



**BOARD OF TRUSTEES
INSTITUTIONAL ADVANCEMENT COMMITTEE**

REPORT SUMMARY

Date of Meeting: May 7, 2021

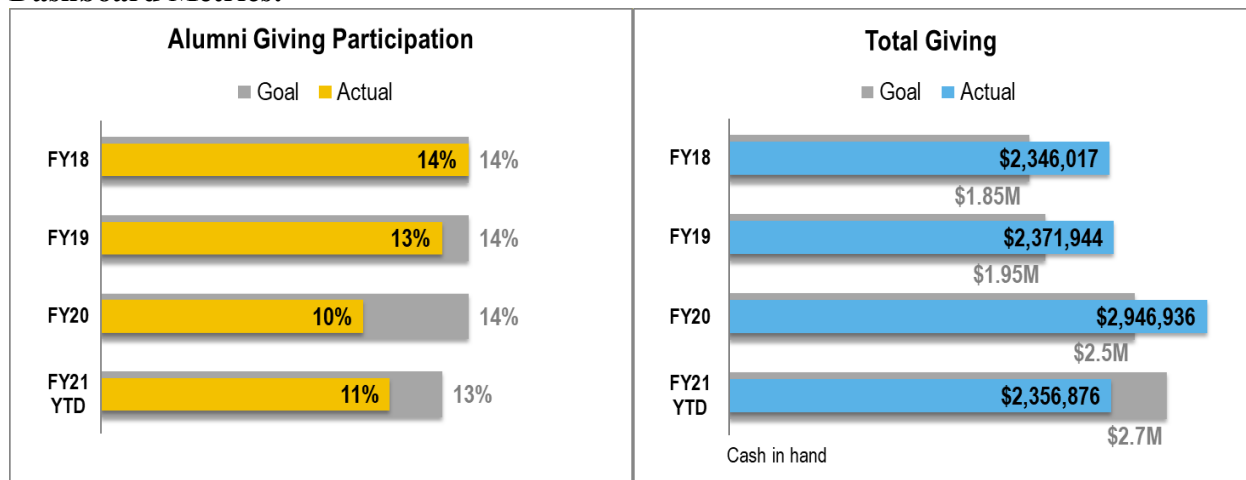
Date of Next Meeting: TBD

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 M. 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 (IAC) charge to strengthen the College's brand and reputation, increase philanthropy, and engage alumni and the community. The two graphs above are among the metrics tracking progress. Total giving since February 2021 is \$2.3M toward the FY21 goal of \$2.7M cash-in-hand. The alumni giving rate had a modest increase in the reporting period from 10% to 11%.

The IAC's meeting packet includes progress-to-date reports since the February 2021 meeting from Institutional Advancement, the SMCM Foundation and the SMCM Alumni Association.

The IAC meeting will focus on key progress reports related to its mission, including fundraising and alumni relations. Also, to remind the IAC of an important fundraising tool, is a review of the Board of Trustees naming policy for buildings and current naming opportunities.



**INSTITUTIONAL ADVANCEMENT COMMITTEE
MEETING OF MAY 7, 2021**

AGENDA

I. CALL TO ORDER

II. DISCUSSION ITEMS

- A.** Report from SMCM Foundation President Bonnie M. Green '74
- B.** Report from Alumni Association President Alice Bonner '03
- C.** Update on Fundraising To Date and Impact of Gifts
- D.** Informational Review of Board of Trustees Naming Opportunities Policy—Gifts or Honorarium
- E.** Informational Review of Naming Guidelines for Spaces Other Than Whole Buildings or Facilities
- F.** Review of Naming Opportunities – Buildings

III. ACTION ITEMS

There are no action items.

