

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

Date of Meeting: May 12, 2023

Date of Next Meeting: October 13, 2023

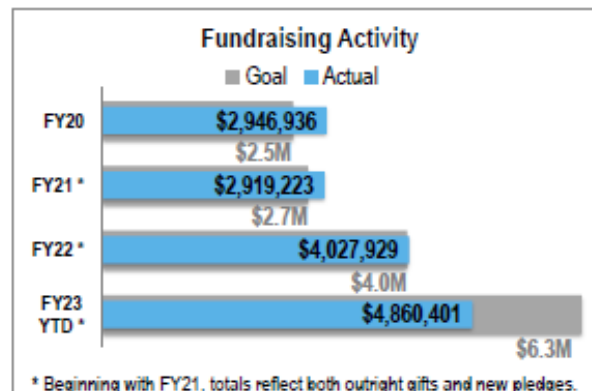
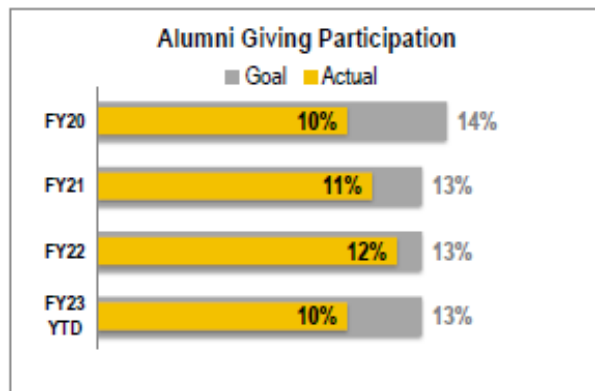
Committee Chair: Gail Harmon

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:

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 alumni giving participation rate increased from 9% to 10% in the reporting period toward the FY23 goal of 13%. The FY23 annual fundraising goal is \$6.3M by June 30, 2023 with \$4.9M raised as of April 14, 2023. Already, this is the highest dollar amount raised in any one year in the College's history.

The IAC meeting includes a report by the Alumni Association president on strategic initiatives aimed at increasing alumni engagement and supporting College needs. As the report will show, engagement is up over last year in Bay-to-Bay service projects, Spring Break-a-Sweat athletic vs.



alumni games, prospect referrals to Admission, Admission event participation, and mentoring for the Center for Career and Professional Development.

The SMCM Foundation president will report on the recent April meeting of the Foundation Board and its Joint Investment Advisory Committee. A focus is reviewing the current strategic asset allocation applied to the endowment portfolio in light of market volatility. Directors continue to assist in identifying prospects for fundraising.

Rounding out the open session, the Institutional Advancement report will review current naming opportunities and point to continuing upticks in web traffic, social media, enrollment marketing and event marketing for the Dodge Performing Arts Center.

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



**INSTITUTIONAL ADVANCEMENT COMMITTEE
MEETING OF MAY 12, 2023**

**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 by Carolyn Curry, executive director of SMCM Foundation; vice president for Institutional Advancement
- C. Update from Institutional Advancement Vice President Carolyn Curry
 - Update on Naming Opportunities

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 executive director and vice president for Institutional Advancement
- C. Report from Institutional Advancement vice president
- D. Minutes of the February 3, 2023 Meeting

IV. MOTION TO CLOSE 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) to comply with a specific constitutional, statutory, or judicially imposed requirement that prevents public disclosures about a particular proceeding or matter. Matters to be discussed include strategies in approaching identifiable individuals for major gifts to meet annual goals, and the naming of a building.

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



ST. MARY'S COLLEGE OF MARYLAND ALUMNI ASSOCIATION

Date of Meeting: May 12, 2023

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

The Alumni Council has accomplished many of the objectives it set at the annual Retreat in August. This includes rebuilding the Regional Alumni Chapters throughout Maryland and across the country; supporting the College's recruitment, student mentoring and fundraising efforts; and addressing some of the Alumni Association's infrastructure needs by building an annual planning calendar and firming up election procedures.

