

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

Date of Meeting: October 14, 2022

Date of Next Meeting: February 3, 2023

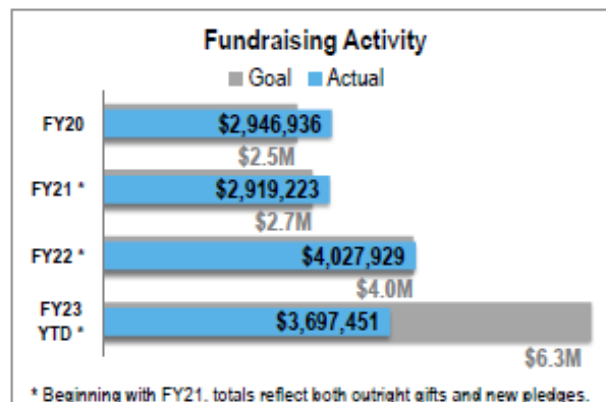
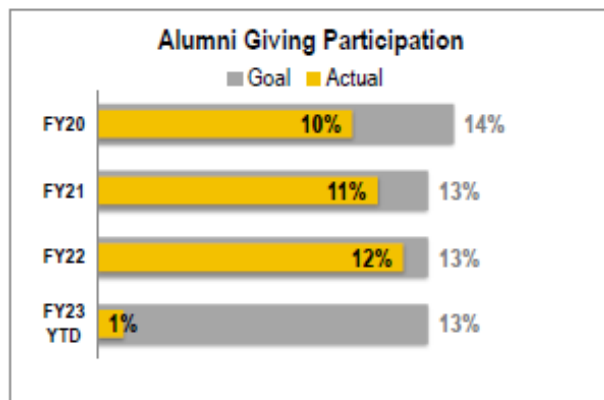
Committee Chair: Gail Harmon

Committee Members: Trustee Chair Susan Dyer, 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:

Revenue and Fundraising



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 that track progress. The FY22 total dollars raised slightly exceeded the annual goal of \$4M. For FY23, \$3.7M has been raised to date toward a goal of \$6.3M by June 30, 2023. The alumni giving participation rate for FY23 is currently 1% toward a goal of 13% with Giving Tuesday and annual appeals kicking in this fall semester to encourage philanthropy.

The IAC meeting materials include progress reports for the Alumni Association activities including record participation in this summer's Alumni Weekend and recent goals set to increase recruitment outreach for Admission. Also included is a report from the September annual meeting



of the Foundation Board and the Foundation's Joint Investment Advisory Committee (JIAC). The JIAC is working with investment manager J.P. Morgan to evolve the endowment portfolio. Rounding out the reports is one from Institutional Advancement's progress in fundraising, amplifying the brand, leveraging events and building community and alumni engagement. An action item is proposed to amend the guidelines for naming spaces other than whole buildings and facilities to allow a donor to honor someone who is a current employee of the College or the state. The current guidelines do not allow for that.

The closed portion of the IAC meeting will focus on major gift donor identification and cultivation strategies.



**INSTITUTIONAL ADVANCEMENT COMMITTEE
MEETING OF OCTOBER 14, 2022**

**OPEN SESSION
AGENDA**

- I. CALL TO ORDER**
- II. DISCUSSION ITEMS**
 - A.** Update from SMCM Alumni Association President Alice Bonner '03
 - B.** Update from SMCM Foundation President Bonnie M. Green '74
 - C.** Update from Institutional Advancement Vice President Carolyn Curry
 - D.** Discussion of Revision to Naming Guidelines for Spaces Other Than Whole Buildings or Facilities
- III. ACTION ITEM**
 - A.** Revision to Naming Guidelines for Spaces Other Than Whole Buildings or Facilities
- IV. INFORMATION ITEMS**
 - A.** Report from St. Mary's College of Maryland Alumni Association President
 - B.** Report from St. Mary's College of Maryland Foundation President
 - C.** Report from Institutional Advancement Vice President
 - D.** Minutes of the May 13, 2022 Meeting
- V.** Vote to close meeting in compliance with Title 10, Subtitle 3 of the General Provisions Article (the Open Meetings Act) for the purposes set forth in the closing statement.

