BOARD OF REGENTS
COMMITTEE ON ADVANCEMENT
BARRY GOSSETT, CHAIR

Meeting Minutes
October 6, 2010

A meeting of the Board of Regents Committee on Advancement was held at the University System of Maryland office on October 6, 2010 at 10 a.m. In attendance were: Regents Barry Gossett, Clifford Kendall, Thomas McMillen, and Thomas Slater. From USM institutions: Cherie Krug for B.J. Davisson (FSU), Theresa Silanksis (UB), Veronique Diriker (UMES), David Balcom (CSU), Mary Beth Nibley and Nancy Gordon for Sue Gladhill (UMB), Richard Lucas (BSU), Gary Rubin (TU), David Nemazie (UMCES), Brodie Remington (UMCP), William Schlossenberg (USG), Greg Simmons (UMBC), Cathy Sweet-Windham (UMUC), and Jason Curtain for Rosemary Thomas (SU). From the USM office: Leonard Raley, Vladimir Jirinec, Marianne Horrigan, Gina Hossick, Donna Meyer, and Pamela Purcell.

Welcome and Introductions
Barry Gossett welcomed the group. Minutes from the Committee's April meeting were approved.

Campaign Update
Regent Gossett reported that $222 million had been raised in FY10, exceeding the aggregated System goal of $216 million. FY11's goal is $230 million. Regent Gossett felt that the two incoming presidents at the University of Maryland, College Park, and the University of Maryland, Baltimore, might reinvigorate campaign activity on each campus. He asked the vice presidents for their comments regarding campaign progress. Vice presidents noted:

- Some brightening of the campaign forecast, with more donor interest, though many are still reluctant to make multi-year commitments.
- A focus on donors whose business or personal finances have not been affected by the economic downturn.
- Increased attention to using a deadline—the last year of the campaign—to leverage uncommitted prospects.
- Success in using specific program strengths and wealth screening results to generate more fundraising activity.

UMES reported a new gift valued at $1 million had been received; UMCP noted that incoming President Wallace Loh has made a $100,000 commitment to Keep Me Maryland.

Regent Gossett asked about the percentage of Board members giving at respective campuses, and suggested exploring a System wide contest to encourage broad Board giving. Most campuses reported a strong participation rate from their Board members.

Social Media
The group reviewed a report by Johanna Berkson, a University of Maryland graduate with an expertise in online giving for political campaigns, and discussed several articles on social media and the impact of the "distributed web" on communications and giving. Key points included:

- In the long run (or perhaps sooner), how universities relate to constituencies will change dramatically. Reaching young alumni effectively will increasing rely on smart phone technology, video links, and social media.

- There should be a smaller working group, which should include representation from the USM University Relations Council, to focus on this issue and explore ways for the System to identify and implement best practices.

- Regent McMillen requested that vice presidents, working with USM staff, report on online giving for FY10 and continue to track it going forward.

Vice presidents spoke of individual successes in using social media and online tools to engage alumni and raise funds.

Presentation on Development Productivity Best Practices by Jennifer Zaslow, Eduventures

Jennifer Zaslow, Membership Director of the Development Learning Collaborative at Eduventures, Inc., spoke on the relationship between administrative support and major gift officer productivity. Eduventures has conducted numerous studies on the relationship between resources and return on investment in advancement; among its findings were:

- Major gift officers typically carried 168 prospects in their portfolios; the most effective gift officers (highest percent of closed gifts/most dollars raised) carried between 50 and 100 prospects in their portfolio.

- Across the USM, the ratio of major gift prospects ($25,000) per major gift officer was 331 prospects per gift officer, suggesting that additional resources need to be devoted to realize full fundraising potential across the System.

- The most successful and mature fundraising programs employed between one half and one administrative support staff per major gift officer. Across the USM, programs employ .37 support staff per major gift officer. Eduventure surveys demonstrate that major gift officers with less support staff spend significantly less time on visits and solicitation, resulting in fewer dollars raised per gift officer.

- Eduventures has built models to demonstrate how additional investment results in additional giving over time, with variations assumed for programs that may be in the early stages of cultivating donors versus more mature programs with more prospects ready to solicit. Their research shows that closing a major gift requires 18 significant “touches” over as many as five years.

The meeting adjourned at noon.

Next Meeting of the Board of Regents Advancement Committee
January 12, 2011, 10 a.m.-noon, USM Office