

**BOARD OF TRUSTEES
INSTITUTIONAL ADVANCEMENT**

REPORT SUMMARY

Date of Meeting: October 20, 2017

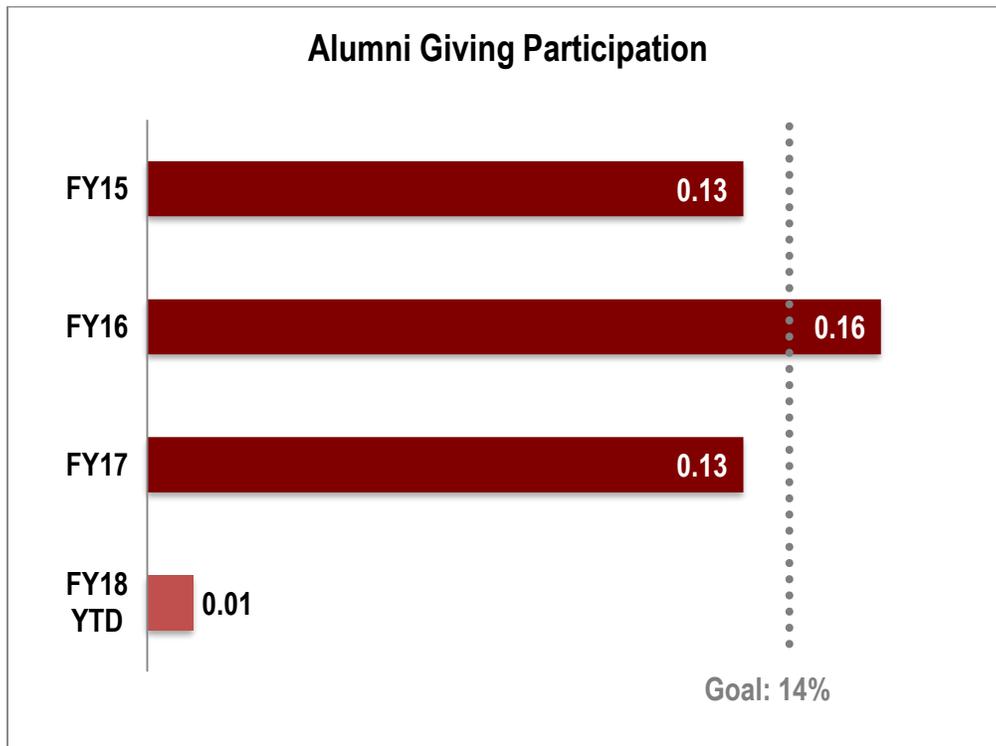
Date of Next Meeting: February 3, 2018

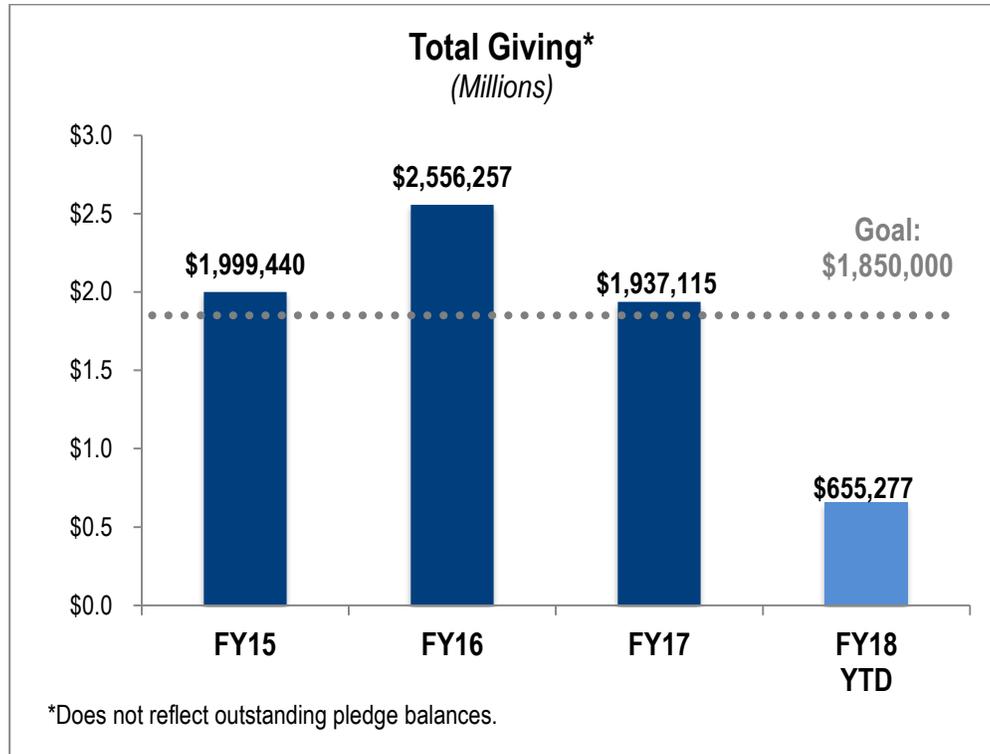
Committee Chair: Gail Harmon

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 OCTOBER 2017:





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

Executive Summary:

The Institutional Advancement (IA) Committee will review final metrics from FY17 and progress to date on reaching IA goals for FY18. FY18 goals include 1. Expand philanthropic support for the College by raising at least \$1.85M in annual giving; 2. Support Enrollment Management in reaching enrollment targets; 3. Enhance the College’s image and constituent engagement; and 4. Strengthen the IA infrastructure to leverage and optimize opportunities.

The Committee will discuss ways Trustees can assist in reaching goals and hear activity reports from the president of the SMCM Alumni Association and from the president of the SMCM Foundation, Inc.



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 OCTOBER 20, 2017

AGENDA

I. CALL TO ORDER

II. DISCUSSION ITEMS

- A. Institutional Advancement FY18 Goals ([Attachment #1](#))
 - 1. Development
 - a. Jamie L. Roberts Seahawk Fund
 - b. FY18 Funding Priorities and Honors College 2.0
 - c. Naming Opportunities
 - d. *Giving Tuesday*, November 28
 - 2. Integrated Marketing
 - 3. Alumni Engagement
- B. Board's Role in Reaching Goals ([Attachment #2](#))
- C. Update from the St. Mary's College of Maryland Alumni Association President ([Attachment #3](#))
- D. Update from the St. Mary's College of Maryland Foundation, Inc. President ([Attachment #4](#))

III. ACTION ITEMS

There are no action items.

IV. INFORMATIONAL ITEMS