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



**BOARD OF TRUSTEES
ST. MARY'S COLLEGE OF MARYLAND
INSTITUTIONAL ADVANCEMENT COMMITTEE
MEETING OF OCTOBER 14, 2022
ACTION ITEM III.A
APPROVAL OF REVISION TO THE NAMING GUIDELINES FOR
SPACES OTHER THAN WHOLE BUILDINGS OR FACILITIES**

RECOMMENDED ACTION

The Institutional Advancement Committee recommends approval by the Board of Trustees, St. Mary's College of Maryland, to a revision in its Naming Guidelines for Spaces Other Than Whole Buildings or Facilities.

RATIONALE

On April 26, 2016, the Board of Trustees approved a policy recommendation by the Institutional Advancement Committee entitled Naming Opportunities. The policy addressed the criteria and process by which whole buildings or facilities should be named. Accompanying that policy was a document entitled Naming Guidelines for Spaces Other Than Whole Buildings or Facilities. This document outlines the guidelines and process for these namings as approved by the College President.

The part of these guidelines in question provides: "Spaces will not be named after currently serving employees (state or College)." In the course of fundraising, several times donors have expressed desires to name a space in honor of current employee (state or College).

The Institutional Advancement Committee seeks permission to change the wording in the Guidelines to say: **Spaces will not be named after currently serving employees (state or College). However, such employees may be honored by a donor as follows: (X space) is dedicated by (donor's name/entity) in honor of (name of currently serving employee – state or College). An example: The Piano Lab is dedicated by Jane Smith in honor of Professor John Doe.**

Any such naming would have to meet the criteria and procedures outlined in the Guidelines.

St. Mary's College of Maryland
Naming Guidelines
for spaces other than whole buildings or facilities

Approved by the Institutional Advancement Committee on April 25, 2016 and the Board of Trustees on April 26, 2016

The Board of Trustees Naming Opportunities Policy gives delineates that authority for naming College buildings and facilities to the Board of Trustees. The policy also provides that the President has the ultimate responsibility for making decisions related to the naming of spaces other than whole buildings and facilities, in consultation with the vice presidents and executive director of the SMCM Foundation. The same guidelines listed in the *Board of Trustees Naming Opportunities Policy* should be followed.

Specifically:

- Spaces under consideration may be named for persons or entities making an appropriate size gift to the College. The interpretation of a gift in this context is intended to be flexible and negotiable so that each donation may be judged on its own merits giving consideration to contributions of personal service, monetary gifts, and in-kind gifts. In determining whether to recommend a naming due to a gift, factors should include, but not be limited to, the monetary value of the gift, previous contributions by the donor, the purpose for which the gift is made, and the proportional relationship of the gift to the project for which it is intended. A copy of the proposed gift agreement prepared by the executive director of the SMCM Foundation should accompany the recommendation.
- The provision of a gift to the College does not obligate the College to name any space in accordance with the donor's wishes.
- The College may name spaces after persons who have made distinguished achievements and/or have made significant contributions to society. Honorific naming will be guided by the depth and duration of service for those under consideration. Such naming opportunities should require a high bar of stature to receive recognition. The high bar may include exemplary service to St. Mary's College and/or the state of Maryland, or accomplishments as a pioneer in an area in line with the St. Mary's Way. Decisions should reflect that attention was paid to the importance of precedence setting.
- Spaces will not be named after currently serving employees (state or College).
- Spaces named will be appropriately honored, displayed and included in publicity materials of the College.
- The President has the authority to remove a name of a space if she/he determines that the name is not consistent with the College's values and mission or if a donor fails to comply with payment agreements set forth between the donor and the College or the SMCM Foundation.

St. Mary's College of Maryland

Naming Guidelines

for spaces other than whole buildings or facilities

In addition to the criteria above, the following should be considered:

- Requests for naming spaces should be submitted to the executive director of the SMCM Foundation so that appropriate information can be gathered for consideration. The Development officers will actively pursue donors for naming opportunities as well.
- Requests to name should include biographical information about the honoree or donor, any information on the proposed gift amount, if applicable, and a rationale.
- Funding amounts will be based on location, structure, function and best practices.
- The President, in addition to the vice presidents and executive director of the SMCM Foundation, may choose to appoint an ad hoc naming committee to review a recommendation(s). This may be particularly desirable for visible spaces not targeted for philanthropic investment. Such honorific naming should ensure the honoree being considered has exhibited values consistent with the mission and vision of the College and/or established a relationship with the College, and/or contributed measurably to the good of society. The executive director of the SMCM Foundation will be responsible for providing information concerning the request and any backup material.
- All proposed naming should be held in confidence during the review and approval process. No commitment shall be made until the President has granted approval.
- The naming, unless otherwise specified, will be generally effective for the useful life of the space or the designated use of the area. If a space must be replaced or substantially renovated, or the use is redesignated, it may be submitted for new naming, subject to terms and conditions set forth in the original gift agreement.
- To avoid any appearance of commercial influence or conflict of interest, due diligence should be taking before naming a space that involves the name of a corporation or corporate funding.



