



Board of Trustees: University Advancement Committee Charter

Purpose:

The University Advancement Committee of the Board of Trustees is charged with informing and advocating within the Board issues that relate to advancing the priorities of the University through active involvement with alumni engagement and development. This Committee shall consider and recommend for approval policies and programs relating to philanthropic giving, fundraising initiatives, and alumni engagement and shall make appropriate recommendations to the Board of Trustees.

Staff Officer:

The Vice President for University Advancement shall serve as Staff Officer of this Committee.

Meetings:

The committee shall meet at least three (3) times during the year and in conjunction with the regularly scheduled Board meetings. Generally, these meetings will occur the day before the regular Board meeting.

Agenda, Minutes and Reports:

The Staff Officer will be responsible for developing agendas and materials for the board, in collaboration with the chair of the committee. Minutes of all meetings shall be prepared by the Staff Officer. The minutes shall be approved by the Committee at the following meeting. Minutes will also be sent, once approved, to the Executive Committee of the Board. The Chair will make regular reports on Committee actions at the following Board meeting.

Responsibilities:

- Review and recommend fundraising programs which are necessary to enable the University to carry out its purpose; to ensure consistency with and contribution to the mission and goals of the University as a Catholic University. These include development, advancement services, and alumni engagement.
- Affirm fundraising goals established by the Advancement Division and advocate Board definition and/or endorsement of overall University priorities, laying a clear path for fundraising objectives to be established either annually or in multi-year campaign efforts.
- Provide advice and counsel to the Board regarding new fundraising initiatives or capital campaigns
- Make recommendations to the Committee on Trustees regarding financial expectations for trustee annual giving and capital campaign commitments.
- Actively engage in Trustee solicitation, with Committee members setting leadership examples by making the first commitments to any fundraising campaign.

- In collaboration with the President and Vice President of University Advancement, provide leadership in identifying prospects, cultivating, soliciting, and closing leadership gifts.
- Review and evaluate Marywood University Gift Acceptance and Recognition policies, making recommendations to the Board for additions or changes to the policies.
- Host and/or represent the Board at cultivation and stewardship events of the University.
- Review all activities on an annual basis to ensure the University Advancement Office is pursuing industry “best practices”.
- Assist the University Advancement Office in identifying new and innovative ways to engage and thank donors.
- Review and evaluate Marywood University giving societies, clubs, and other alumni or fundraising-based honors, making recommendations to the full Board for their establishment.
- Ensure alumni engagement activities are aligned with institutional priorities.
- Report regularly on its activities to the Board of Trustees.

11/10/2018 – The Board of Trustees approved amending the Bylaws by removing the purpose, responsibilities, and information about each of the Board of Trustees’ Committees and creating a Committee Charter for each of them.