Among other accomplishments:

- Supported Accepted Student Days, Open Houses and Admission receptions in Montgomery County and Baltimore County by serving as panelists and greeting families in attendance.
- Promoted the Refer-a-Seahawk program which to date has brought in 26 prospective student referrals since July 1.
- Helped recruit 239 mentors (among several who are Alumni Council members) for the new Mentor-a-Seahawk initiative for the CORE-P 102 student/alumni matching program, part of the LEAD curriculum.
- Donated over \$20,000 for the Giving Tuesday Alumni Council Challenge which helped fuel the record-breaking campaign that brought in over \$300,000.
- Recruited new regional chapter leadership for the Annapolis and Baltimore chapters with potential leaders identified for the Chicago, Denver and Washington, DC regional chapters.

In partnership with Institutional Advancement and its Alumni Relations team, the Alumni Association has engaged alumni and SMCM community members through the following activities in the reporting period:

- In February, the 3rd Annual Valumtine's 5K raised \$3,355 for the Alumni Legacy Scholarship with participants representing 17 states and three international countries.
- Spring Break-a-Sweat, the annual reunion for the fall and winter sports alumni on April 15, was almost three times bigger than previous years as Alumni Relations successfully incorporated the 50th anniversary of the men's lacrosse program into the schedule.
- Throughout April, more than 150 alumni, students, and family members will have participated in the nationwide Bay-to-Bay Service Days at 13 locations, including New York, Denver, Boston, Miami and throughout Maryland.
- Finally, the Alumni Council is assisting in planning the signature event of the year — Alumni Weekend on June 8-11. As of April 19, more than 700 have registered.



This concludes my final report as the president of the Alumni Association and as a Trustee. The incoming Alumni Council President, Kate Fritz (class of 2004), will take over as the Alumni Association's representative on the Board of Trustees on July 1, 2023. The Executive Vice President Michele Shipley (class of 1992) was elected in March.



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

Date of Meeting: April 27, 2023

Reporter: Carolyn Curry, executive director of SMCM Foundation; vice president for Institutional Advancement

Executive Summary:

The Foundation Board of Directors met on Thursday, April 27, 2023 in conjunction with its Joint Advisory Committee (JIAC). Among the Foundation Board items covered:

- Received a report from the JIAC Chair Nicole West on the Foundation's endowment portfolio managed by J.P. Morgan. The total managed endowed assets market value as of March 31, 2023 was \$36M (net of fees) compared to \$34.6M as of December 31, 2022.
- Approved a strategic asset allocation that guides J.P. Morgan in its investment strategy for the portfolio.
- Received a report by Executive Director and VP for Advancement Carolyn Curry on the status of 2022-23 fundraising. As of April 14, \$4,860,401 was raised toward an annual goal of \$6.3M; 27 major gifts of \$10,000 or above contributed to the total. Ms. Curry reviewed how directors were currently assisting, including naming spaces, securing their own gifts as well as cultivating others, building the major donor pipeline, planning to host dinners and thanking donors. The members also reviewed available naming opportunities.
- Learned that the Student Investment Group officially kicked off this semester under the guidance of Professor of the College Don Stabile.

President Tuajuanda Jordan shared with the Foundation Directors the rationale and timeline for the campus Public Safety unit to incorporate special armed police officers. She also provided an update on strategic planning underway and the four foundational pillars; the Middle States Accreditation timeline; upticks in enrollment metrics for FY24; and the new designation of the College as a JED Campus to support student mental health. She said the designation means the campus demonstrates a commitment to the emotional well-being of students; the program aims to help create positive, lasting, systemic change on campus.

Foundation President Green urged members to continue their ongoing fundraising and to take advantage of the summer concerts to introduce prospects to the College.



BOARD OF TRUSTEES
INSTITUTIONAL ADVANCEMENT COMMITTEE
REPORT FROM INSTITUTIONAL ADVANCEMENT
MAY 12, 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 intensively competitive environment by advancing the College's reputation and value as the National Public Honors College, inspiring philanthropy, and strengthening alumni and community engagement.

Institutional Advancement (IA) aligned with its strategic focus through the reporting period (February 2023- May 2023) as illustrated in the selected progress points.

