



BOARD OF TRUSTEES
INSTITUTIONAL ADVANCEMENT COMMITTEE
REPORT SUMMARY

Date of Meeting: February 3, 2023

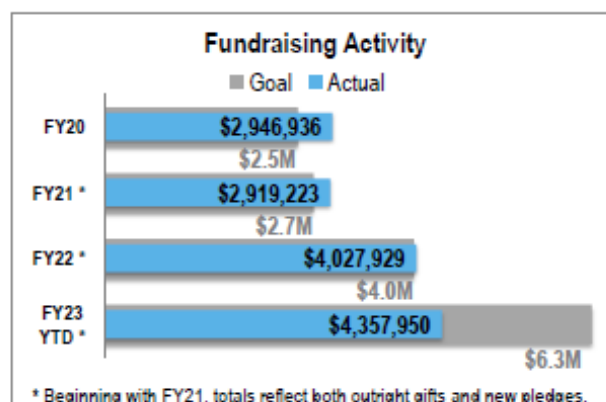
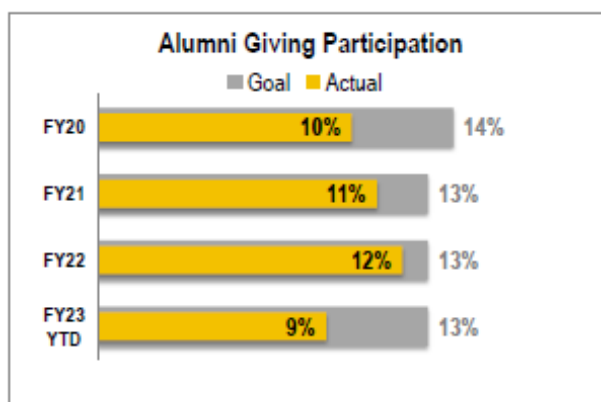
Date of Next Meeting: May 12, 2023

Committee Chair: Gail Harmon

Committee Members: Trustee Chair Susan Dyer, Alice Bonner '03, Peg Duchesne '77, Judy Fillius '79, Elizabeth Graves '95, Bonnie M. Green '74, Glen Ives, President Tuajuanda Jordan, Douglass Mayer '04

Staff Members: Vice President Carolyn Curry; Andrew Cognard-Black, faculty liaison; Gretchen Phillips, staff liaison.

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 that track progress. The alumni giving participation rate jumped from 1% in October to 9% as of January 12, 2023 toward the FY23 goal of 13%, with Giving Tuesday accounting for the uptick. The FY23 annual fundraising goal is \$6.3M by June 30, 2023 with \$4.35M raised as of January 12 (69% toward goal).

The IAC meeting includes a progress report by the Alumni Association president on strategic initiatives aimed at increasing alumni engagement and supporting College needs. The SMCM Foundation president will report on November meeting actions by the Foundation Board and its Joint Investment Advisory Committee relative to evolving the endowment portfolio. Rounding out



reports is one from Institutional Advancement highlighting selected fundraising data and several strategic marketing initiatives to lift the College's visibility and reach.

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



**INSTITUTIONAL ADVANCEMENT COMMITTEE
MEETING OF FEBRUARY 3, 2023**

**OPEN SESSION
AGENDA**

I. CALL TO ORDER

II. DISCUSSION ITEMS

- A.** Update from SMCN Alumni Association President Alice Bonner '03
- B.** Update from SMCN Foundation President Bonnie M. Green '74
- C.** Update from Institutional Advancement Vice President Carolyn Curry
 - Fundraising progress to date data
 - Integrated marketing strategies for increasing College visibility and reach

