

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

Date of Meeting: October 16, 2020

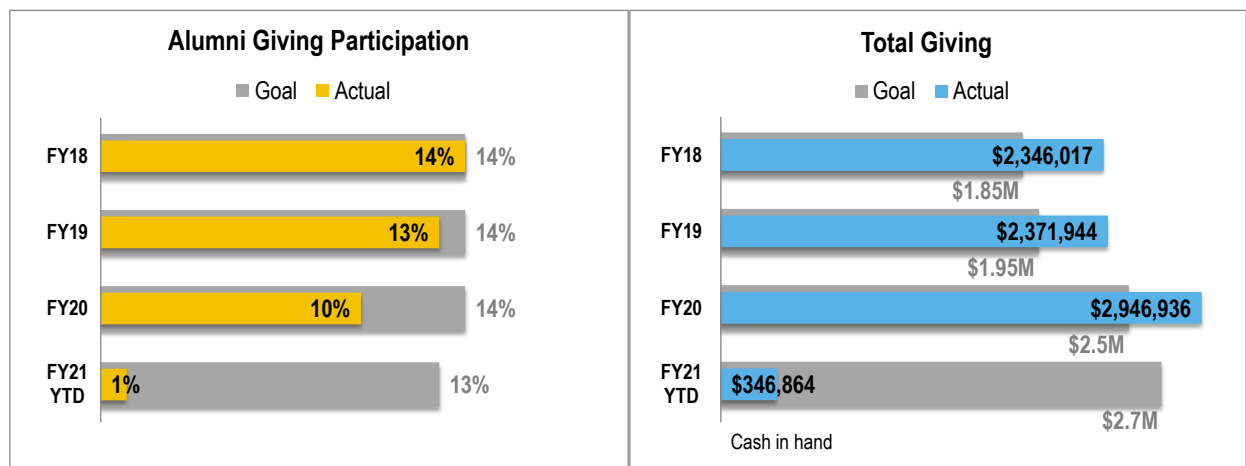
Date of Next Meeting: February 5, 2021

Committee Chair: Gail Harmon

Committee Members: Trustee Chair Lex Birney, Alice Bonner '03, Paula Collins, Peg Duchesne '77, Judy Fillius '79, Elizabeth Graves '95, Bonnie Green '74, Glen Ives, President Tuajuanda Jordan, Douglass Mayer '04

Staff Member: Vice President Carolyn Curry

Dashboard Metrics:



Executive Summary:

Institutional Advancement (IA) aligns with the Institutional Advancement Committee's charge to strengthen the College brand and reputation, increase philanthropy, and engage alumni and the community. The two graphs above are among several metrics tracking progress toward these ends. The FY20 alumni participation rate was down from the previous year due to the pandemic, which halted several efforts second semester that increase participation, including an in-person Alumni Weekend. In spite of the pandemic, the Development team was able to meet and exceed its total giving fundraising goal as well as raise more than in FY19.

The IAC meeting packet includes an FY20 progress report of key IA metrics and accomplishments since the May 2020 Trustee meeting, an SMCM Foundation report from the recent September 23 annual meeting, and an Alumni Association overview for the reporting period. The IAC is now



joined by Bonnie Green '74, the new SMCM Foundation president, and Alice Arcieri Bonner '03, the new Alumni Association president and Trustee.

This IAC meeting continues the discussion and updates on campaign planning from last semester, including key takeaways from a feasibility study.



**INSTITUTIONAL ADVANCEMENT COMMITTEE
MEETING OF OCTOBER 16, 2020**

**OPEN SESSION
AGENDA**

I. CALL TO ORDER

II. DISCUSSION ITEMS

III. ACTION ITEMS

There are no action items.

IV. INFORMATION ITEMS

A. Report of Institutional Advancement Progress to Date

B. Report of St. Mary's College of Maryland Foundation President

C. Report of St. Mary's College of Maryland Alumni Association President

A portion of this meeting will be held in closed session.