ST. MARY'S COLLEGE OF MARYLAND ALUMNI ASSOCIATION

Date of Meeting: October 14, 2022

Reporter: Alice Bonner '03, President, SMCM Alumni Association

I am excited to share that alumna Holly Fabbri joined the Alumni Relations team as the associate director and is providing much needed support as we go into the fall semester.

In June, Alumni Weekend was a notable success. We welcomed a record number of alumni and their families back to campus and raised over \$4,500 for the Alumni Legacy Scholarship. With President Tuajuanda Jordan, the Recognition and Awards Committee presented the Outstanding Young Alumni Awards, Society of Distinguished Alumni Awards and Honorary Alumni Awards for 2020, 2021 and 2022.

In July, the Executive Committee had its annual retreat and determined goals for FY 2022-23:

- Rebuild **Regional Chapters** – review/revise handbook, restart monthly calls, and recruit leadership for vacant positions.
- Support **Launch-a-Leader** – change the name of this recruiting program to something more intuitive to help Admission, update the automated communications to alumni and referred students, and target high school students earlier.
- Create and maintain an **Annual Planning Calendar**.
- Launch the **Alumni Council Legacies Program**.
- Recruit a **Student in Training** for the Alumni Council.

In August, the Alumni Council had its annual retreat. It welcomed five new members and heard from interim Provost Katie Gantz who reported on the new class matrix and new majors. The Council set goals for the upcoming year to include finding 75 alumni to get involved with the Admission referral program. The scholarship committee received training on new software for reviewing and ranking scholarship candidates, the final step in revamping the entire scholarship review process. Four new scholarship recipients were awarded: two for the Alumni Legacy Scholarship, and one each for the Don Stabile Alumni Post-Graduate and Don Stabile Alumni Doctoral Scholarship. After the retreat, Council members completed a service project to clean up the overgrowth and weeds at the Garden of Remembrance and ended the night with a crab feast at the James P. Muldoon River Center.

In September, the Alumni Relations team collaborated with the Center for Career & Professional Development to match 17 students in Core-P 102 with 17 mentors from the Alumni Council. This is a pilot program to engage students by speaking with mentees for 30 minutes twice a month throughout the semester. As an example, I was matched with sophomore Nazareth Fisher who plays basketball (6'9"). He's from Washington, DC and plans to major in Psychology. The team



is also recruiting alumni to represent their business organizations at the Career & Internship Fair on November 1, 2022.

Alumni attended the Grand Opening events that included the naming of the Nancy R. and Norton T. Dodge Performing Arts Center. The Alumni Council continues to partner with David Sushinsky and the Hawktoberfest Planning Committee in areas where assistance is needed. This year's Hawktoberfest (October 14-15) promises to be the largest one in the College's history, and we hope Trustees will have time to experience a part of it while on campus for the Board of Trustees meeting.



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

Date of Meeting: September 27, 2022 (Foundation annual meeting), September 28, 2022 (Joint Investment Advisory Committee)

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

Executive Summary:

The Foundation Board of Directors held its annual meeting on September 27, 2022 and its Joint Investment Advisory Committee (JIAC) on September 28, 2022.