III. 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 October 14, 2022 Meeting

IV. 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.



ST. MARY'S COLLEGE OF MARYLAND ALUMNI ASSOCIATION

Date of Meeting: February 3, 2023

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

As calendar year 2022 came to a close, the College community came together for another record-breaking Giving Tuesday in November raising more than \$300,000 among more than 3,000 donations. Current and former members of the Alumni Council collectively donated \$23,920 to support the Council Challenge, which featured 79 Champions rallying support for 49 SMCM funds. Additionally, immediate past president of the Alumni Council, Allan Wagaman, donated \$2,500 for students to compete toward a fund of their choosing. A total of 152 students celebrated the spirit of giving by participating in the "Allan Challenge" by contributing a canned good for the campus food pantry, signing thank you cards for donors or making a \$10 donation to the Giving Tuesday campaign. After completing one of these acts of kindness, they received a vote as to where the \$2,500 would go. Michael Shively, representing Club Wrestling, won the 2022 Allan Challenge. Each year we wonder how the College is going to top the results of the previous year, and the Institutional Advancement team, along with David Sushinsky as the Giving Tuesday project manager, always comes up with new creative ideas to make this campaign so impactful.

This June I will celebrate my 20th college reunion at Alumni Weekend and complete my tenure as the president of the Alumni Association. As the presidential successor, Executive Vice President Kate Fritz (Class of 2005) will join the Board of Trustees in the fall as the Alumni Association liaison. This spring, we will hold elections for new members and two new officers, including the executive vice president who will succeed Kate as president in three years.

Coming up is our Third Annual Valumtine's 5K, which raised almost enough last year to completely fund one of the two Alumni Legacy Scholarships that the Alumni Council awards annually. Following that will be our popular Bay to Bay Service Days (nationwide service program), Spring Break-a-Sweat (reunion for fall alumni athletes) and Alumni Weekend (our signature event of the year).

Some progress points regarding the Council's goals for 2022-23 are as follows:

- **Rebuild Regional Chapters** – Currently recruiting new leadership in several chapters, including Annapolis, Baltimore, and Denver.
- **Support Recruitment Efforts** – Renamed Launch-a-Leader to Refer-a-Seahawk, which has continued to gain momentum. I am also working with Alumni Relations to update the alumni letters to admitted students.
- **Create an Annual Planning Calendar** – Currently in the drafting and refining stage.

- **Launch the Alumni Council Legacies Program** – Invited former members to donate to the Giving Tuesday Alumni Council Challenge Fund, which allowed us to recruit more Giving Tuesday Champions and award more prizes.
- **Recruit an Alumni Council Student in Training** – Plan to announce a new student member by the February 25 meeting.



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

Date of Meeting: November 17, 2022

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

Executive Summary:

The Foundation Board of Directors met on November 17, 2022 in conjunction with its Joint Advisory Investment Committee (JIAC). Among the Foundation Board actions:

- Approved the FY22 annual audit as presented by CliftonLarsonAllen (CLA). The audit yielded an unmodified "clean" opinion with no material weaknesses, deficiencies, or findings.
- Approved the recommendation from the JIAC for a total FY24 spend rate and service fee of 5%.
- Approved the JIAC's recommendation that current funds be invested by J.P. Morgan in a high-yielding money market fund.
- Endorsed updated criteria and the fund management process for the Student Investment Group (SIG) overseen by the College's Student Government Association. The SIG advisor for FY23 is Professor of the College Don Stabile.

The Foundation's investment manager J.P. Morgan reported that the total managed endowed assets market value was \$35.1M (net of fees) as of October 31, 2022, compared to \$35.4M as of the last reporting period in August 2022. This reflects a year-to-date loss of -13.5% and a three-year gain of +3.6% among other indicators. The JIAC spent time discussing the market outlook, risks and volatility in preparation for its February 2023 meeting to review the Foundation's current strategic asset allocation model and to recommend any changes.

Executive Director Carolyn Curry presented an update on annual fundraising toward an FY23 goal of \$6.3M. As of November 2022, \$3.8M had been raised. She reviewed the primary funds receiving these gifts. She also noted that Giving Tuesday on November 29 aimed to engage more donors to give and to build the major gift pipeline.

President Jordan shared enrollment data, progress in the new majors, and the College's newly launched strategic planning process.

President Bonnie Green urged Directors to keep up their ongoing fundraising work in making gifts, opening doors, cultivating prospects, and helping to solicit gifts in order to reach the FY23 goal.