BOARD OF TRUSTEES
INSTITUTIONAL ADVANCEMENT COMMITTEE
REPORT FROM INSTITUTIONAL ADVANCEMENT

Institutional Advancement Committee (IAC) Charge:

Ensure a strong future for St. Mary's College in an intensely competitive environment by promoting 21st century reputation and branding of the College, encouraging philanthropy and strengthening alumni and community relationships.

Institutional Advancement (IA) aligned with the IAC's charge above throughout the reporting period (May 2020 – October 2020). The following are selected progress-to-date points:

Philanthropy

FY20 Fundraising Metrics. The FY20 giving cycle (July 1, 2019-June 30, 2020) yielded \$2.9M cash-in-hand exceeding the \$2.5M goal and also exceeding the FY19 total (\$2.3M). Total fundraising activity—including cash-in-hand and new pledge commitments—totaled \$3.78M, exceeding the FY19 total of \$2.7M. Giving categories reflected 38% for scholarships, 54% for other (includes restricted donations for departments, Center for the Study of Democracy, the Recovery Fund, etc.), 7.4% for the St. Mary's Fund and .6% for LEAD. The number of major gifts grew 7% over FY19 and the major gift dollars raised increased by 32%. Among other metrics, student philanthropy was up 66% over FY19 (203 v. 122 students).

The Recovery Fund. The Recovery Fund, launched in late April to assist financially needy students who have been impacted by the pandemic, has \$113,000 in donations since the end of September and has helped 97 students to date. The Recovery Fund will continue to be a priority throughout FY21.

National Validation. IA's *Giving Tuesday* online fundraising initiative won three national awards for the campaign and use of the new The National Public Honors College brand in the FY20 cycle. A 2020 Circle of Excellence Gold award was bestowed by the Council for the Advancement and Support of Education (CASE)—its highest award. The project also won the Grand Award — the highest achievement—among 2020 APEX winners and a Bronze in the Annual Education Advertising Awards.

Fundraising Outreach. The Development team completely overhauled the smcm.edu/giving/ website where current giving information on donors, priorities and impact can be found as well as information on the SMCM Foundation. The FY20 Annual Report to Donors is posted here to show the annual growth in fundraising. The team also took under its wing the Arts Alliance, a

town/gown group focusing on supporting the arts. Regular communiques, special faculty programming, a new website and membership outreach were launched this summer; membership in the first month of new outreach increased by 4%.

Fall FY21. Looking ahead, the Development team is preparing for *Giving Tuesday* on December 1, 2020, has issued its annual direct mail appeal from President Jordan, has issued its direct mail appeal as part of IA's *Mulberry Tree* publication, and is working with results of a campaign feasibility study completed over the summer.

Branding and Reputation Building

National Validation. In addition to the three *Giving Tuesday* awards IA's integrated marketing team helped win, it landed six other national accolades in FY20. A Silver from Higher Education Marketing earned praise for the quality, participation, metrics achieved and messaging for HawktoBest, including its "clever" use of the new brand (IA produces the annual event). Another top Award of Excellence from APEX pointed to Lee Capristo, director of publications, for her *Mulberry Tree* columns. Three other awards—all Silver winners—were from three separate entities lauding the messaging, quality and design of newly branded pieces for Admission.

Enrollment marketing. Integrated marketing created 12 print pieces to date for the fall 2020 recruitment cycle incorporating the new brand and also strengthened the call to actions on print and digital advertising. The team supplemented the Open House efforts by external firms with digital and social pushes. It onboarded the Admission team's new Open House platform and also produced a campus tour video. Social media, particularly Instagram (more than 25% increase over September 2019), continues to show growth. The College's YouTube channel was extensively revamped with more than 80 videos added in the reporting period and more than a 425% jump in traffic over FY19.

