

**BOARD OF TRUSTEES  
INSTITUTIONAL ADVANCEMENT COMMITTEE**

**REPORT SUMMARY**

**Date of Meeting:** October 26, 2018

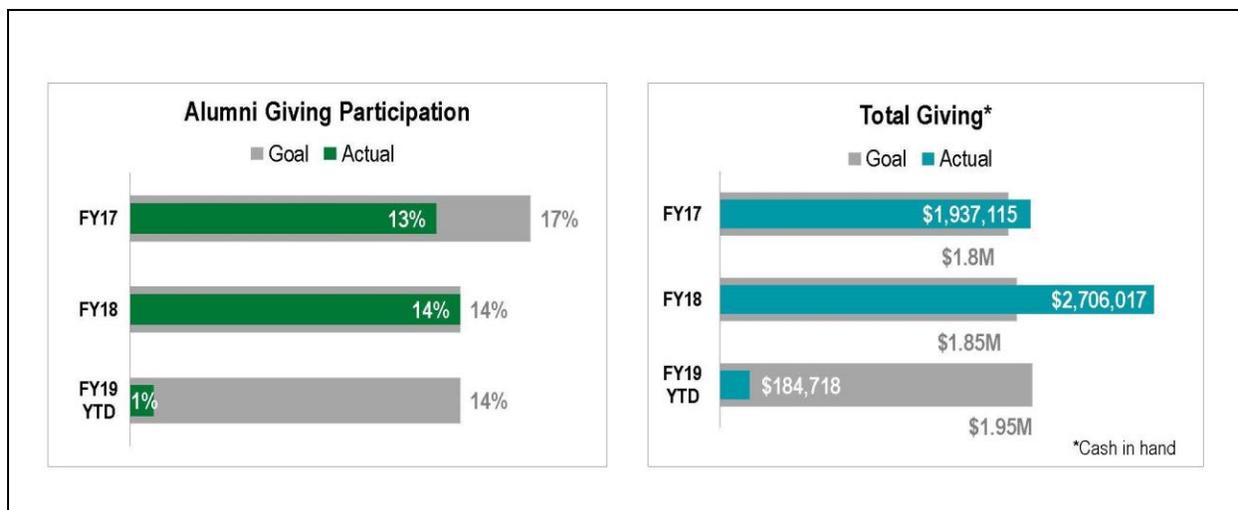
**Date of Next Meeting:** February 1, 2019

**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 Jack Saum `89, Barret Emerick, Kelly Schroeder, Amir Reda `13

**Staff Member:** Vice President Carolyn Curry

**Dashboard Metrics:**



**Executive Summary:**

The Institutional Advancement (IA) Committee will review top-tier initiatives in development, alumni engagement and integrated marketing. In working with Creative Communications Associates, the College rolled out a new brand this fall with a focus on prospective students and families. To complement that work, the marketing team is beginning to integrate brand elements throughout key stakeholder platforms including development and alumni relations.

Development is currently integrating the brand into its fundraising case for support, particularly in major gift fundraising. Through the efforts of Chair Gail Harmon and a consultant, the Development team has developed a major gift giving message focused on supporting the President on the LEAD initiative; Chair Harmon will lead a review and discussion on how the Board might assist in this effort.

St. Mary's College of Maryland Foundation President Jack Saum '89 will report that the market value of the endowment portfolio is \$32.88M as of August 31, 2018 as compared to a market value of \$32.24M on June 30, 2018. The Joint Investment Advisory Committee (JIAC) is currently reviewing proposals for both the Foundation's investment manager and for the College's quasi-endowment/endowment investment manager. The JIAC hopes to make a decision on both awards in December 2018.

Mr. Saum will report that the Foundation once again received a clean audit without findings from CliftonLarsonAllen for the years ending June 30, 2018 and June 30, 2017. He will also review the recently approved Foundation goals and metrics.

Alumni Relations Director Dave Sushinsky and Alumni Association President Allan Wagaman will report on progress in growing membership and engaging alumni.

VP Carolyn Curry will report that total FY18 giving was \$2.7M, exceeding the goal of \$1.85M. The alumni participation rate of 14% was met, up 1% over last year's 13%. Alumni retention was 60%, exceeding the 55% goal set.



**INSTITUTIONAL ADVANCEMENT COMMITTEE  
MEETING OF OCTOBER 26, 2018**

**OPEN SESSION  
AGENDA**

**I. DISCUSSION ITEMS**

- A. Remarks by Chair Gail Harmon
- B. Update from St. Mary's College of Maryland Foundation President (**Attachment #1**)
  - 1. Endowment Portfolio
  - 2. RFP for Investment Manager
  - 3. Goals and Metrics
- C. Update by Alumni Relations Director and St. Mary's College of Maryland Alumni Association President (**Attachment #2**)
  - 1. Engagement: Membership, Internships, Recruitment, Service
  - 2. Participation Rate Initiative: *Giving Tuesday*, November 27
- D. Development
  - 1. Case for Support and Funding Priorities – Major Gifts
  - 2. Ways Board can assist

**II. ACTION ITEMS**

There are no action items.