IV. INFORMATION ITEMS

- A.** Report from Institutional Advancement
- B.** Report from St. Mary's College of Maryland Foundation President
- C.** Report from St. Mary's College of Maryland Alumni Association President
- D.** Minutes of the February 5, 2021 Meeting



ST. MARY'S COLLEGE OF MARYLAND ALUMNI ASSOCIATION

Date of Meeting: May 7, 2021

Reporter: Alice Bonner '03, Alumni Association President

Executive Summary:

The Alumni Association met on February 27, 2021. Highlights from our meeting include updating bylaws to expand the Alumni Council from 22 to 26 members, adding a Vice President of Affinity Networks to the Executive Committee, and reviewing survey results from former Alumni Council members to identify ways to better engage them. President Jordan served as our guest speaker. Council members had a robust conversation with her, discussing how we can help the College explain new additions to curriculum and to correct false/misleading information.

The successful inaugural Valumtine's 5K in February raised nearly \$4,000 for the Alumni Legacy Scholarship from registrants who represented more than half the states across the US and many international countries. We believe that this was the most geographically diverse alumni event in the College's history.

Throughout the month of April, Bay-to-Bay Service Days was promoted, encouraging alumni and groups across the country to go out and do some good in their local communities. To date, 20 alumni and students have submitted a service project and will receive a logo T-shirt for their efforts.

Coming up, the Council is excited to launch our Affinity Network program designed to connect alumni and current students with similar interests. The Affinity Network Handbook was approved at the February meeting and we're now recruiting chairs for the Healthcare, Law, and Social Change/Advocacy Networks, and Government/Public Service Networks.



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

Date of Meeting: April 28, 2021

Reporter: Bonnie M. Green '74, president of St. Mary's College of Maryland Foundation Inc.

Executive Summary:

The Foundation Board held its meeting April 28 where a report from its Joint Investment and Advisory Committee (JIAC) was presented. JIAC Chair Mike O'Brien reported that the Foundation's overall portfolio market value was \$36.9M as of March 31, 2021 (as compared to \$36.8M as of December 31, 2020).

J.P. Morgan, the Foundation's investment manager, reviewed the performance of the asset allocations and noted the overall portfolio aligns with expectations of above-trend global growth. J.P Morgan also updated JIAC on the status of recent investments approved by the Foundation and provided trend data.

Treasurer Chris Holt '86 reported on the status of proposals currently being reviewed to obtain audit services. The Foundation periodically seeks RFPs for annual audit services as part of its best practices.

Executive Director Carolyn Curry reviewed progress-to-date in fundraising toward our \$2.7 million annual goal, as well as major gifts in support of the College's LEAD initiative.

Most Foundation Directors participated in a recent virtual fundraising workshop, along with Board of Trustee members, to identify and strengthen their fundraising efforts in support of the LEAD initiative. Several actions were outlined at the April meeting in which Foundation Directors could engage over the summer. Ms. Curry shared information on naming opportunities for current buildings and the buildings currently under construction, along with the Board of Trustees policy and College guidelines that are associated with naming.

The Foundation Board named Tom Daugherty '65 a Director Emeritus. Tom served on the Foundation Board from 1989-2006 and from 2014-2020. Tom was a Trustee from 2001-2013. Tom and his wife Helen are lifetime members of the Trustees Circle for donations of \$1,000,000 or more.



**BOARD OF TRUSTEES
INSTITUTIONAL ADVANCEMENT COMMITTEE**

OPEN SESSION MINUTES

Date of Meeting: February 5, 2021

Status of Minutes: Approved

Institutional Advancement Committee Members Present: Committee Chair Gail Harmon, Board Chair Lex Birney, Alice Bonner '03, Paula Collins, Peg Duchesne '77, Judy Fillius '79, Elizabeth Graves '95, Bonnie M. Green '74, Glen Ives, President Tuajuanda Jordan, Doug Mayer '04

Staff Member: Carolyn Curry

Others Present: Sandra Abell, Nick Abrams '99, Carlos Alcazar, Betsy Barreto, John Bell '95, Fatima Bouzid, Allison Boyle, Anne Marie Brady, Peter Bruns, Donald Bryan '73, Susan Dyer, David Hautanen, Sven Holmes, Larry Leak, Shana Meyer, Paul Pusecker, Jenny Sivak, Danielle Troyan '92, Harry Weitzel, Ray Wernecke, Michael Wick, Libby Williams, John Wobensmith, Anna Yates, Derek Young

Executive Summary

Institutional Advancement Committee (IAC) Chair Gail Harmon called the meeting to order at 11:24 a.m.