The Commemorative to Enslaved Peoples of Southern Maryland Dedication. IA, in partnership with the Commemorative Dedication Committee, is producing the virtual Commemorative Dedication on Nov. 21 at 11 a.m. Jelani Cobb, a nationally known author and speaker, will give a keynote address. The Development team won a grant to create a complimentary website that will not only house the Dedication, but the history of enslaved peoples in the region, and College projects that lend voice to the Commemorative's meaning in our society.

Pandemic Communications. The team created signage, banners, posters, postcards and other directional materials; a COVID-19 website; a Reopening SMCM: The St. Mary's Way site; and a COVID-19 dashboard to keep constituents informed. The COVID-19 site saw more than 35,000 page views from mid-March to mid-September, with the Reopening site garnering more than 48,000 page views from mid-June to mid-September. Sites are updated daily and the Reopening site features videos created by the team to underscore pandemic protocols. One example: The Our Masked Up at SMCM posts featuring students, faculty and staff had more than 1,000 views on Instagram and equally as many on Facebook. Social media and internal Inside SMCM posts continue to drive constituents to the College pandemic-related information.

Distinctiveness. The team continues to push out accomplishments of The National Public Honors College through the internal Inside SMCM published twice daily, monthly alumni and parent newsletters, daily social media and web posts, the College's magazine *The Mulberry Tree*, business and corporate newsletters, and targeted communiques to donors, friends of the College and media.

Alumni and Community Engagement

Alumni Weekend. The Alumni Relations team, along with integrated marketing, produced the summer Alumni Weekend virtually in July. Pre-recorded videos, live ZOOM meetings and workshops, and Facebook Live events entertained and involved more than 2,000 participants in the 1.5 day event.

Job-IQ Mentors. Alumni Relations, in partnership with the Career Development Center as part of the LEAD initiative, recruited more than 250 alumni to help mentor students for FY21 through the online software program.

Admissions Referral Program. A top priority of the Alumni Council, Alumni Relations assists in helping alumni refer students to Admission through a Launch a Leader program. Twenty-one referrals were made in FY19, with a goal to reach 25 or more in FY20.

SAGE. This student club (Students Advancing Graduate Education) assists IA with key initiatives like *Giving Tuesday*, the upcoming Commemorative Dedication and the annual Legislative Reception. In return, the students are matched with alumni mentors and participate in regular professional development sessions. The group averages 25-30 members and is actively conducting its work virtually in FY21.

Extending Community Outreach. Because in-person campus events are restricted due to the pandemic, most are being produced virtually. IA is reaching out and marketing to a broad array of constituents, including prospective parents and families, current parents, alumni and others, to experience programs they might not otherwise have a chance to enjoy. IA, for example, assisted Music Professor Jeff Silberschlag host seven virtual River Concert concerts on the smcm.edu website and broadly marketed them; more than 6,000 viewers visited the site through September. Videos produced for Alumni Weekend were also shared with more than 1,500 viewers. The virtual Commemorative Dedication slated for November 21 will also invite thousands of people to enhance engagement with SMCM.



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

Date of Meeting: October 16, 2020

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

Executive Summary:

At its September 23 annual meeting, the Foundation Board voted on its slate of officers and other appointments. For FY21, Bonnie Green '74 was elected president; Paul Schultheis '98, vice president; Chris Holt '86, treasurer; and Susan Paul, secretary. Appointed to the Foundation's Joint Advisory Investment Committee, which oversees the Foundation's endowment portfolio, was Mike O'Brien '68 (also voted chair) and Nicole West. Trustees appointed by the Trustee chair to the five-member committee, which also includes President Jordan, were Nick Abrams '99 and Sven Holmes. Mike O'Brien '68 was renewed as a Director for a second three-year term. The Foundation welcomed to its meeting new Directors Thomasina Hiers '97 and Ed Siranno '82. The Board also voted in a new member, Scott Raspa '86.

The Foundation accepted its annual audit report from CliftonLarsonAllen LLP which was clean with no findings or recommendations.