**III. INFORMATION ITEMS**

- A. Minutes (Meeting of May 7, 2018) (**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 AND JOINT INVESTMENT ADVISORY COMMITTEE

**Date of Meeting:** October 26, 2018

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

### **Executive Summary**

The Joint Investment and Advisory Committee (JIAC) and the SMCM Foundation met on September 25, 2018. The JIAC members approved for one-year terms (2018-2019) were as follows: Michael O'Brien (elected chair) and Christopher Holt (both appointed by the Foundation); Danielle Troyan and Donny Bryan (both appointed by Trustee Chair Sven Holmes); and President Jordan (perpetual member). Michael Garvey from J.P. Morgan reviewed with JIAC the Foundation's endowment portfolio as of 8/31/18. The endowment portfolio's market value is \$32.88M as compared to a market value of \$32.24M as of 6/30/18. The report revealed an increase since the portfolio's inception on 12/31/12 of 6.4% (against composite benchmark of 5.3%).

Vice President for Business and Finance Paul Pusecker provided a report from 19/19 who manages the College's quasi-endowment and endowment portfolio. It revealed a market value of \$3.9M with an annualized return of 7.38%.

JIAC Chair Mike O'Brien reviewed the status of the RFPs for both the Foundation's portfolio and for the College's quasi-endowment and endowment. Eighteen vendors bid on the Foundation's RFP and 13 on the College's. The JIAC is to review proposals for the Foundation and for the College by the end of October and determine which vendors to invite to campus for interviews. It is expected that finalist interviews will take place in early December with the JIAC then recommending a vendor for the Foundation and for the College.

At its annual meeting, the Foundation approved a set of goals and metrics presented by President Jack Saum. The three goals ensure that the work of the Foundation aligns with the strategic priorities of the College. Mr. Saum sought input from both President Jordan and Institutional Advancement Committee Chair Gail Harmon. The goals and metrics will guide the Foundation's work for the next three years.

Once again, the SMCM Foundation received a clean audit from CliftonLarsonAllen for the fiscal years ending June 30, 2018 and June 30, 2017.

Ms. Curry reported that for FY18, \$2.7M was raised, exceeding the goal of \$1.85M. The alumni participation goal of 14% was achieved (up from 13% in FY17) and alumni retention achieved 60%, exceeding the 55% goal.

The Foundation approved a slate of officers for 2018-2019: Jack Saum, president; Christopher Holt, vice-president; Harry Weitzel, treasurer; and Pete Green, secretary. Long-time Foundation Director Bonnie Green is retiring from the Foundation due to term limits, and the Foundation praised her for exemplifying its core values: integrity, collaboration, stewardship and leadership.



## ST. MARY'S COLLEGE OF MARYLAND ALUMNI ASSOCIATION

**Date of Meeting:** October 26, 2018

**Reporter:** Allan Wagaman, President, Alumni Association

### **Executive Summary:**

The Alumni Relations team and the Alumni Council are building upon strong alumni engagement in order to better meet alumni needs. Alumni Weekend 2018 featured strong attendance, with over 1,158 registrants.

Hawktoberfest at Family Weekend was held on October 19-21, and the College welcomed back a record 1,200 attendees, an increase of more than 200 over last year's record attendance. This is the second year that the planning committee was led by the Alumni Relations team and we are very proud of the growth of this event in such a short amount of time.

This fall, we have unveiled a new series of events. Each of our geographic chapters is hosting their inaugural "Welcome to Our Neighborhood" event. These events, underwritten by Alumni Relations, are designed to help welcome and introduce new alumni to the St. Mary's College network in their new locale. Dr. Jordan has attended or is planning to attend many of these events, which provide our alumni with a new chance to hear from the College. Attendance at these events has been strong, and many attendees are re-engaging with the College after a long hiatus. The Alumni Office is collecting feedback from these events and will work with the Alumni Council and regional chapter presidents to institutionalize these events for the future. One of the Welcome to Our Neighborhood events is being held in Chicago and is doubling as a chapter launch event. Approval of this chapter will establish the Alumni Association's presence in the Midwest United States. Alumni in other regions have also requested these events, and we will examine the feasibility of expanding the Welcome to Our Neighborhood events to additional geographic regions in the future.

The Alumni Council continues to support philanthropy efforts, with a new Alumni Council Challenge incorporated into the upcoming Giving Tuesday 2018 campaign. This year, over \$15,000 has been contributed toward the Challenge. This Challenge, funded by the Alumni Council and executed by the Institutional Advancement Team, fueled our tremendous Giving Tuesday success last year, surpassing the goal of 600 donors with final totals of greater than 1,300 donors and over \$242,000 raised in the 24-hour campaign. The survey results reflected that nearly 70% of our donors were inspired to give because of the Challenge, and we look forward to building on last year's success.