The Foundation Board approved the following actions:

- Members of the JIAC for 2022-23: Director Nicole West (chair), Director Blu Putnam, Trustee Sven Holmes, Trustee Nick Abrams '99, and SMCM President Tuajuanda Jordan.
- Foundation Board officers for 2022-23: Bonnie M. Green '74, president; Paul Schultheis '98, vice president; Chris Holt '86, treasurer; and Ed Sirianno '82, secretary.
- Renewal of Directors for a second three-year term: Bonnie M. Green '74 and Nicole West
- Appointment to the position of Director Emeritus: Don McDougall '83

The Foundation's investment manager J.P. Morgan reported that the endowment investment portfolio performance as of August 31, 2022 had a market value of \$35.4M (net of fees), which reflects a reduction of \$4.7M in market value from the same time last year. The JIAC spent time with J.P. Morgan discussing current market trends and how they impact the portfolio, possible risks to the portfolio, and strategies for evolving the portfolio. In line with evolving the portfolio, the Foundation in late June approved a recommendation by the JIAC to invest in a private equity fund.

Executive Director Carolyn Curry gave an overview of annual fundraising with \$3.7M raised since July 1, 2022 toward a goal of \$6.3M by June 30, 2022. This amount includes the largest gift in the College's history to name the Nancy R. and Norton T. Dodge Performing Art Center.

President Jordan outlined for the Foundation Board strategic pillars and the process approved to begin the strategic planning process.

President Green reminded Directors of ways to continue opening doors, cultivating and soliciting prospects for LEAD initiatives.



**BOARD OF TRUSTEES
INSTITUTIONAL ADVANCEMENT COMMITTEE**

REPORT FROM INSTITUTIONAL ADVANCEMENT

OCTOBER 14, 2022

Institutional Advancement

Institutional Advancement is comprised of the units of development, integrated marketing and communications, alumni relations, and events and conferences. Its strategic focus is to ensure a strong future for St. Mary's College of Maryland in an intensely competitive environment by advancing the College's reputation and value as The National Public Honors College, inspiring philanthropy, and strengthening alumni engagement and community involvement.

Institutional Advancement (IA) aligned with its strategic focus through the reporting period June 2022 – September 2022 as illustrated in the following selected progress points:

Philanthropy

Giving to date: For the FY22 giving cycle (July 1, 2021-June 30, 2022), the total raised was \$4,027,929 toward the goal of \$4M. For the FY23 giving cycle (July 1, 2022 – June 30, 2023), the total raised as of September 20, 2022 is \$3,697,452 toward a goal of \$6.3M. The largest fundraising categories have been the LEAD Fund, new academic programs and scholarships. The highlight this quarter was securing the largest gift in the College's history and subsequent naming of the Nancy R. and Norton T. Dodge Performing Arts Center. Another initiative underway begun in early 2022—auditorium seat tributes—has yielded 240 seat plaques from 159 donors and \$62,300 to date for the Performing Arts Fund.

Cultivation: Development gift officers working in partnership with President Jordan, volunteers, Foundation Directors, and Trustees, have been identifying, cultivating and soliciting major gift donors and traveling to areas in Maryland and the U.S.

Branding and Reputation Building

Enrollment Marketing

The IA integrated marketing and communications team continued to partner with Admission and enrollment consultants to assist in meeting enrollment funnel goals. In addition to the viewbook, travel piece and suite of print materials the IA team produces, a sampling of accomplishments in the reporting period is as follows:

- **Admission website traffic:** Total pageviews were up just over 19% from the same period last year. Significantly, the bounce rate (percentage of visitors who leave after visiting a single page) dropped from 41% to 32% (typical rate is 50% with colleges at the high end of that average). Total and new users were each up nearly 5% meaning we are attracting more users interested in the content to the site.
- **Overall web traffic:** Compared to last year at this time, traffic to the smcm.edu was up nearly 9%. The most popular pages, after the homepage, are Visit Campus, majors and minors academics pages and tuition & fees.
- **September Open House:** Market activities to help influence the 41% participant increase Admission reported over last year's first open house included direct mail pieces, email campaigns, digital search and social media campaigns, billboards and radio advertising. Consulting partners reported a click-through-rate of 7.2% for paid search campaigns, higher than last year's 5.21% and beating the national benchmark of 4.8%. Instagram yielded the highest click-throughs so far with 0.36% beating the benchmark of 0.22%
- **Social media:** A continued combination of paid social media campaigns and engaging organic content notably yielded a 32% page reach in Facebook over last year at this time, and a 20% increase in Instagram. Twitter, YouTube and Tik Tok are all up minimally hovering around 5-6% each.
- **Other:** The team also assisted Admission by producing a Spanish viewbook, branding the new "people mover," streamlining the tracking system to measure marketing for registrations and applications, and overhauling the Parent and Families website with improved organization, content and presentation. Pageviews for the site were up 20% when compared to the same time last year. <https://inside.smcm.edu/families>