**BOARD OF TRUSTEES
INSTITUTIONAL ADVANCEMENT COMMITTEE**

REPORT FROM INSTITUTIONAL ADVANCEMENT

FEBRUARY 3, 2023

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 October 2022 – January 2023 as illustrated in the following selected progress points:

Philanthropy

Giving to date: For the FY22 giving cycle (July 1, 2022 – July 30, 2023) the total raised as of January 12, 2023 toward the \$6.3M annual goal is \$4,357,950, already the largest amount ever raised annually. Twenty major gifts (\$10,000+) represent 88% of the total. A highlight was receiving the largest gift in the College's history with the naming of the Nancy R. and Norton T. Dodge Performing Arts Center. The largest fundraising categories have been to the LEAD General Fund and to the new Dodge music funds. The auditorium seat tribute initiative has yielded \$64,100 to date for the Performing Arts Fund (246 seats/163 donors).

Cultivation: The Development team is actively working with President Jordan, Foundation Directors, Trustees and volunteers to identify, cultivate and solicit major gift prospects. Events like Giving Tuesday, Hawktoberfest and receptions such as that produced for the Inalienable Rights in the 21st Century panel and one hosted by Foundation Director Scott Raspa in January at his residence have yielded close to 80 potential prospects for the fundraising pipeline.

Giving Tuesday: Led by David Sushinsky, director of Alumni Relations, in partnership with the Alumni Council, the annual online event in November saw record increases in many key areas. Of note, the Board of Trustees and the President and her executive leadership team all achieved 100% giving, as did the Foundation Board of Directors who each committed to give a minimum of \$1,000.

Giving Tuesday

Category	2022	2023	% Change
Unique Donors	2,342	2,892	23%
Unique Alumni Donors	826	862	4%
Dollars Raised	\$282,711	\$309,877	10%
# of Gifts	2,694	3,289	22%
# of Student Donors	168	198	18%
# of Faculty/Staff Donors	19/53	27/57	42/8%

Note: Blue denotes a new College record.

Giving Rates: Since the last reporting period, the alumni participation rate is 9% toward the FY23 goal of 13%, an 8% jump. The alumni retention rate is 35% toward the FY23 goal of 65%, and the faculty/staff participation rate is 35% toward an FY23 goal of 42%. Of importance, the faculty/staff rate is currently ahead of the final faculty/staff rate of 33% achieved in FY2022.

Branding and Reputation Building

Enrollment Marketing

The IA integrated marketing team continues its highly collaborative partnership with Admission, external vendors and the rest of the IA team to help reach enrollment funnel goals.

Admission website traffic: Admission pageviews were up nearly 40% over the same period as last year with gains of nearly 60% pageviews on the tuition and fees portion of the site. Among the drivers this reporting period are increased targeted marketing and events marketing. The Admission team expanded its list buys, and numbers of mailings, and IA worked with vendors to increase digital marketing and engagement campaigns to help increase inquiries. Twenty-three separate print products were produced by the IA team that drove recipients to web pages. The pieces included the College's ranking in *Money* magazine, a 3D Solomon's pop up for high school counselors and a postcard to push deposits. College event marketing (noted later in this report) was tied to recruitment territories and created buzz and recognition of the College name. The team also provided collateral, digital and social media support for the Admission Fall Open Houses to collaboratively help Admission push registration (October 2022 attendees increased by 30% and November by 19% over 2021).

Amplifying the Brand

Website: A robust and healthy College website is essential to maintaining overall traffic and serving as a "front door." Through the impact of increased outreach around admission and College events and solid organic search performance, overall pageviews increased about 6% when

compared to last year at this time. Interestingly, the page showing the most growth (175%) in the reporting period was for dining options due to our intentional emphasis on the #1 College Food rating by Niche.com.