- A. Minutes dated May 11, 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 FY18 Goals

Selected Progress Points

To advance the College's strategic plan, Institutional Advancement leads an integrated and collaborative effort to secure philanthropic investments, build and nurture constituent relationships, and showcase the College's value and excellence. Institutional Advancement's work in 2017-18 will address relevant portions of the College's strategic plan by a) meeting the annual giving goal set to assist the College with strategic initiatives, b) increasing fundraising capacity, c) assisting Enrollment Management in meeting its targets through image work and marketing strategies, and d) increasing alumni and community engagement.

1. Expand philanthropic support for the College by raising at least \$1.85 million in the 2017-18 giving cycle. (Connects to SMCM strategic goals 1.1, 2.1, 4.1, 4.2, 4.4, 5.5)

- Raised \$655,277 July 1- September 28 that includes a \$100,000 bequest to the Environmental Studies Program from the Kate Chandler Estate, two foundation grants, seven major gifts and \$40,000 in scholarships.
- Created and executed the Hurricane Harvey Hurricane Disaster Relief effort that raised nearly \$11,000 and a truckload of school supplies for a Houston area school system.

2. Support Enrollment Management in reaching in-state, out-of-state and transfer goals. (Connects to SMCM strategic goals 1.1, 1.3, 1.4)

- Launched a new smcm.edu home page and updated 17 connecting pages in order to better appeal to prospective students and families.
- Launched targeted digital marketing through December in 30 markets.
- Created collateral and social pushes that resulted in a 100% registration increase over last September for Schedule a Visit via the web.

