan-Feb)**
 - Social media giving challenges.
- **Spring (March–April)**
 - Alumni networking events, departmental challenges.
- **Summer (May–June)**
 - Alumni Weekend, fiscal year-end appeal.

Constituencies & Tactics

- **Students**
 - Senior Class Gift program with symbolic participation goals (e.g., “75% of seniors give \$20.26 for the Class of 2026”).
 - SAGE to drive awareness and host giving challenges.

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- On-campus events like Giving Tuesday, micro-giving through apps, and peer-to-peer engagement.
- **Young Alumni (1–10 years out)**
 - Social media and digital-first campaigns with text-to-give and mobile-friendly giving.
 - Promote recurring monthly giving.
 - Access to career networking and mentorship opportunities as donor benefits.
 - Alumni Council members of the last decade leveraged as influencers.
- **Faculty & Staff**
 - Early leadership giving from president and cabinet.
 - Friendly departmental challenges and recognition for 100% participation.
 - Payroll deduction for ease of recurring support.
 - Promote planned giving benefits (e.g., FreeWill).
 - Giving participation recognition event(s).
- **Parents & Families**
 - Family Weekend appeal emphasizing student impact.
 - Messaging focused on immediate benefits: “Your gift today supports your student’s experience right now.”
- **Community Partners (Businesses, Foundations, and Organizations)**
 - Sponsorship packages tied to athletics, arts & culture, and campus events.
 - Cause-marketing partnerships with retailers and restaurants.
- **Friends of the College**
 - Targeted digital appeals and affinity group initiatives.
 - Planned giving education and promotion.
 - Performing Arts Center, Center for the Study of Democracy, Athletics, Center for Career & Professional Development and Office of Community Outreach & Engagement as anchors.

Institutional Advancement Staff Roles & Goals

- **Vice President for Institutional Advancement**
 - Role: Serving as the campaign director, will provide overall leadership and accountability for the annual giving campaign.
 - Responsibilities:
 - Articulate vision and case for support to internal and external audiences.
 - Engage the President, Board of Trustees, Foundation Board of Directors, and senior leadership in donor identification and cultivation.
 - Approve campaign strategies, budgets, and timelines.
 - Serve as the chief spokesperson for philanthropy.

- **Assistant VP of Development**
 - Role - Serving as the campaign manager, will develop and implement the fundraising strategic plan inclusive of solicitation and donor relations.
 - Responsibilities:
 - Develop and implement solicitation strategies by constituency and capacity.
 - Co-facilitate Giving Tuesday.
 - Coordinate segmented/targeted print and digital appeals.
 - Track giving by constituency and giving level; adjust tactics accordingly.
 - Cultivate and solicit major gift (\$10K+) prospects/donors.
- **Major Gifts Officers**
 - Role - Drive the top tiers of the gift pyramid and leadership annual giving. (\$1M goal)
 - Responsibilities:
 - Identify, cultivate, and solicit prospects/donors for gifts of \$1,000+.
 - Average a minimum of 10 visits per month across constituencies.
 - Promote, facilitate, and track planned gifts and corporate & foundation giving.
 - Partner with alumni and parent volunteers through the fundraising cycle.
 - Ensure stewardship and recognition of leadership annual giving donors.
- **Assistant VP of Alumni Relations**
 - Role - Mobilize alumni engagement and giving.
 - Responsibilities:
 - Drive Giving Tuesday.
 - Partner with Alumni Council for peer-to-peer outreach, especially young alumni.
 - Integrate annual giving appeals (calls to action) into alumni events (such as Hawktoberfest, Alumni Weekend), programs (such as Mentor-a-Seahawk, Refer-a-Seahawk, Bay-to-Bay Service Days), and all print and digital communications.
- **Parent & Family Giving (Development Team)**
 - Role - Lead parent & family annual giving strategy. (\$750K goal)
 - Responsibilities:
 - Identify, cultivate, and solicit prospects/donors (including parents of alumni), especially legacy families.
 - Integrate annual giving appeals (calls to action) into Hawktoberfest/Family Weekend & Homecoming and parent & family programs and communications.
 - Promote impact/highlights tied to the student experience.
- **External Community Giving (Development Team)**