Chair Harmon opened the meeting by highlighting a few key Institutional Advancement (IA) success points. The November 21, 2021 production of the virtual dedication of the *Commemoration to the Enslaved Peoples of Southern Maryland* received favorable coverage from multiple regional, national and international media outlets, such as *PBS Newshour*, *The Guardian* and *The Washington Post*. The annual *Giving Tuesday* fundraising event held on December 1, 2020 was once again a record-breaking event. She also reported the unit has won a Council for the Advancement and Support of Education (CASE) award for St. Mary's College's COVID-19 website communications and strategy. Total FY21 giving (cash in hand) is \$2M toward a goal of \$2.7M.

Chair Harmon encouraged the Committee to review the full Institutional Advancement report and metrics in the Committee packet provided by Vice President Carolyn Curry.

Alumni Association President Alice Bonner gave an overview of Alumni Council activities and engagement efforts over the past several months, such as its role in the success of the *Giving Tuesday* fundraising event by providing \$20K toward influencer prizes. During the 32-hour campaign, 905 alumni made donations, surpassing last year's record of 660. The Alumni Council continues to collaborate with IA and its Alumni Relations unit through events and programs

ST MARY'S

COLLEGE of MARYLAND

The National Public Honors College

designed to continually engage the College's alumni, as outlined in her full report in the Committee materials.

SMCM Foundation President Bonnie M. Green '74 noted her report is included with the Committee materials, and that the Foundation Board of Directors continue to partner with the College toward the goal of making St. Mary's College of Maryland the preferred public liberal arts honors institution. Chair Harmon acknowledged the extraordinary job President Green and the Foundation Board have done in their ongoing efforts to advance the College.

At 11:40 a.m., Chair Harmon called for a motion to close the meeting in compliance with Title 10, Subtitle 3 of the General Provisions Article (the Open Meetings Act) for the purposes set forth on the closing statement: To review and discuss items permitted to be discussed in closed session by Md. Gen. Prov. Code Ann. '3-305(b), as they require preserving the confidentiality of private citizens' finances as well the confidentiality of commercial information. Matters to be discussed: potential donors to the College and strategies for the LEAD comprehensive fundraising campaign. The motion was seconded.

Action Items

There were no action items.



**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 throughout the reporting period February 2021 – May 2021. The following are selected progress points:

Philanthropy

For the FY21 giving cycle (July 1, 2020 – June 30, 2021) a total of \$2,356,878,25 has been raised cash-in-hand as of April 15, 2021 toward a goal of \$2.7M. Donations toward the endowment comprise 34% of the total.

Among the private support:

- \$1.1M has been awarded to 340 scholarship recipients.
- The Recovery Fund, with more than \$165,000 raised to date, has impacted 141 students.
- Among new major gifts in the reporting period: \$62,200 for an advanced microscope; \$580,000 for merit scholarships including \$50,000 for students with an interest in flight training and \$10,000 for students in the visual arts; \$19,000 for oyster-related research; \$20,162 for biology safety cabinets; \$30,000 toward LEAD initiatives; and \$20,000 toward museum studies colonial work. The Patuxent Partnership announced a \$10,000 scholarship donation to be awarded to an incoming freshman majoring in Physics, continuing TTP's long-term collaboration with the College.
- An enhanced corporate matching gift program resulted in a 250% increase in the number of donations (16 to 40) in this giving cycle.