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

(Connects to SMCM strategic goals 1.1, 1.3, 1.4, 2.4, 3.1, 3.3, 3.4, 4.1, 4.2, 4.3, 4.4, 5.5)

- Created through the Alumni Council a \$10,000 Challenge for *Giving Tuesday* (November 28) that aims to increase alumni participation and involve students in creating videos for prizes that tout the value of St. Mary's College.
- Overseeing Hawktoberfest Planning Committee with new programming and marketing resulting in 35% more registrations to date over same time last year.
- Engaged 241 alumni since August in four events (Zero Class Reunion, Black Alumni Chapter meet and greet, Alumni Night in Camden Yards and St. Mary's on the Shore)
- Pushed 31 student testimonials since August touting SMCM's attributes via communications channels.

4. Strengthen the IA infrastructure to leverage and optimize opportunities.

(Connects to SMCM strategic goals 1.1, 3.3, 5.1, 5.5)

- Constructing an alumni portal to better communicate to and interact with chapters and alumni.

Role of Trustees in Meeting Institutional Advancement Goals Worksheet

Fundraising

Staff will assist in preparing all appropriate materials, prospect background, briefings, logistics, etc.

- 1. Personally thank donors for major gifts.
- 2. Assist in keeping in touch with significant and long-term donors.
- 3. Hold small receptions, dinners or luncheons to familiarize prospective major donors with the College.
- 4. Accompany the President and/or VP on major gift visits.
- 5. Make a contribution to the annual giving drive to ensure 100% Board participation.
- 6. Make a donation online during *Giving Tuesday* (November 28); consider a “challenge” grant (can be counted as your annual fund contribution).
- 7. Identify companies who might consider a sponsorship for marquee programs or athletics.
- 8. Identify individuals who might consider a naming opportunity with the College or who may know others with important networks.
- 9. Open doors to a foundation or corporation through personal contacts.
- Other:

Overall Advancement

- 1. Offer expertise in marketing, communications, fundraising, branding and the like.
- 2. Identify internship opportunities (preferably paid) and/or offer an internship(s).
- 3. Attend/participate in key alumni or College events intended to strengthen engagement with SMCM.
- Other:

Name _____

Date _____



ST. MARY'S COLLEGE OF MARYLAND ALUMNI ASSOCIATION

Date of Meeting: October 20, 2017

Reporter: Allan Wagaman, President, Alumni Association

Executive Summary:

The Alumni Council continues to work to enhance alumni engagement with the College. The Council held its June meeting at the Alumni Center, which was its first opportunity to showcase this new facility to the alumni community. The facility was also officially dedicated during a retreat on September 23, 2017. The Office of Alumni Relations has begun to host student functions and activities in the space, in conjunction with the Career Development Center and Office of Student Activities. Additionally, an alumni lecture series featuring topics of interest to students has been launched as part of the new Bookbag to Briefcase series and is hosted in the Alumni Center. Thank you to Dr. Jordan, the Board of Trustees, and the rest of the administration for making this facility a reality.

The Alumni Council continues to work on marketing efforts within the alumni community. A new logo was revealed at Alumni Weekend, and in September Facebook groups for all chapters were launched. These groups will provide an interactive space for our alumni, and students are also welcome to join. The launch of these groups marks a shift in the Alumni Council's messaging in media strategies, and the Council will work to develop these groups in terms of membership and content over the next year.

Alumni Weekend continues to be a significant event, with over 1,200 alumni returning to campus in June. Alumni came from 34 states, the District of Columbia, Ireland, Scotland, and Italy, and reunion years ranged from 1949 to 2017. Other programming of note for the fall includes Hawktoberfest at Family Weekend. Alumni chapters are also holding programs, including a happy hour for alumni in the defense industry in the vicinity of Naval Air Station Patuxent River.

The Alumni Association is committed to continued expansion of the microinternship program and has been working with the Career Development Center to increase the number of sites and students served. While results will not be known until next calendar year, it appears that the program will continue to grow. Thank you to the alumni who have graciously offered their time and space in support of this critical program.