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- Role - Engage external partners including businesses, foundations and organizations.
- Responsibilities:
 - Co-create and promote sponsorship packages for arts & culture, athletics, and student life.
 - Co-secure cause-marketing partnerships with retailers and restaurants.
 - Partner with the Center for Career & Professional Development and the Office of Community Outreach & Engagement to identify, cultivate, and solicit external investors.
- **Faculty & Staff Giving (Development Team)**
 - Role - Lead faculty & staff annual giving strategy
 - Responsibilities:
 - Identify, cultivate, and solicit prospects/donors, especially alumni-employees.
 - Launch departmental challenges.
 - Promote payroll deduction, recurring gifts, and planned giving benefits.
 - Work with cabinet-level champions to educate and set the example.
 - Create opportunities to steward and recognize participation.
- **Advancement Services**
 - Role - Provide infrastructure throughout the fundraising cycle.
 - Responsibilities:
 - Manage CRM and ensure data integrity
 - Produce reports/dashboards and provide data/lists as requested.
 - Manage gift processing, receipts, acknowledgment letters, etc.
 - Monitor daily/weekly progress toward \$3M stretch goal.
- **Marketing & Communications**
 - Role - Drive campaign branding and storytelling.
 - Responsibilities:
 - Develop campaign logo, tagline, and print collateral.
 - Manage digital content: videos, social media, newsletters, and infographics.
 - Coordinate press releases and local media features.
 - Ensure message consistency across all channels.
- **Donor Relations (Development Team & Advancement Services)**
 - Role - Ensure high-quality donor cultivation, stewardship, and recognition.
 - Responsibilities:
 - Coordinate personal thank you calls and handwritten notes.
 - Prepare personalized stewardship for major donors.
 - Facilitate impact reporting.
 - Track touchpoints in CRM.



- **Seahawks Advancing Graduate Engagement “SAGE” (Alumni Relations Team)**
 - Role - Representing all functions of Institutional Advancement, serve as ambassadors to the student body.
 - Responsibilities:
 - Educate, engage, cultivate, solicit and steward gifts from fellow students.
 - Host activities throughout Giving Tuesday and help with pre- and post-GT projects.
 - Support key alumni events (such as Hawktoberfest, Alumni Weekend).
 - Share impact stories on social media and provide testimonials.
 - Thank donors across print and digital platforms.
- **Administrative Support / Project Coordinator (IA Executive Assistant)**
 - Role - Provide logistical and organizational support.
 - Responsibilities:
 - Manage calendars, meeting prep, and campaign timeline updates.
 - Track budgets and vendor contracts.
 - Ensure smooth coordination among staff and volunteers.



Recruitment Initiatives

New Recruitment Marketing Partner: 3 Enrollment

- Boutique higher ed marketing firm with impressive track record
- Fully unites Enrollment Management & Institutional Advancement
- Brings lessons & techniques from retail to higher ed marketing
- Data analysis with persona-based approach throughout enrollment funnel
- “Always on” digital advertising: search, display, social and connected TV
- More comprehensive focus than previous event-heavy approach
- “Quick Start” campaigns in progress, full implementation by October

Open House Marketing Campaign

- Much more efficient spend over broader range of channels
- Search, display, social and connected TV
- September Open House: 217 attendees (15% up over Sept. 2024)

Website Refresh

Academic Majors/Minors Pages Completely Redesigned Over Summer
President's First 100 Days site – over 1,000 visits / 500+ users



*Read Deeply. Write Boldly.
Think Broadly.*

At St. Mary's College of Maryland, the English program helps students explore how language and stories shape our world. Students read and study poetry, fiction and writing from around the globe. They also learn to write their own creative and academic work. The program balances reading and writing, creative thinking and research, and old ideas with new ones.

Classes are small and focused on discussion. Students get strong support from their professors and can do research or creative projects on their own. At St. Mary's College English is more than a major—it's a way to think, grow and connect with others.



SHAPE THE FIRST 100 DAYS – SHARE YOUR VOICE

A Message from the President

It is truly delightful to be here at St. Mary's College of Maryland – the National Public Honors College. As I told the campus during the introduction on campus back in April, it is so fortunate to be at a place that is a model for modern, honors-level liberal arts and sciences education. What a great first month it's been for me, connecting with some of the staff, students and faculty along with community members has been a true delight.

I look forward to meeting all of you soon and learning more about St. Mary's College, and to opportunities to explore with others the treasures our campus offers.

Our College is a model for innovative, honors-level liberal arts and sciences education. We have a strong basis on which to build, including a committed Board of Trustees, motivated students, and our dedicated faculty and staff who provide an excellent educational experience.