Amplifying the Brand

- **Magazine reach:** Published the fall Mulberry Tree featuring Peabody Award winner Ramtim Arabloui '05 and a feature on the new facilities. In addition to the 17,000+ magazines mailed, the Mulberry Tree was shared with other college and university presidents and Maryland government officials.
- **Flickr:** Increased the utilization of the College's Flickr account for showcasing photos of events and activities. While originally intended as an internal source, the team is now outwardly facing it to help visualize the College's assets. External metrics will now be tracked. https://www.flickr.com/photos/st_marys_college_md/albums

- **Website improvements:** Improved the President's website with better organization and updates, including photographs, speeches and presentations. A strategic planning site was added in order for the President to keep internal and external communities apprised of progress in the planning process now underway. <https://www.smcm.edu/president/> Improvements are ongoing for the Student Affairs and Financial Aid sites.
- **Third party validation:** The team won a coveted Gold Circle of Excellence award from the Council for Advancement and Support of Education (CASE) for the marketing and outreach of the November 2021 Sacred Journey event.
- **Visual Assets:** To build the College look and feel, the team created and installed window graphics at the Campus Center, branded signage for Brew'd Awakening (the coffee shop in the Learning Commons), updated the campus map, redesigned the College's One Cards, created a 63' x 14' exterior banner for the outside of the Michael P. O'Brien Athletics and Recreation Center, and created branded signage for all campus buildings featuring which majors and/or units were housed in each
- **Grand Opening:** Oversaw six events that comprised the Grand Opening and Ribbon Cutting (Sept. 23-24) of the Nancy R. and Norton T. Dodge Performing Arts Center and the Learning Commons. Student-focused events on Friday included a talk by Paul Reed Smith, guitar maker, musician, and founder of Paul Reed Smith Guitars; and an evening concert featuring performances by student groups. Saturday featured a VIP reception, Grand Opening and Ribbon Cutting, a performance directed by Professor Larry Vote of the cantata Carmina Burana, and a rousing performance in the evening by the R&B/soul group the Average White Band. The team used a mix of social, digital, radio, print, posters, and e-blasts to market the various events locally, regionally and throughout the state, creating "buzz" for the College and enhancing its name recognition. The Grand Opening generated over 2,500 unique pageviews to the Grand Opening site, 417 Flickr views in the first two days of the photo album posting, and over 14,000 organic Facebook posts. https://flickr.com/photos/st_marys_college_md/albums/72177720302330946
- **Keep Up the Momentum:** Produced President Jordan's beginning of school term welcome which had 450+ attendees among students, faculty and staff. In addition to promoting the event, the team gave out branded swag and a handout from Dr. Jordan — *FY22 Points of Pride* — that highlighted successes of the 2021-22 term. <https://www.smcm.edu/president/2022/09/keep-up-the-momentum/>



- **Expanding Outreach:** Marketing for the Sept. 16 Constitution Day speaker Neal Katyal, the September Grand Opening events and the October 7 Inalienable Rights Panel featuring Jessica Yellin, Jelani Cobb, Mara Liasson and Bill Kristol included targeted outreach for each event to 15,000+ in the tri-county, DC, Baltimore and northern Virginia areas.
- **New hire:** IA hired Chuck Steenburgh as the assistant vice president of integrated marketing and communications to fill a vacancy from spring 2022. Chuck brings 25 years of communications, marketing and government relations experience with American National University, the state Council of Higher Education for Virginia and Virginia Military Institute.

Alumni and Community Engagement

In addition to collaborating with the Alumni Council and alumni chapters (*see the Alumni Association report as part of the IAC materials*), IA oversaw the following to further promote the College's brand and to keep alumni engaged.