In support of alumni and student philanthropy, the Alumni Council is coordinating with Institutional Advancement on a participation-based challenge as part of this year's *Giving Tuesday* initiative. Details are forthcoming, but we hope to help drive student and alumni participation and enhance the student experience.

The Office of Alumni Relations has experienced a significant loss in staffing (50% from 4 to 2 staff) as a result of the College's fiscal situation. With the wide variety of programming, communications, and activities spearheaded or supported by this office, which include some of the largest on campus such as Hawktoberfest (new this year), Alumni Weekend, Bay to Bay Service Day and the *Giving Tuesday* campaign, these personnel are tasked with an extensive and increasing workload. To assist the Office of Alumni Relations for this year, the Council recently voted to create a Vice President of Chapter Activities position to be filled soon. The Alumni Council will continue to enlist alumni support in career development and recruitment as resources, staff time, and volunteer time permit.



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

Date of Meeting: September 19, 2017

Reporter: Harry Weitzel, President (*outgoing*), St. Mary's College of Maryland Foundation, Inc. and Joint Investment Advisory Committee (JIAC) chair (*outgoing*)

Executive Summary:

The St. Mary's College of Maryland Foundation, Inc. Board of Directors and the Foundation's Joint Investment Advisory Committee (JIAC) met for their annual meetings on September 19, 2017. Board of Trustee members appointed to the FY18 JIAC are Donny Bryant and Danielle Troyan. Foundation Director appointees are Mike O'Brien and Chris Holt. Mike O'Brien was elected president for this year's JIAC.

Michael Garvey, J. P. Morgan's Asset Manager, reviewed the endowment investment portfolio with the JIAC which stands at \$31.7M as of August 31, 2017. He noted the fiscal year-to-date performance was 12% against the 9.3% benchmark.

The JIAC will be working on an RFP for an investment manager to be released in 2018. The Foundation's Investment policy requires an RFP be let, as a matter of best practice, every seven years. The RFP will also include the management of the College's quasi-endowment, by the same manager but in separate accounts.

Elected as FY18 Foundation officers are Jack Saum, president; Bonnie Green, vice president; Harry Weitzel, treasurer; and Tom Daugherty, secretary. The Foundation voted in two new directors for three-year terms: Molly Mahoney Matthews and former Ambassador Tim Broas.

Dr. Jordan presented and discussed with members "Reimagining 21st-century Liberal Education," a platform to consider for moving the College forward.

Directors reviewed ways they could assist in reaching fundraising goals.

Auditors from CliftonLarsonAllen presented their annual audit findings: once again the Foundation had no findings resulting in a clean audit for the year ending June 30, 2017.



BOARD OF TRUSTEES

INSTITUTIONAL ADVANCEMENT COMMITTEE

MINUTES

Date of Meeting: May 11, 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*), Allan Wagaman '06

Committee Members Absent: Danielle Troyan '92, Harry Weitzel

Others Present: Carolyn Curry, Ann McDaniel, Tim Heeley, Peter Bruns, Mike O'Brien '68, Kelley Hernandez '08, Allison Boyle, Chip Jackson, Michael Wick, Leonard Brown, Kortet Mensah, Kathy Grimes, Anna Yates, Cynthia Gross, Sharon Phillips, Sandy Abell

Executive Summary:

The meeting was called to order by Chair Gail Harmon at 4:34 p.m.

DISCUSSION ITEMS

Vice President of Institutional Advancement Report

Vice President Carolyn Curry reviewed Institutional Advancement's FY17 year-to-date progress toward strategic goals, objectives and key actions. Institutional Advancement is comprised of the following units: Development, Integrated Marketing, Alumni Relations, Community Relations, and Events and Conferences. Highlights follow.

Selected progress to-date on Institutional Advancement Goals

1. Development

- Total giving year-to-date is \$1.57M, placing Development on target to meet the total giving goal of \$1.8M by June 30.
- The faculty/staff giving goal is currently at 40% toward the FY17 goal of 55%.
- Major gifts (\$10K+) are up 20%; 27 major gifts have been received year-to-date.
- Planned gifts are up 300%; five planned gifts have been implemented in FY17 with a value of \$600K.
- Corporate giving currently has a 67% success rate.
- Board of Trustee giving has a year-to-date participation rate of 76% (16 of 21) and Foundation Directors 92%. Both groups are on target for a 100% giving rate.