**BOARD OF TRUSTEES  
INSTITUTIONAL ADVANCEMENT COMMITTEE**

**MINUTES**

**Date of Meeting:** May 7, 2018

**Status of Minutes:** Approved

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

**Staff Member:** Carolyn Curry

**Others Present:** Sharon Phillips '18, Chip Jackson, Leonard Brown, Mike Wick, Cynthia Gross, Kortet Mensah, Sandra Abell

**Executive Summary**

Committee Chair Gail Harmon called the meeting to order at 1:40 p.m.

Development – Progress-to-Date on FY18 Goals – Supporting Honors College 2.0 Vice President Carolyn Curry presented an overview of Institutional Advancement's FY18 key goals and progress-to-date. Notable achievements reviewed included \$1.83M total giving FY18 year-to-date toward the goal of \$1.85M. The Landers Scholars Program, made possible by the Arthur E. Landers Jr. and Hilda C. Landers Charitable Trust endowments, will commence in the fall with four full-ride scholarships to underserved and/or first generation students.

Update from the St. Mary's College of Maryland Foundation, Inc. President Foundation President Jack Saum reported that the Foundation's endowment is valued at \$31.8M, an RFP process for an investment manager is in underway, and the Foundation is creating a set of goals and metrics.

Integrated Marketing – Honors College 2.0 image work update Ms. Curry reported that brand development continues with Creative Communication Associates (CCA), who has been retained to build a differentiating brand position for St. Mary's College, with a focus on influencing enrollment.

Alumni Engagement Alumni Association President Allan Wagaman reported on various initiatives undertaken to enhance alumni engagement and increase the impact of the alumni community at St. Mary's College.

The meeting adjourned at 2:25 p.m.

## St. Mary's College of Maryland 2018-2019 Selected Calendar of Events

Date	Event	Time	Location
Tuesday, October 23, 2018	St. Mary's County District 29 state delegate and senate candidate forum (co-sponsored by Center for the Study of Democracy)	6-9 PM	College of Southern Maryland, 22950 Hollywood Rd, Auditorium, Building A, Leonardtown, MD
Thursday, October 25, 2018	The Center for the Study of Democracy presents "Maryland Politics: Can Larry Hogan Withstand the Blue Wave?"	4:45-6 PM	Cole Cinema, Campus Center
Thursday, November 15, 2018	N. Scott Momaday reception N. Scott Momaday lecture	7:00 AM 8:15 PM	Goodpaster Hall Atrium Daugherty-Palmer Commons
Thursday, November 27, 2018	<i>Giving Tuesday</i>	All day	Online, social media
Tuesday, December 4, 2018	Alumni Chapter Frederick "Welcome to Our Neighborhood" reception	5:30 PM	Frederick, MD
Saturday, December 8, 2018	Handel's <i>The Messiah</i> concert	3 PM	Auerbach Auditorium at St. Mary's Hall
Saturday, December 8, 2018	President's Board of Trustees & Foundation Board of Directors Holiday Dinner	6 PM	Daugherty-Palmer Commons
Sunday, December 9, 2018	Alumni Chapter Southern Maryland "Welcome to Our Neighborhood" reception	3 PM	Solomons Island Yacht Club, 14604 H G Trueman Rd, Solomons, MD
Monday, January 21, 2019	Southern Maryland Martin Luther King, Jr. Prayer Breakfast - 7 AM <b>Breakfast</b> ; 8 AM <b>Program</b>	7-9 AM	J. Frank Raley Great Room, Campus Center
Friday, February 1, 2019 - Saturday, February 2, 2019	Board of Trustees meetings	8 AM	Various (Blackstone Room, Glendening Annex)
Friday, March 1, 2019	An Evening to Honor the Legacy of Lucille Clifton	7:30 PM	Daugherty-Palmer Commons
Friday, March 29, 2019	Presidential Lecture Series: Jamaica Kincaid <b>Reception</b>	6 PM	Blackstone Room, Anne Arundel Hall
	Presidential Lecture Series: Jamaica Kincaid <b>Lecture</b>	7:30 PM	Auerbach Auditorium at St. Mary's Hall
Friday, April 12, 2019	The 13th Annual Mark Twain Lecture	TBD	Michael P. O'Brien Athletic and Recreation Center
Saturday, April 13, 2019	Jamie L. Roberts Stadium Celebration	Various	Jamie L. Roberts Stadium
Saturday, April 20, 2019	Bay-to-Bay Service Day	Various	Various
Friday, April 26, 2019	Awards Convocation	3 PM	Michael P. O'Brien Athletic and Recreation Center
Friday, May 10, 2019	Board of Trustees meeting	TBD	Glendening Annex
Saturday, May 11, 2019	Commencement	10 AM	Townhouse Greens
Thursday-Sunday, June 7-9, 2019	Alumni Weekend	Various	Various

For more information and a complete list of St. Mary's College of Maryland events and series, please visit our website at [www.smc.edu/events/calendar/](http://www.smc.edu/events/calendar/).