Among the more than 100 web enhancements across sites made since October:

- Creation of the Dodge Performing Arts Center web page that is the one stop shop for everything available in the Center, including how to get tickets, future and past performances, and ways to book the venue. Since November, the page attracted 1,600 pageviews, and it is expected to more than double that number this spring with new marketing pushes to the site.
- Improvements to the College events calendar for easier navigability and “one stop” viewing of all events and key deadlines. The page is more prominently linked on the homepage and the team is currently working on incorporating athletics and key student events as well as creating filters for users.
- Creation of a public-facing web page linked to President Jordan’s site that provides updates on the strategic planning process. More than 1,100 views have been logged since launch.
- Created Giving Tuesday web pages along with backend fundraising elements that saw an uptick of more than 22% pageviews over last year.
- Created a Flickr presence right on the homepage in November that features the College’s photo albums and graphic images from key events. The strategically built albums are rich sources for prospective families, students and donors who can visualize and “see” for themselves the College in action. Six images from the Hawktoberfest album, for example, garnered more than 50,000 views each. To underscore this impact, the highest number of views from any image posted in FY22 was 1,100 views.
- Leveraged team-produced videos when possible, linking marketing communiques to appropriate webpages. Examples include a Hawktoberfest video, parent and student testimonials on new majors and the SMCM experience, and the President’s holiday video depicting highlights of 2022 (distributed to 14,500+ people with a 33% open rate; more than 500 views over the holiday break from the front page site).
- Launching a student success spotlight initiative this spring

Social Media: Given the influence and reach of social media, the integrated marketing team implemented new analytic tools in fall 2022 to better monitor cross-platform performance. While unable to thus produce comparative 2021 data, the team is still able to assess strong performances and areas to improve.

Among the findings since October: Twitter followers declined slightly (1.3%), possibly influenced by national trends. All types of engagement were up on the platform. Facebook continued to show continued fan growth (1% to over 13,300) with post shares up over 23%. Instagram followers rose nearly 3% (to 5,700) and post reach topped 100,000 (+72%) with reels and video usage quadrupling exposure.



Events: The team is strategically using event marketing to not only bring awareness to internal and external audiences about the College as a cultural hub, but to extend the College's reach to build name recognition and brand awareness. Also, where possible, event marketing is leveraged to create College buzz in key student recruitment territories. At the events themselves, the team is ensuring programs, signage, etc. are creating visual and informative means for lifting the College experience. Among several examples, the team used social, print, digital, email and radio to market the October 7 Inalienable Rights Panel resulting in 550 tickets claimed with 10% coming from the DC-Baltimore region. More than 450 attended the SMCM Symphony Orchestra and Jazz Band concert on December 2 and more than 650 attended The Messiah on December 3. Facebook, postcards and emails were primary drivers.

In addition to the Dodge Performing Arts Center events, the team created plans for and marketed Hawktoberfest, Giving Tuesday, and the Center for the Study of Democracy events (including the new Gwen Ifill lecture series). IA helped produce the second Sacred Journey to celebrate the Commemorative to Enslaved Peoples of Southern Maryland in November with more than 170 participating including 36 students, up 42% and 100% respectively, from 2021.

Alumni Engagement

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

Hawktoberfest: IA oversees the annual Hawktoberfest consisting of on-campus events over two days to validate the value of SMCM and instill pride. Engagement metrics are as follows:

Hawktoberfest

Category	2019	2022	% Change
Total Registrants	1,382	1,792	30%
Parents/Family Members	897	1,088	21%
Current Students	314	441	40%
Alumni	143	156	9%
Prospective Students/Family	42	82	95%
Friends	38	87	129%
Faculty/Staff	9	10	11%

Of note, participants increased across all targeted cohorts. Additionally, a record 19 community businesses were involved via food trucks, boat cruises, equipment, décor, and offering restaurant



and hotel discounts. Total event costs (\$43,000+) were mostly covered through registration; impressively, less than \$300 was spent by the College and \$7,456 was raised in donations for scholarships and other funds.

Of the 102 who answered the feedback survey, 90% said they had a good or excellent experience and 92% said they would attend next year. The one major complaint was that while the participants loved the food trucks, they wanted several more options.