- Naming opportunities continue to be pursued.
- Challenge grants have proven to be very effective, e.g., *Giving Tuesday* dollar-for-dollar match, as well as the \$10K challenge by Chairman Sven Holmes to Jamie Roberts' classmates, which yielded 178 donors from Jamie's class years. Notably, 75% had never given before.
- The annual donor recognition dinner on May 5 for donors who gave \$1K+ in the current giving cycle had more than 120 attending.

2. Integrated Marketing

- The integrated marketing team continues imaging work with a branding consultant offering services pro bono. Continued focus group testing, storytelling and message development are underway.
- Digital and social media increased across 32 markets.
- Social media is tracking 175% higher than last semester.
- One hundred and seven unique stories have been pushed out to illustrate the value of the College.
- The www.smcm.edu front site, through an overhaul, will better appeal to prospective students and families.

3. Alumni Participation

- The alumni participation rate to-date is 11% toward the goal of 17% by June 30. Last year's alumni participation rate experienced a big surge in the wake of the \$2.5M capital campaign appeals.
- Bay-to-Bay service day efforts yielded 1,700 lbs. of garbage collected by 250 alumni on the St. Mary's College campus.

Review of Board's Role in Reaching Goals

Chair Gail Harmon reminded Committee members of the worksheets they completed in the fall to assist in meeting goals. She indicated several areas that could be of particular assistance right now:

- Achieving the 100% Board of Trustees participation rate
- Writing thank you notes
- Identifying prospects for naming opportunities
- Identifying and assisting with introductions/cultivation of major gift prospects

Ms. Curry noted that Trustees had written thank you notes, continued to serve as social ambassadors, and had put forth at least six names as potential prospects.

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

Alumni Council President Allan Wagaman gave highlights on alumni activities that linked to the College's strategic plan. Among them:

- Alumni Weekend has received over 500 registrations in the first 24 hours, and all premium housing has been reserved (\$100 annual giving level needed to qualify). Planning is underway for the Governor's Cup Race in August and the Class of '17 Zero Year Reunion.
- The Council is working on value-added uses of the Cobb House, the Handbook, local chapter work with affinity groups, the Association's value proposition, and branding.
- The annual Legislative Reception sponsored by Alumni Relations and the Alumni Council had an impressive attendance and was hopefully helpful in the College's legislative work.
- Chair Gail Harmon acknowledged Mr. Wagaman for his strategic thinking and for being a helpful resource in his role as president of the Alumni Association.

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

The SMCM Foundation report offered the following highlights.

- Since Foundation President Weitzel was not present due to a prior engagement, Chair Harmon acknowledged the Committee's appreciation to the following Foundation Directors whose terms are ending in June: John Bell '95 (who will join the Board of Trustees in FY18), Bob Waldschmitt who has served on the Foundation since 1989, and Sherri Robinson Bailey '81. Each member has given great support in advancing the mission of the College.
- Ms. Curry, the executive director of the Foundation, noted the market value of the endowment portfolio as of 3/31/17 has increased to \$30.7M.
- The Foundation will begin work next term on an RFP for FY18 to rebid its investment management services; the RFP will also include the College quasi-endowment.
- The Foundation recently added three new Directors: Nick Abrams '99, Paul Schultheis '98, and Chris Holt '86. The fourth newest member, Mike O'Brien '68, will start his term in September 2017 after his current Board of Trustee term ends.
- A new criteria matrix for Foundation Directors will help qualify future nominees.
- Foundation members received professional advice from JPMorgan at its May meeting in Washington, DC on philanthropic trends and donor-advised funds.
- Trustee Larry Leak expressed his appreciation to Harry Weitzel for the Foundation's critical support in Annapolis. Additionally, Chair Harmon lauded Mr. Weitzel for the tremendous work he has done as Foundation president, for his work with JPMorgan, and for being a tireless advocate for the College.