Branding and Reputation Building

Enrollment Marketing. To assist Admission in achieving its enrollment goals, the integrated marketing staff placed a :30 commercial in key recruitment zones through April to encourage campus visits (see metric below on web traffic uptick). A special Future Seahawk Series ran in the reporting period featuring postcards and digital ads, with the latter creative sets yielding click through rates higher than industry benchmarks. Among other initiatives, the team created five videos touring residence halls, and eight testimonials to enhance messaging on LEAD and Career Development Center outcomes. The unit's in-house brand design will now wrap five new vehicles.



Traffic to key Admission sites are up from pushes since the last reporting period, including Visit Campus (+128%) and I'm In What's Next (+130%). Looking ahead, the unit is currently shooting two new :30 commercials for fall and revamping key recruiting pieces to target new majors, track and field, the new auditorium and academic building, and LEAD.

Reputation Building. To add to the regional and prominent national media earned from the Commemorative to Enslaved Peoples of Southern Maryland dedication, stories focusing on Dr. Jordan and her leadership ran in the online publications of Authority, Thrive Global and Entrepreneur. A story on the LEAD initiative, with commentary by Dr. Jordan and Provost Wick, was featured in Diverse: Issues in Higher Education. The unit also worked closely with local and regional reporters on news stories about the College's program prioritization efforts and new majors.

Special Communication Efforts. Multi-media communiques, including web pages, e-letters, Town Halls and social media, were created to inform internal and external audiences about the program prioritization efforts and new majors. A virtual Awards Convocation produced by IA highlighted the new Junior Faculty Professorships, and has had more than 5,000-page views to date. IA is currently overseeing the production of the virtual 2021 Commencement ceremony going live on the College website May 8, accompanied by live Grad Walks on the same date.

National Validation. Continuing its gold and silver national marketing award streak, IA won two Gold Awards in the national Educational Advertising Awards competition: one for the Dedication of the Commemorative to Enslaved Peoples of Southern Maryland and one for the Giving Tuesday 2020 fundraising campaign. Adding to The Mulberry Tree's 2020 national awards, the integrated marketing team's student intern recently snagged an ADDY award in 2021 for illustrations in the fall magazine.

Alumni and Community Engagement

Outreach. Because of the pandemic, IA continued to produce and assist colleagues with virtual events (51 in the reporting period) to engage the campus community, prospective parents and students, current parents, donors, alumni, community members and others. Of the more than 8,000 constituents who have participated in such events, a marked spike in international viewers has been noticed, including Canada (2,900+), Germany (1,458), the Czech Republic (178), Bangladesh (51), and South Africa, (8) among others. Increased viewership, an IA goal, was achieved in virtual major events such as the annual Night to Remember Honoring Lucille Clifton (250% increase in attendees over last year with 10 different countries represented).

Engagement. Alumni Relations continued to strengthen its Launch-a-Leader program whereby alumni refer students to apply to SMCM. To date, 46 students have been referred (100% over last year) with 36 applying and 11 paying deposits. The unit's inaugural 5K event in February saw participants from Canada, the UK, Argentina, Romania, Switzerland, Sweden and Zambia, in line with a strategic push this year by IA to engage our international alumni and friends. The annual



Bay to Bay Service Days, overseen by the unit, has been transformed from one day to “days” throughout April to encourage more flexible chapter participation.

To welcome the almost 2021 graduates to alumni status, a senior class outdoor gathering is being held May 7 at the Alumni Center at Cobb House to provide information on alumni support, chapters, engagement activities throughout the year such as the popular career webinars and “tips” talks, and to give students official alumni swag (including the popular branded inner tubes).

Alumni Relations cancelled the annual Alumni Weekend in June due to COVID-19, but is instead planning the College’s in-person Hawktoberfest (September 24-25) whereby alumni and parents are invited to campus for a series of interactive campus events with the campus community.