Refer-a-Seahawk: The program encourages alumni to refer any high-school aged student or transfer to Admission. Currently, 22 alumni have participated toward an FY23 goal of 75, and 23 students have been referred toward a goal of 75.

Mentor-a-Seahawk: Alumni Relations, working with the Center for Career and Professional Development (CCPD), piloted a mentoring program this past fall with 17 alumni mentoring students in CORE-P 102. The Alumni Relations team created a website and outreach effort launched in January 2023 to recruit more mentors for CCPD for the 400+ students enrolled in the core class.

Digital Engagement: With the assistance of a social media student intern, Alumni Relations launched in the reporting period a biweekly "Alumni Spotlight Series" which shares professional success stories submitted by alumni. Thus far, the series has generated a 6.6% engagement rate and averages about 173 engagements per post (i.e., likes, shares, comments). This has increased the alumni audience by 5%, gaining 357 new followers across the Alumni Relations social media platforms.



BOARD OF TRUSTEES
INSTITUTIONAL ADVANCEMENT COMMITTEE
OPEN SESSION MINUTES

Date of Meeting: October 14, 2022

Status of Minutes: Approved

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

Staff Member: Vice President for Institutional Advancement Carolyn Curry

Others Present: Sandra Abell, Nick Abrams '99, Betsy Barreto, John Bell '95, Anne Marie Brady '93, Peter Bruns, Katie Gantz, Bonnie M. Green '74 (via Zoom), David Hautanen, Sven Holmes, Jerri Howland, Elena Langrill, Larry Leak '76, Brayan Ruiz Lopez '24, Gretchen Phillips, Jesse Price '92, Paul Pusecker, Dereck Rovaris, David Taylor, Aaron Tomarchio '96, Danielle Troyan '92, Ray Wernecke, John Wobensmith '93

Institutional Advancement Committee (IAC) Chair Gail Harmon called the meeting to order at 9:30 a.m.

Report of the Alumni Association

Alumni Association President Alice Bonner '03 provided a progress report and highlights of Alumni Association activities since the May 2022 meeting (*see the IAC meeting materials for the full report*). A notable achievement was record participation in this past summer's Alumni Weekend, with over \$4,500 was raised for the Alumni Legacy Scholarship. The Alumni Council held its annual retreat in August and welcomed five new members. A major goal this year is to help Admission by recruiting 75 alumni to be involved with the Admission student referral program. The Alumni Council has awarded four new scholarships: two for the Alumni Legacy Scholarship, and one each for the Don Stabile Alumni Post-Graduate and Don Stabile Alumni Doctoral Scholarship. In September, in collaboration with the Center for Career and Professional Development, a pilot program was launched to engage students by matching 17 students in Core-P 102 with 17 mentors from the Alumni Council.

Report of the SMCM Foundation

SMCM Foundation President Bonnie M. Green '74 provided a report from the September annual meeting of the Foundation Board of Directors as well as the Foundation's Joint Investment Advisory Committee (JIAC) meeting. The Foundation's endowment investment portfolio as of August 31, 2022 contained a total managed endowed assets market value of \$35.4M, which reflects a reduction of \$4.7M in market value from the same time last year.



Members of the JIAC for 2022-23 include Nicole West (chair) and Blu Putnam from the Foundation Board, Nick Abrams and Sven Holmes from the Board of Trustees, and President Tuajuanda Jordan. Foundation officers for 2022-23 are Bonnie M. Green '74 , president; Paul Schultheis '98, vice president; Chris Holt '86, treasurer; and Ed Sirianno '82, secretary. The Foundation Board voted Don McDougall '83 to the position of Director Emeritus. The Foundation continues in its charge to provide support toward fundraising.