Meet the English
Department



About the English
Major

**BOARD OF TRUSTEES
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SMCM Alumni Association Report**

Date of Meeting: October 2, 2025

Reporter: Kate Fritz '04, SMCM Alumni Association president

The Alumni Council met for our annual retreat in mid-August, where we met with the new Director of Admission, Rob Maddox, to discuss ways to include alumni more in College's recruitment efforts, toured the newly-renovated Prince George Hall, and most importantly, laid out the priorities for our work for the year ahead. These include:

- Engaging All Alumni Council Members (on committees, as volunteers, at regional and campus events)
- Modernizing the Alumni Council's Engagement Initiatives (Regional Alumni Chapters, Mentor-a-Seahawk, Refer-a-Seahawk)
- Enhancing Alumni Association Engagement Programs (Alumni Weekend, Giving Tuesday, Bay to Bay Service Days, Spring Break-a-Sweat)

Current Areas of Focus:

- **Regional Alumni Chapters** - The new VP of Chapter Activities, Ken Benjes, is reinstating the quarterly chapter president meetings and working with the Alumni Relations team to identify good leaders to fill the vacant regional chapter positions, update the handbook, and make sure every chapter has a service project planned for this year's Bay to Bay Service Days in April. Over the summer, we recruited and onboarded the Boston Regional Chapter President and are currently onboarding the new Washington, D.C. Metro Chapter president, filling another key vacancy.
- **Alumni Scholarships** - In collaboration with the Alumni Relations team, we're exploring other ways we might be able to spend the money we've raised for the Alumni Legacy Scholarship Fund to better attract and recognize more legacy students than just the two that receive the scholarship each year. This involves researching other institutions' alumni scholarship programs, reviewing MOUs, and developing special programming for legacy families at events like New Student Move-In Day and Hawktoberfest.
- **Alumni Awards** - This year's focus is on increasing the nomination pipeline and identifying ways to celebrate our awardees throughout Alumni Weekend, not just during the Awards Ceremony. We also want to create a more public presence online to spotlight and celebrate these talented alumni and community members.

Alumni Engagement Event Updates:

- **100 Days Listening Tour (July 1 - Oct 9)** - The Alumni Relations team has been part of the planning group for President Phillips' Listening Tour and has helped organize both small dinners and larger gatherings in Baltimore, Frederick, Southern Maryland, and other areas. These events have been well received, with alumni eager to meet and support our new president.
- **Hawktoberfest (October 17-18)** - As of September 25, the College's combined homecoming and parents weekend has nearly 1,200 alumni, students, employees, and family members registered to attend. Trustees are encouraged to join, and all details are available through the Alumni Relations team.
- **Giving Tuesday (December 2)** - Planning is underway, and we expect 100% participation from the Alumni Council in this year's Alumni Council Challenge, which fuels our Champions to engage the broader network. Last year, nearly 4,000 donors contributed more than \$415,000 in 32 hours, in addition to Bill Seale's \$400,000 gift. The Alumni Relations team has convened the planning committee and is focused on how we can continue to raise the bar this year. Trustees' participation and advocacy, as always, will be key to our success.



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**Trustee Participation in Advancement Activities
*The Role of Institutional Advancement Committee Members
in Cultivating and Stewarding Donors***

Purpose

The active participation of trustees in advancement activities is essential to sustaining and expanding the culture of philanthropy at St. Mary's College of Maryland. Trustees serve not only as fiduciary stewards of the institution but also as ambassadors, advocates, and partners in philanthropy.

Expectations of All Trustees

Leadership by Example: Demonstrate personal commitment by making an annual leadership gift that reflects capacity and commitment to the College's mission.

Ambassadorship: Represent St. Mary's College in the community and among professional and personal networks, highlighting the impact of philanthropy.

Engagement: Attend and support campus events, alumni activities, and donor recognition programs, reinforcing connections with the broader SMCM community.

Advancement Committee Members' Distinct Role

Cultivation of Prospective Donors

- Partner with the IA team to identify, research, and engage individuals, corporations, and foundations.
- Host or co-host cultivation gatherings in homes, businesses, or community venues.
- Introduce new potential donors to the College's leadership and advancement staff.

Stewardship of Current Donors

- Make personal thank-you calls and send handwritten notes to donors after significant gifts.
- Participate in recognition events, ensuring donors feel valued and appreciated.
- Serve as visible representatives of the Board in donor communications and reports.



Strategic Guidance

- Advise on donor engagement strategies and fundraising priorities.
- Share expertise and community insight to strengthen the College's advancement programs.
- Help align campaign initiatives with trustee leadership and institutional goals.

Outcomes of Trustee Engagement

- Strengthened donor confidence through visible trustee leadership.
- Expanded networks that broaden the College's base of philanthropic support.
- Sustained culture of gratitude that ensures long-term donor relationships.