



**USM BOARD OF REGENTS  
ADVANCEMENT COMMITTEE  
February 12, 2025, 11:00 AM**

---

**Zoom Details to be Provided to Committee**

**Public Listen-Only Access:**

**Dial-in Number: 1-443-353-0686**

**Conference ID: 400 757 589**

**AGENDA FOR PUBLIC SESSION**

Call to Order

Chairman Breslin

1. Fundraising Updates
  - a. Year-to-date fundraising January FY25 (information)
2. USM Quasi-Endowment Summary Report for 2024 (information)
3. Request to increase spendable income for the Quasi-Endowment Grant Program (action)
4. Convene to closed session (action)

**TOPIC:** Year-to-date Fundraising Report

**COMMITTEE:** Advancement Committee

**DATE OF MEETING:** February 12, 2025

**SUMMARY:** Fundraising progress for January FY25 (as compared to FY24).

**ALTERNATIVE(S):** This is an information item.

**FISCAL IMPACT:** This is an information item.

**CHANCELLOR'S RECOMMENDATION:** This is an information item.

---

COMMITTEE ACTION: Information item DATE: 2.12.25

---

BOARD ACTION: DATE:

---

SUBMITTED BY: Leonard Raley, Vice Chancellor for Advancement, [raleys@usmd.edu](mailto:raleys@usmd.edu)  
301-445-1941

---



**FY25 FUNDRAISING**

Institution	FY24 Results	FY24 Goal	Percentage to Goal		FY25 Results	FY25 Goal	Percentage to Goal
	31-Jan		FY24		31-Jan		FY25
Bowie State University	\$2,507,151	\$10,000,000	25.07%		\$3,444,786	\$8,000,000	43.06%
Coppin State University	\$1,606,116	\$3,500,000	45.89%		\$7,388,727	\$3,500,000	211.11%
Frostburg State University	\$3,939,369	\$3,800,000	103.67%		\$3,305,297	\$4,300,000	76.87%
Salisbury University	\$2,229,179	\$5,000,000	44.58%		\$11,077,391	\$12,000,000	92.31%
Towson University	\$3,117,828	\$12,000,000	25.98%		\$5,925,979	\$12,000,000	49.38%
University of Baltimore*	\$2,724,527	\$6,500,000	41.92%		\$2,080,573	\$6,500,000	32.01%
University of Maryland, Baltimore	\$48,114,768	\$80,000,000	60.14%		\$63,583,627	\$85,000,000	74.80%
University of Maryland Baltimore County	\$7,907,927	\$13,000,000	60.83%		\$3,977,301	\$10,000,000	39.77%
University of Maryland Center for Environmental Sciences	\$981,275	\$1,000,000	98.13%		\$2,408,525	\$1,250,000	192.68%
University of Maryland, College Park	\$134,242,497	\$240,000,000	55.93%		\$103,546,569	\$200,000,000	51.77%
University of Maryland Eastern Shore	\$3,299,864	\$4,500,000	73.33%		\$1,050,234	\$5,000,000	21.00%
University of Maryland Global Campus	\$2,789,496	\$3,000,000	92.98%		\$2,570,835	\$4,500,000	57.13%
University System of Maryland	\$595,965				\$677,239		
<b>TOTAL</b>	<b>\$214,101,650</b>	<b>\$382,300,000</b>	<b>56.00%</b>		<b>\$211,037,083</b>	<b>\$352,050,000</b>	<b>59.95%</b>

12/31/2024

**TOPIC:** Quasi Endowment Grant Award Summary Report

**COMMITTEE:** Advancement Committee

**DATE OF MEETING:** February 12, 2025

**SUMMARY:** The Quasi-Endowment Fund was established with \$50 million committed by USM institutions and the USM Office. Spendable income from this quasi-endowment funds two components: a competitive grant program administered through the USM Office of Advancement, and direct funding of institution fundraising programs.

This summary report provides an overview of activities in progress made because of funding from the USM's quasi endowment fund for FY24.

**ALTERNATIVE(S):** This is an information item.

**FISCAL IMPACT:** This is an information item.

**CHANCELLOR'S RECOMMENDATION:** This is an information item.

---

COMMITTEE ACTION: Information DATE: 2.12.25

---

BOARD ACTION: DATE:

---

SUBMITTED BY: Leonard Raley, Vice Chancellor for Advancement, [raleys@usmd.edu](mailto:raleys@usmd.edu)  
301-445-1941

---

**USM QUASI-ENDOWMENT GRANT PROGRAM 2024**

A summary Report of How the Quasi-Endowment Funds Were Utilized

In FY15, the USM and its institutions established a \$50 million quasi-endowment in support of endowment-building at each USM institution. The USM Office administers a grant program funded by its \$10 million commitment to this quasi-endowment. Approximately \$475,000 in funds are available through this competitive grant process. USM staff makes funding recommendations, which are reviewed and approved by the Board of Regents Advancement Committee.