Philanthropy

Giving to date: For the FY23 giving cycle (July 1, 2022 – June 30, 2023) the total raised as of April 14, 2023 toward the annual goal of \$6.3M is \$4,860,401, the largest amount ever raised annually to date. Twenty-seven major gifts (\$10,000+) represent 87% of the total. Highlights of the quarter are two six figure gifts: one to the Seahawk Undergraduate Research Fellowship (SURF) and one to the Landers Scholars fund. The overall largest fundraising categories are the LEAD General Fund, the Performing Arts Fund and Scholarships.

Cultivation: In partnership with President Jordan, Foundation Directors, Trustees, and volunteers, the Development team is actively working with prospects in Baltimore, Annapolis, other Maryland locations and in other states such as Florida. The team has also worked events such as the Twain Lecture (hosted a reception), Spring Break-a-Sweat and the College's Awards Convocation to recognize and meet with donors and prospects.

Giving Rates: Alumni giving participation has increased from 9% to almost 11% in the reporting period toward an annual goal of 13%. Faculty and staff giving participation is at 36%, ahead of 33% at the same time last year; the goal for FY23 is to reach a record 42%. Outreach continues via offering auditorium seats or lockers as graduation gifts, and through targeted messages to those who annually give but have not yet made a gift.

Branding and Reputation Building

Enrollment Marketing: The IA integrated marketing team continues its highly collaborative partnership with Admission and external vendors to assist in reaching enrollment funnel goals.

For recruitment-related pages, website page views for the reporting period all increased as follows (most popular pages are listed):

<i>Page</i>	<i>Views</i>	<i>Rank</i>	<i>Increase</i>
Home page	130,933	1	16.50%
Open House	34,731	3	N/A*
Dining Information	26,133	4	254%
Majors & Minors	26,067	5	19.40%

**A central Open House page was not utilized last year.*

A total of 54 multi-channel projects were completed for Admission, including 14 focusing on yield. The team employed extra digital marketing in addition to regular communiques to assist in growing the April 22 Open House numbers. The team also oversaw photo shoots to freshen images in new communiques for the upcoming recruitment season and for brand visibility. A revision of the viewbook has just been completed in advance of last year's timeline to reach prospects sooner.

Third party validation of the quality of the team's marketing and design work was achieved by three awards in the reporting period. The 38th Annual Educational Advertising Awards recognized the team's design of the admitted student pocket folder (gold), the design of the Seahawk cutout poster (gold) and the Admission career brochure (merit award).

Amplifying the Brand

Events: Event marketing continued to focus heavily on Dodge Performing Arts Center events while maintaining a balanced portfolio of academic, student life and alumni events.

The team devised and implemented outreach promotions specific to key events, always conscious of broadening the visibility of the College and creating buzz in key enrollment territories when applicable. Campaigns have included social media, digital advertising, print, emails, radio, YouTube, external calendar and professional organization placements. In addition, the Arts Alliance, Community Affairs Liaison Kelsey Bush and IA's SAGE student group have been instrumental in developing contacts and distributing information. Facebook for the reporting period yielded more than 1.2 million post impressions with a reach of nearly 100,000 individuals. Interestingly, email pushes to targeted cohorts have yielded nearly one in eight ticket reservations in the Dodge Performing Arts Center.

Among the marketing pushes that helped impact yield during the period (the actual reservations always exceeded the attendance in each case; these figures show approx. attendance figures):

<i>Dodge PAC Event</i>	<i>Venue</i>	<i>Attendance</i>	<i>Capacity</i>
Step Afrika	Auditorium	680 (tickets sold out)	97%
AA Cabaret	Recital Hall	130	93%
State of the College	Recital Hall	110	86%
Lucille Clifton	Recital Hall	104	81%
Twain/Dulce Sloan	Auditorium	520	74%
Chopteeth	Auditorium	280	40%
U.S. Navy Sea Chanters	Auditorium	650	93%

In addition to marketing Angelique Kidjo's performance on May 13, the team created a webpage for the upcoming Mulberry Music Festival (June 16) that has more than 900 views since the early April 2 launch. A coordinated social media blitz with the bands who are performing also launched in early April; multi-channel communiques reaching thousands will continue up until the event.

As a third-party validation for the quality of its event marketing, the team won considerable praise for its promotion of the Grand Opening of the Performing Arts Center and Learning Commons (silver award from the 38th Annual Educational Advertising Awards).