ACTION ITEM

Renaming of The Library to the Hilda C. Landers Library

Chair Gail Harmon noted that President Jordan had submitted to the Committee a proposal to rename the current Library to The Hilda C. Landers Library. Hilda C. Landers was a 1923 graduate of the Seminary. She and her husband Arthur Landers 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. Support to-date during their lifetime, and through their trusts, is estimated at \$6.4 million. Almost 2,000 students have received merit and financial aid through the Landers Trust gifts. Ms. Landers was particularly fond of the College's Library where a plaque hangs commemorating her generosity.

ACTION ITEM: Renaming of The Library to The Hilda C. Landers Library.

Chair Harmon referenced ACTION ITEM 1617-25, whereby the Institutional Advancement Committee recommends approval to rename The Library to The Hilda C. Landers Library. 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 Library to The Hilda C. Landers Library; the motion was seconded by Allan Wagaman. All were in favor. The motion carried.

Chair Harmon explained that the naming request would next go to the Building and Grounds Committee for its approval per the Trustee's naming policy. If approved there, Ms. Harmon will present it to the full Board of Trustees on May 12, 2017 for its approval. As a final step, the College has to submit the naming, as approved by the Board of Trustees, this summer to the State of Maryland Board of Public Works for approval.

INFORMATIONAL ITEMS

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

President Tuajuanda Jordan noted that the College was starting to charge for some events such as the Twain Lecture series and that has been going well. While faculty, staff and students were free, others were charged \$8. Trustee Peg Duschesne noted that she wanted the record to show that as a goodwill gesture, alumni should be given a discount in the future.

The meeting adjourned at 5:43 p.m.

ACTION ITEM SUMMARY

Committee Action Taken/Action in Progress

The proposed action item, Renaming The Library to the Hilda C. Landers Library, was approved by the Institutional Advancement Committee at its May 11, 2017 meeting. The Institutional Advancement Committee forwarded the approved action to the Buildings and Grounds Committee for its consideration at its meeting on May 12, 2017, and it was approved.

Recommendation to the Board

The Institutional Advancement Committee recommended approval of the renaming of The Library to The Hilda C. Landers Library at its meeting on May 12, 2017. The Board of Trustees approved the naming.

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

<i>Date</i>	<i>Event</i>	<i>Time</i>	<i>Location</i>
October 20-21, 2017	HawktoberFest and Family Weekend	All day	Campus-wide
Saturday, October 21, 2017	Hilda C. Landers Library Dedication	2 PM	Library
Saturday, October 28, 2017	PING Concert directed by Professor Larry Vote	3-4 PM	Historic St. Mary's Chapel
TBD	The Margaret Brent Lecture	TBD	TBD
Saturday, December 9, 2017	A Performance of Handel's "Messiah"	4 PM	St. Mary's Hall
Tuesday, December 12, 2017	<i>Arctic Domain and National Security, 12th Annual Patuxent Defense Forum</i> presented by the Center for the Study of Democracy	9 AM - 4 PM	Cole Cinema, Campus Center
Monday, January 15, 2018	14th Annual Southern Maryland Martin Luther King, Jr. Prayer Breakfast	6:30 AM Breakfast, 8 AM Program	Campus Center Great Room
Friday, January 19, 2018	State of the College	3 PM	St. Mary's Hall
Saturday, February 3, 2018	SMCM Board of Trustees	TBD	TBD
Thursday, March 1, 2018	An Evening to Honor the Legacy of Lucille Clifton	7:30 PM	Daugherty-Palmer Commons
Friday, April 6, 2018	Presidential Lecture Series: David E. Sanger -- <i>Where does America Go from Here?</i>	Lecture 7:30-9 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	6:00 PM	Auerbach Auditorium, St. Mary's Hall
Friday, April 20, 2018	The 12th Annual Twain Lecture	TBD	Michael P. O'Brien Athletic and Recreation Center
Friday, April 27, 2018	Awards Convocation	3 PM	Michael P. O'Brien Athletic and Recreation Center
Save the Date: Friday, May 4, 2018	Donor Appreciation Event	TBD	St. Mary's Hall Lawn
Friday, May 11, 2018	Board of Trustees meeting	TBD	TBD
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/.