INSTITUTION	DESCRIPTION	AMOUNT RECEIVED
Bowie State University	The funds allowed BSU to maintain a part-time planned giving position during the public phase of BSU Bold: The Campaign for Excellence. BSU's Division of Philanthropic Engagement has reached a new level of professionalized planned gift prospect engagement through increased prospect identification, donor stimulation, and data retention from our legacy story campaign with StoryCause; clarified planned giving prospect donor pool and criteria; finalized and approved BSU's gift acceptance policy (now available on the BSU website); fostered relationships with Greater Washington Community Foundation & Baltimore Community Foundation for assistance in receiving more complex gifts and working with prospects with multiple charitable interests.	\$50,000
Coppin State University	Since hiring a new Development Associate (DA) in 2024, CSU has made remarkable strides in fundraising and alumni engagement. A key focus has been to strengthen the capital campaign by increasing alumni engagement and event participation; expanding fundraising opportunities through strategic donor outreach and prospect research. The DA has played a vital role in supporting the campaign's final phase. These efforts have yielded significant results. Since 2021, Coppin's endowment and net assets have grown by 60% and alumni engagement has grown by 33%.	\$45,000
Frostburg State University	With the help of the quasi-endowment support, FSU has been able to bolster initiatives directed at building the FSU legacy through family connections of current students and alumni. For the third straight year, FSU Foundation had its best fundraising year, raising over \$3 million in 2024. They have increased alumni participation in giving, increased the number of students volunteering with Student Alumni Ambassadors, and increased participation in senior class giving.	\$45,000
Salisbury University	SU implemented the "Forever Gulls" planned giving program to include more training opportunities for staff and increase community and alumni partnerships with planned giving professionals. Accomplishments include the development of a comprehensive planned giving marketing campaign with input from Gonsor Gerber consultants; increased planning giving training and professional development for SU advancement staff, and increased cross-campus collaboration and recruitment of campus GIFT Ambassadors to disseminate information. While much of the groundwork was completed in 2024, the results/outcomes will occur in 2025.	\$30,000
Towson University	Continued support for the manager of fundraising events and sponsorships position has increased overall fundraising revenue and raised awareness of the power of philanthropy. The manager generated over \$400,000 in revenue last year – an increase of 364% over 2023 – and created several new fundraising events. The manager continues to foster new relationships with the goal of increasing corporate sponsorship dollars and creating new opportunities for sponsorships.	\$35,000
University of Baltimore	As UBalt prepares for its centennial year in 2025, this grant has allowed them to enhance their planned giving programs by enrolling nearly 70 donors into UBalt's planned giving society, meaning they have self-identified that they have included UBalt in their estate plans/wills. The online estate planning tool called "Giving Docs" provides donors with an easy and all-inclusive way to create an estate plan. This is by far UBalt's most visited planned giving asset.	\$40,000
University of Maryland, Baltimore	Since UMB did not receive sufficient funds to hire a digital media expert, the funds were used to extend by two months the contract of the existing development associate in annual giving. The DA made progress in enhancing donor relations by keeping them informed about the impact of their gifts, and encouraging long-term commitment and higher donor retention. The productivity from this position and the quasi-endowment investment provided sufficient justification to fund this position with internal funds on a permanent basis.	\$10,000
University of Maryland Baltimore County	In the final year of funding the assistant AD, this position has provided critical front-line fundraising capacity, creating momentum in UMBC's effort to building endowment and other revenue-generating activities. For example, FY24 was one of the strongest fundraising years for UMBC Athletics, raising \$325,346. Working with parents and alumni, the Assistant AD was able to increase philanthropy in support of baseball, raising over \$118,928 (the goal was \$70,000). They have continued to build strong relationships and steward current donors.	\$50,000
University of Maryland Center for Environmental Science	The funds allowed UMCES to hire a dedicated staff person to focus on maximizing the impact of UMCES' centennial outreach and fundraising. They have managed three to five well-executed centennial events and projects; coordinate with the Assistant VP for Communications on centennial branding and communications; established fundraising around the centennial that can be leveraged into continued annual support of UMCES; UMCES alumni records are now consolidated in an eTapestry database and they are preparing the first university-wide alumni communications.	\$50,000
University of Maryland College Park	Since 2021, the Division of University Relations has partnered with Enrollment Management to implement the Scholarship Universe platform. This platform has been critical to improving the donor and stewardship experience, the cornerstone for building future giving. UMD has implemented the system to different schools in stages; in 2024, the Robert H. Smith School of Business, the College of Education, the College of Behavioral and Social Sciences and the College of Information joined the platform. Already seeing an improvement in campus partnerships and data management through the adoption of this technology, we have made great strides in the areas of scholarship stewardship and donor cultivation. This type of partnership continues to be unprecedented and essential, and stands to revolutionize advancement systems, data management, endowed and current-use fund compliance, customer service and experiences for our students, donors and the campus community at large.	\$30,000
University of Maryland Eastern Shore	The grant was used to establish new endowments. In 2024, they received \$44,000 in matching funds to create new endowments.	\$45,000
University of Maryland Global Campus	The grant was used to execute strategic communications to impact the UMGC alumni email contact rate. This included mailing over 4,900 postcards and creating a social media post on the Alumni LinkedIn group inviting everyone to update their email address that resulted in a 2% higher response rate.	\$15,000
USM Hagerstown	The grant allowed USMH to build on the momentum in growing the endowment through matching gifts. By reaching out to new donors and securing new funds, they raised their endowment by \$40,000.	\$20,000
The Universities at Shady Grove	USG hired a consultant to advance fundraising, planning and direct solicitation support. In 2024 they received \$900,000 in Congressional Earmark Funds for Entrepreneurship Lab and Equity Incubator; the Montgomery County Business Hall of Fame had a strong fundraising year, raising more than \$176,000; and despite limited resources, over \$1 M was raised in scholarship donations.	\$10,000
<b>TOTAL AWARDED</b>		<b>\$475,000</b>