Earned Media: The team earned 27 media placements including a New York Times story quoting Assistant Professor Gili Freedman and stories in the Baltimore Sun, the Daily Record, The Capital Gazette and the Frederick News-Post, among others. Articles like Dr. Jordan's making the Top 100 Women Leaders in Maryland were circulated widely through multiple platforms.

Social Media: Social media performance continues to be strong with a total of 1.8 million impressions reaching 900k users across all platforms since February 1. Post engagement saw a healthy growth from 8% to 10%. Positive messages connected to posts continue to be the norm (90% Facebook, 9:1 Instagram, 18:1 Twitter).

On YouTube, a collection of parent interviews received over 300 views in the first week of release. Integrated marketing student interns Kevin Jones '23 and Emily Vance '25 are completing a student testimonial video to be released for recruitment pushes.

The College's Flickr albums on the front smcm.edu site continue to be active, engaging nearly 4,400 views since February 1. Nineteen albums have been added since February, including Admitted Seahawk Days, to capture the vitality and spirit of the College.

Website: The team has been immersed in two major projects: updating the new course catalog on the web and making a major infrastructure upgrade. In addition, the team created a Middle States Reaffirmation of Accreditation site, created a Spanish-language Admission microsite, made

financial aid page upgrades and assisted campus colleagues in making changes to 40 other pages. A new career services product was adopted by the Center for Career and Professional Development entitled Handshake, which replaces the HireSMCM site. The team is now integrating this new platform throughout the website.

Summer Conferences and Events: After assisting with Commencement May 13, the Events team will turn toward supporting the logistics and onboarding for the following:

- *June:* the Maryland State Boys Choir, the Chesapeake Writers Conference, the Mulberry Music Festival and two River Concerts
- *July:* the DeSousa Brent Scholars, the National Hispanic Institute, Project Ocean (Office of Naval Research), Brendan Sailing Camp, several sports camps and three River Concerts
- *August:* Governor's Cup

Other: Coming up, the spring Mulberry Tree magazine will reach audiences by the first week in May. The team assisted the facilities unit by creating signage templates for a revamp of campus signage and road signs. A summer marketing push is underway that lures audiences to the College for festivals, concerts, the Chesapeake Writers Conference and other activities.

Alumni Engagement

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

- Valumtine's Virtual 5K—93 participated, a difference of 34% less than last year (141). Engaged alumni from 17 states and 3 countries (Australia, Sweden and Germany).
- Bay to Bay Service Days—runs throughout April with 13 group projects in Maryland and other states. Total numbers are not in, but for the first kickoff event, 93 alumni participated over 60 last year (+55%).
- Spring Break-a-Sweat—324 participated over 130 last year (+150%). The joint project between Alumni Relations and Athletics featuring reunion games set an institutional record for the number of participants.
- Coming up—the annual Almost Alumni Cookout for graduates May 10 and Alumni Weekend June 8-11.

Volunteers: Alumni volunteers play a vital role in realizing College initiatives. In the Refer-a-Seahawk program, 26 alumni referred 26 prospective students to Admission to date. Nineteen total have volunteered at Admitted Seahawk Days, the off campus Admitted Seahawk Reception and for the virtual panel for the Future Seahawk Series. For the Mentor-a-Seahawk program, 239



alumni were recruited to mentor students through the Center for Career and Professional Development.

Communications: When comparing social media interaction with the January-April period last year, total audience size is up by 3.8% (7,566). Video views lead the engagement growth with an 18.6% (3,477) increase in alumni watching posted videos over last year.

Open rates for alumni emails increased by 6% over last year (32% to 34%) at this time. The total number of people reached grew 9% compared to last year's reporting period (18,192).

In related metrics, the team worked on segmenting messages to target audiences with solid success. For example, alumni in the Annapolis area received a Bay-to-Bay Service Day message geared only to what was happening in that area. An 83% increase reflected 121 segmented messages over 66 last year in this reporting period, a factor in the open rate increase.