JIAC Chair O'Brien noted that the Foundation's endowment portfolio stood at \$34.2M (up from \$29.4M as reported at the Trustees May meeting) due, in part, to the work JIAC did with its investment partner JP Morgan to adjust the asset allocations last fall. JP Morgan spent time with JIAC discussing risks to be aware of that might surface in FY21 and beyond.

Foundation President Jack Saum and Executive Director Carolyn Curry reviewed the second-year metrics and FY20 accomplishments for the Foundation's three-year strategic plan. Included was funding and completing a campaign feasibility study in order to plan for a multi-year campaign; exceeding targets for FY20 cash-in-hand and total fundraising (\$2.9M and \$3.8M respectively); conducting risk assessments for portfolio growth; and adding additional Directors. Among the strategies for FY21, as outlined in the strategic plan, are continuing to grow the capacity for fundraising through campaign planning; continuing to engage Directors in identifying, cultivating and soliciting major gift prospects; and ensuring that guidelines maintain the fiscal integrity and financial oversight of the endowment.

Executive Director Curry reviewed the feasibility results from its external consultant and implications for a multi-year campaign. The meeting concluded with incoming President Green paying tribute to three outgoing Directors due to term limits—Tom Daugherty, Brian Porto and Jack Saum.



ST. MARY'S COLLEGE OF MARYLAND ALUMNI ASSOCIATION

Date of Meeting: October 16, 2020

Reporter: Alice Bonner, President, Alumni Association

Executive Summary:

On August 22, I attended my first meeting as the new president of the Alumni Association. At that meeting, I discussed how our College community has been through notable events such as surviving the dining hall known as the B.A.T. in the early 2000s, controversy over the footbridge and River Center in 2008, and the temporary student housing on a cruise ship in 2011, to name a few. As a resilient community, I know we will get through the pandemic.

Through all of the unique obstacles COVID-19 brought, the Office of Alumni Relations continued to work diligently, including transforming Alumni Weekend to a virtual format. On July 31 and through the weekend, events included Greetings from Dr. Jordan, a "Seven Wonders Tour" by Thomas Brewer (Class of 2005), a virtual River Concert, Exercise Training sessions and DIY lessons on cooking, gardening, cocktail mixology, and painting led by alumni. The weekend's festivities ended with a tour of the Jamie L. Roberts Stadium, the annual Anniversary toast, and live music. If you have not had a chance, please check out the videos online. Congratulations to Dave Sushinsky and the entire Alumni Relations team for a job well done.

Over the summer, the Alumni Association's annual Executive Council (EC) Retreat (socially-distanced) was held in Annapolis to outline this year's initiatives. We agreed to execute former protocols including: (1) reviewing each of our roles and commitments to the Council on an annual basis (including position descriptions for members, regional chapter president, and affinity network chair), (2) maintaining Robert Rules during Council meetings (however, Zoom helps with this), and (3) providing materials to the Council in a timely manner pursuant to the Bylaws. With our action items in place, the EC continues to implement our goals for this year and long-term goals through my tenure as president. Short-term goals include recruiting 25 new students through our Launch-a-Leader program, organizing and continuing to use Google Drive as a resource for the Council, and providing more communication to and from the Board of Trustees, Executive Committee and the entire Council body.

Kate Fritz, the executive vice president, and I met with Lex Burney, the chair of the Board of Trustees, to review our initiatives. Long-term goals include engaging former Council members, supporting our signature events and launching and institutionalizing the Affinity Network program.



Last, I ask the Board of Trustees to support the Alumni Association by attending (in person/virtually) our signature events and to participate in our programs. The Board of Trustees had 100% participation in Giving Tuesday last year. We would like you to continue this type of regular support. Please sign-up for Job-IQ, host a student for a micro-internship/internship, join an Affinity Network, and/or speak to our Students Advancing Graduate Education (SAGE) students on their calls. Your involvement as a member of the Board of Trustees enhances these initiatives and reinforces our goal to assist our students and alumni.