**TOPIC:** Request to increase spendable income for the Quasi-Endowment Grant Program

**COMMITTEE:** Advancement Committee

**DATE OF MEETING:** February 12, 2025

**SUMMARY:** In fiscal 2015, the USM established a quasi-endowment program to provide grants to campus advancement offices to support increased fundraising for endowment purposes. Through a competitive grant's proposal process, the quasi-endowment has provided an average of \$450,000 in spendable income annually to campus advancement offices. The program has been very successful with a significant amount of new private giving to endowment. The demand for grants far exceeds the current available amount of funding and this is a request to increase the annual spendable income to \$1,000,000 annually

**ALTERNATIVE(S):**

**FISCAL IMPACT:**

**CHANCELLOR'S RECOMMENDATION:**

---

COMMITTEE ACTION:

DATE: 2.12.25

---

BOARD ACTION:

DATE:

---

SUBMITTED BY: Leonard Raley, Vice Chancellor for Advancement, [raleym@usmd.edu](mailto:raleym@usmd.edu)  
301-445-1941

---

**TOPIC:** Convening Closed Session

**COMMITTEE:** Committee on Advancement

**DATE OF MEETING:** February 12, 2025

**SUMMARY:** The Open Meetings Act permits public bodies to close their meetings to the public in special circumstances outlined in §3-305 of the Act and to carry out administrative functions exempted by §3-103 of the Act. The Committee on Advancement will now vote to reconvene in closed session. As required by law, the vote on the closing of the session will be recorded. A written statement of the reason(s) for closing the meeting, including a citation of the authority under §3-305 and a listing of the topics to be discussed, is available for public review.

It is possible that an issue could arise during a closed session that the Committee determines should be discussed in open session or added to the closed session agenda for discussion. In that event, the Committee would reconvene in open session to discuss the open session topic or to vote to reconvene in closed session to discuss the additional closed session topic.

**ALTERNATIVE(S):** No alternative is suggested.

**FISCAL IMPACT:**

**CHANCELLOR'S RECOMMENDATION:** The Chancellor recommends that the BOR vote to reconvene in closed session.

---

COMMITTEE ACTION:

DATE: 2.12.25

---

BOARD ACTION:

DATE:

---

SUBMITTED BY: Leonard Raley ([rale@usmd.edu](mailto:rale@usmd.edu)) 301-445-1941

---

STATEMENT REGARDING CLOSING A MEETING  
OF THE USM BOARD OF REGENTS

Date: February 12, 2025

Time: 11:00 am

Location: The University System of Maryland

## STATUTORY AUTHORITY TO CLOSE A SESSION

Md. Code, General Provisions Article §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.

Md. Code, General Provisions Article §3-103(a)(1)(i):

- Administrative Matters

TOPICS TO BE DISCUSSED: Consideration of (i) two items made by two institutions involving the naming of two separate facilities.

REASON FOR CLOSING: To maintain confidentiality of personal information concerning individuals who are proposing to have a building named after them at an institution (§3-305(b)(1)(i) and (2)).

---