NAMING OPPORTUNITIES

NANCY R. AND NORTON T. DODGE PERFORMING ARTS CENTER

SPACE	\$ Value & Status
AUDITORIUM A 700-seat acoustically tuned facility with stage and balcony will enhance musical performances and multimedia presentations for both the campus and Southern Maryland communities.	Consultation
LOBBY Will allow for intermission events, receptions and other special functions when not accommodating audiences.	Consultation
BOX OFFICE	Named
RECITAL HALL	Named
PRACTICE STUDIO	Named
THREE REHEARSAL STUDIOS/CLASSROOMS	\$25k each
TWO GROUP TEACHING STUDIOS	\$15k each
PERCUSSION SUITE	Named
ELECTRONIC MUSIC LAB	\$20k
PIANO LEARNING LAB	Named
HARP STUDIO	\$10k

LEARNING COMMONS

SPACE	\$ Value & Status
LEARNING COMMONS ANNEX	Holding
EDUCATIONAL STUDIES WING (2ND FLOOR) Will encompass classrooms/seminar spaces, meeting/teaching rooms, curriculum center and faculty offices.	Committed
STUDY COMMONS Will feature open space with both individual cubbies and shared tables as well as four study rooms.	Consultation
LARGE CLASSROOM/SEMINAR ROOM	\$50k
TWO MEDIUM CLASSROOMS/SEMINAR ROOMS	\$20k each
GROUP TEACHING ROOM	\$10k
EDUCATION CURRICULUM CENTER/LAB	Named

OTHER

SPACE	\$ Value & Status
COBB HOUSE Home to the Alumni Center, dedicated September 23, 2017, and headquarters for the College's Alumni Office.	Committed
SCHAEFER HALL/MARINE SCIENCE ACADEMIC LAB 116	Named
GOODPASTER HALL/PSYCHOLOGY LOUNGE 129	Committed

(as of April 2023; subject to change)



JAMIE L. ROBERTS STADIUM

SPACE	\$ Value & Status
TWO MEN’S TEAM ROOMS	\$25k each
TWO WOMEN’S TEAM ROOMS	\$25k each
SPORTS MEDICINE ROOM	Named
OFFICIALS LOCKER ROOM	\$10k
HOSPITALITY SUITE	Named
WEST VIP BOX FACING ARTIFICIAL TURF FIELD	Named
EAST VIP BOX FACING GRASS FIELD	\$25k
WEST PRESS BOX FACING ARTIFICIAL TURF FIELD	Named
EAST PRESS BOX FACING GRASS FIELD	Named

ANNE ARUNDEL HALL

SPACE	\$ Value & Status
ANNE ARUNDEL HALL Reconstructed and dedicated October 15, 2016, Anne Arundel Hall encompasses three buildings: North which includes the Blackistone Room, West, and South. The South Building is occupied by Historic St. Mary’s City.	Consultation
NORTH BUILDING Home to International Languages & Cultures and the Center for the Study of Democracy.	\$500k
NORTH 107, LOBBY	\$10k
NORTH 104, THE CENTER FOR THE STUDY OF DEMOCRACY OFFICE SUITE	\$25k
NORTH 109 CLASSROOM	Committed
NORTH 110 & 111, CLASSROOMS	\$25k each
NORTH 116, LOBBY	\$10k
NORTH 204, SEMINAR ROOM	\$30k
NORTH 225, STUDENT PROJECTS ROOM	\$10k
NORTH-WEST BRIDGE The bridge has views toward the St. Mary’s River and Historic St. Mary’s City and below to the Gail Harmon Courtyard.	Committed
GAIL HARMON COURTYARD	Named
WEST BUILDING Home to Anthropology and Museum Studies.	\$500k
WEST 103, ANTHROPOLOGY LAB	\$100k
WEST 104, SEMINAR ROOM	\$30k
WEST 113, STUDENT PROJECTS ROOM	\$10k
WEST 115, CLASSROOM	\$25k
WEST 203, MUSEUM STUDIES LAB	\$100k
WEST 209, CLASSROOM	\$25k
WEST 216, COLLABORATION SPACE	Committed

(as of April 2023; subject to change)