Institutional Advancement Report

Vice President for Institutional Advancement Carolyn Curry reported on key progress points, which included year-to-date progress in fundraising, progress in amplifying the brand, leveraging events, and building community and alumni engagement. (*See the complete report provided with the IAC materials.*)

VP Curry reported that the FY23 goal for fundraising is \$6.3M (as compared to \$4.0M in FY22). Fundraising to date is \$3.76M toward the annual goal, of which approximately 65% represents current funds and the balance endowed funds. She outlined some ways in which Trustees can be engaged in helping to reach fundraising goals, which include securing a major gift, making an annual gift on *Giving Tuesday* November 29, identifying and cultivating major prospects, and leveraging College events. She noted *Hawktoberfest* coming up in mid-October has more than 1,700 registered at this time – a College record – with 24% represented by students and more than 61% by current student family members. This event is focused on retention and engagement.

Action Items

III.A. Revision to Naming Guidelines for Spaces Other Than Whole Buildings or Facilities

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.

Chair Harmon reviewed the recommended action to amend the *Naming Guidelines for Spaces Other Than Whole Buildings or Facilities*, which will 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 action before the IAC—is to change the wording in the guidelines to say “*Spaces will not be named after currently serving employees – state or College. However, a donor considering a named space may dedicate it—not name it—in honor of a current employee of the College or state.*” If approved by the IAC the proposal will then go to the full Board.



A motion to approve the action item was made by Chair Harmon. The motion was seconded, the action was approved unanimously by the IAC. The recommendation will be forwarded to the full Board of Trustees for its review and consideration.

At 10:01 a.m. Chair Harmon 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 protect the privacy or reputation of individuals with respect to matters not related to public business. Matters to be discussed are the honorific naming of a building and strategies in approaching identifiable individuals for major gifts.

**STATEMENT REGARDING CLOSING A MEETING OF THE BOARD OF TRUSTEES
OF ST. MARY'S COLLEGE OF MARYLAND
INSTITUTIONAL ADVANCEMENT COMMITTEE**

Date: Friday, February 3, 2023

Time: 2:12 p.m.

Location: Glendening Annex

STATUTORY AUTHORITY TO CLOSE A SESSION

Md. Gen. Prov. Code Ann. § 3-305 (b):

- (1) To discuss:
- ☐ (i) The appointment, employment, assignment, promotion, discipline, demotion, compensation, removal, resignation, or performance evaluation of appointees, employees, or officials over whom it has jurisdiction; or
 - ☐ (ii) Any other personnel matter that affects one or more specific individuals.
- (2) ☒ To protect the privacy or reputation of individuals with respect to a matter that is not related to public business.
- (3) ☐ To consider the acquisition of real property for a public purpose and matters directly related thereto.
- (4) ☐ To consider a preliminary matter that concerns the proposal for a business or industrial organization to locate, expand, or remain in the State.
- (5) ☐ To consider the investment of public funds.
- (6) ☐ To consider the marketing of public securities.
- (7) ☐ To consult with counsel to obtain legal advice on a legal matter.
- (8) ☐ To consult with staff, consultants, or other individuals about pending or potential litigation.
- (9) ☐ To conduct collective bargaining negotiations or consider matters that relate to the negotiations.

- (10) ☐ To discuss public security, if the public body determines that public discussions would constitute a risk to the public or public security, including:
- (i) the deployment of fire and police services and staff; and
 - (ii) the development and implementation of emergency plans.
- (11) ☐ To prepare, administer or grade a scholastic, licensing, or qualifying examination.
- (12) ☐ To conduct or discuss an investigative proceeding on actual or possible criminal conduct.
- (13) ☐ To comply with a specific constitutional, statutory, or judicially imposed requirement that prevents public disclosures about a particular proceeding or matter.
- (14) ☐ Before a contract is awarded or bids are opened, to discuss a matter directly related to a negotiation strategy or the contents of a bid or proposal, if public discussion or disclosure would adversely impact the ability of the public body to participate in the competitive bidding or proposal process.

TOPICS TO BE DISCUSSED: Consider strategies in approaching identifiable individuals for major gifts to meet annual goals.

REASON FOR CLOSING:

To review and discuss items permitted to be discussed in closed session by Md. Gen. Prov. Code Ann. § 3-305 (b): to protect the privacy or reputation of individuals with respect to a matter not related to public business.