- **Alumni Weekend:** Hosted the largest number of registrants in the College's history (1,293, +12%) over the last in-person one in FY19 (1,156).
- **Refer a Seahawk:** In FY22, 47 alumni referred 52 students to Admission. The program for FY23 just started again and metrics will be available in the next reporting period. The Alumni Council set a goal of 75 referrals for FY23.
- **Mentors:** For the FY23 fall semester, 17 alumni mentors were recruited for the Core-P 102 class under the guidance of the Center for Career and Professional Development. The mentorships are 1:1 whereby alumni meet with students every two weeks. Alumni are also participating in the Center's Fall 2022 Career and Internship Fair.
- **Hawktobberfest:** To date, 1,769 have registered for Hawktobberfest on October 14-15, which is a homecoming for parents and alumni. This will be the largest Hawktobberfest in the College's history, breaking the record of 1,382 in FY20. The attendees are mostly parents and families with about 300 alumni and 362 students registered. Of note, the Alumni Relations team is seeing marked increases in activity due to social and digital media on its landing pages from previous annual pushes. Open rates for Alumni Weekend and Hawktobberfest pushes averaged 34% over 22% in previous years.



- **Summer engagement:** Ten external groups held conferences or camps at the College over the summer attracting 750 participants. In addition, 3,800 attended summer concerts sponsored by the College.
- **Giving Tuesday:** The Alumni Relations team will lead IA, its student philanthropy group SAGE, and the Alumni Council in the annual Giving Tuesday 24-hour online philanthropy day on November 29.



**BOARD OF TRUSTEES
INSTITUTIONAL ADVANCEMENT COMMITTEE**

OPEN SESSION MINUTES

Date of Meeting: May 13, 2022

Status of Minutes: Approved

Institutional Advancement Committee Members Present: Elizabeth Graves '95 (filling in for Chair Gail Harmon via Zoom), Board Chair Susan Lawrence Dyer, Alice Bonner '03, Paula Collins, Peg Duchesne '77, Judith Fillius '79, Glen Ives, President Tuajuanda Jordan, Doug Mayer '04 (via Zoom)

Institutional Advancement Committee Member Absent: Committee Chair Gail Harmon

Staff Member: Vice President for Institutional Advancement Carolyn Curry

Others Present: Sandra Abell, Nick Abrams '99, Joshua Ajanaku '22, Carlos Alcazar, Betsy Barreto, Anirban Basu, John Bell '95, Anne Marie Brady '93, Peter Bruns, Donny Bryan '73, Kelsey Bush, Jeff Byrd, Andrew Cognard-Black, Katie Gantz, Bonnie M. Green '74 (via Zoom), David Hautanen, Melanie Hilley '92, Sven Holmes, Jerri Howland, Brayan Ruiz Lopez '24, Gretchen Phillips, Paul Pusecker, Dereck Rovaris, Shanen Sherrer, Danielle Troyan '92, Helen Wernecke, Ray Wernecke, John Wobensmith, Anna Yates, Derek Young '02

Executive Summary

Institutional Advancement Committee (IAC) member Elizabeth Graves called the meeting to order at 9 a.m. in Chair Gail Harmon's absence due to a scheduling conflict.

Alumni Association President Alice Bonner '03 provided highlights of Alumni Council activities since the last Committee meeting. (*See her report included in the IAC meeting materials.*) Some notable achievements included a successful second annual *Valumtine's* Virtual 5K in February, which raised \$4,556 in donations for two Alumni Legacy Scholarships. The annual Spring Break-a-Sweat, a reunion for the fall sports alumni athletes, brought together five teams comprised of men's and women's soccer, volleyball, field hockey, and women's basketball. This was the first opportunity for many alumni to play in the Jamie L. Roberts Stadium. Throughout the month of April, Earth Day was celebrated in connection with the Sixth Annual Bay to Bay Service Days featuring ten projects developed by alumni groups.

SMCM Foundation President Bonnie M. Green '74 reported that the endowment investment portfolio as of March 31, 2022 had a market value of \$37.9M (net of fees), which represents a gain of \$2.3M in market value from the same time last year. The focus of Foundation fundraising continues to be the LEAD initiative and enlisting Directors to help with donor cultivation. In FY22 to date, \$3.7M has been raised as of May 7, 2022 toward the goal of \$4M.

President Green reported that the Foundation's Joint Investment Advisory Committee (JIAC) spent a considerable amount of time discussing market trends and risks as they relate to the endowment



portfolio as well as strategies J.P. Morgan suggests for evolving it. In line with these broadening investment opportunities, JIAC recommended a private credit investment, which the Foundation accepted and approved.

At 9:10 a.m. Ms. Graves asked 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: donors and prospects to LEAD fundraising; strategies to reach goals, and specific donor cultivations.

Action Items

There were no action items.