**BOARD OF TRUSTEES
INSTITUTIONAL ADVANCEMENT COMMITTEE**

OPEN SESSION MINUTES

Date of Meeting: February 3, 2023

Status of Minutes: Approved

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

Member Absent: Committee Chair Gail Harmon

Staff Member: Vice President for Institutional Advancement Carolyn Curry

Others Present: Sandra Abell, Nick Abrams '99, Betsy Barreto, John Bell '95, Mary Broadwater, Peter Bruns, Donny Bryan '73, Jeff Byrd (via Zoom), Andrew Cognard-Black, Paula Collins, Katie Gantz, Bonnie M. Green '74 (via Zoom), David Hautanen, Melanie Hilley '92 (via Zoom), Sven Holmes, Jerri Howland, Brayan Ruiz Lopez '24, Gretchen Phillips, Jesse Price '92, Paul Pusecker, Dereck Rovaris, Chuck Steenburgh, David Taylor, Aaron Tomarchio '96, Danielle Troyan '92, Ray Wernecke.

Institutional Advancement Committee (IAC) member Elizabeth Graves called the meeting to order at 1 p.m. in Chair Gail Harmon's absence.

Report of the Alumni Association

Alumni Association President Alice Bonner '03 highlighted some key activities since the Board's October 2022 meeting. She referred to another record-breaking Giving Tuesday fundraiser in November which raised more than \$300,000 among more than 3,000 donations. Ms. Bonner cited upcoming alumni engagement events, which include the Third Annual Valumtine's 5K to fund an Alumni Legacy Scholarship, Bay to Bay Service Days, Spring Break-a-Sweat, and Alumni Weekend which will take place June 8-10, 2023. An update was provided with respect to the Council's 2022-23 goals. They include rebuilding regional alumni chapters, supporting student recruiting efforts, and launching the Alumni Council Legacies Program. Ms. Bonner's appointment as president of the Alumni Association ends in June 2023 with Kate Fritz '05 as her successor.

Report of the SMCM Foundation

SMCM Foundation President Bonnie M. Green '74 provided a report from the November meeting of the Foundation Board of Directors as well as the Foundation's Joint Investment Advisory Committee (JIAC). The Foundation's endowment investment portfolio as of October 31, 2022 contained total managed endowed assets valued at \$35.1M, which reflects a year-to-date loss of -13.5% and a three-year gain of +3.6% among other indicators. The Foundation's FY22 annual audit as prepared by CliftonLarsonAllen yielded an unmodified "clean" opinion with no material



weaknesses, deficiencies, or findings. The Foundation approved an FY24 Spend Rate and Support and Service Fee of 5%.

Foundation President Green encouraged Board members to invite prospective donors and friends of the College to attend upcoming events in order to help build engagement.

Institutional Advancement Report

Vice President for Institutional Advancement Carolyn Curry reported on key progress points in fundraising, enrollment marketing, 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 \$4.4, already the largest amount ever raised annually. Twenty major gifts (\$10K+) represent 88% of the total.

The Giving Tuesday annual online fundraiser in November saw record increases in many key areas. Since the last reporting period, the alumni participation rate is currently 9%, which represents an 8% jump since October. The FY23 alumni participation goal is 13%. Metrics for the annual Hawktoberfest weekend event held in October, which seeks to promote the value of SMCM and to instill pride among families and their students, revealed participant numbers increased across all family, student, alumni, friends, faculty and staff cohorts. Almost 1,800 participated in total, a 30% increase over the last Hawktoberfest.

VP Curry explained that the unit's integrated marketing approach continues to be a strength in that it allows for centralized and unified communications, a great customer experience, multi-channel and segmented communications, and the ability to visually showcase the brand. She offered a series of metrics, including that Admission pageviews were up nearly 40% over the same period as last year. She also showed the latest strategies for pushing out and leveraging Dodge Performing Arts Center events as well as the latest smcm.edu front site communication tools: Flickr photos and video albums of major College happenings.

VP Curry noted that she would be sending web links to the Trustees so they could see for themselves the news, events and successes of the College.

At 1:37 p.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 protect the privacy or reputation of individuals with respect to matters not related to public business. Matters to be discussed were strategies in approaching identifiable individuals for major gifts to meet annual goals. Trustee Peg Duchesne motioned to close the meeting; Trustee Susan Lawrence Dyer seconded. All were in favor; the motion carried.