

MINUTES OF THE BOARD OF ADVISORS MEETING
HELD ON TUESDAY FEBRUARY 16, 2021, AT 5:00 PM
USMSM, TELECONFERENCE

In Attendance By WebEx Video or Phone: Joe Anderson, Betsy Beise, Alan Easterling, Larry Egbert, Anthony Foster, Denise Barnes, Ellen Herbst (*Ex Officio*), George Hurlburt, Glen Ives, Maria Icaza, Tuajuanda Jordan, Chris Kaselemis, Gary Kessler, Maureen Murphy, Rich Fleming, Matt Scassero, Mike Schroeder, Jack Keane, Eileen Abel (*Ex Officio*), and Ben Latigo (*Ex Officio*).

Not in Attendance: Becca Salisbury

Call to Order: The Board was called to order at 5:11 pm by Joe Anderson.

Approval of Minutes: Minutes of the January 19, 2021 meeting were distributed for approval. *A motion was made by Jack Keane to approve the minutes and seconded by Tuajuanda Jordan. The motion carried.*

Legislative Updates: Ellen reported sessions began January 13th and will end April 12th. The relief act did pass and was signed into law. For the system approximately \$120M below what was the FY 2021 budget, before it was cut. The budget is scheduled to increase. Half of the cut we took were increases that have not been seen yet.

In addition to the original capital budget request, DBM has provided an additional \$21M to be used for shovel-ready facilities. If the bill should pass, these funds could be used immediately for projects to the universities and the regional centers.

Nominating Committee:

George reported the nominating committee has been working on identifying new members. Joe has spoken to them personally and has received their resumes. It was decided after reviewing the resumes, names will be sent for board approval. Then subsequently, Eileen will send them to the Chancellor. Joe stated the bylaws will be approved before moving forward.

Workforce Survey:

George defined the educational infrastructure:

- What are the predominant course offerings that are needed at the undergraduate and graduate level?
- What are the individual course offerings that would be useful to build specific skill sets within the community?

Eileen stated after reviewing a few of the comments, that it is clearly focused around more of the technical programs, particularly those programs that are aligned with the Navy.

CAO Report/BIII

Ben reported 62% job completion and 71%-time completion.

Eileen discussed the different sign options; color, size, lighting, and naming/acronym that is still be decided.

Ben hosted a meeting with Eileen and Derrek Dunn, UMES, Dean, School of Business and Technology and Chris Hartman, Program Coordinator, Aviation Science Program. The parties resumed discussions on proposals that Ben initiated early last year, flight (professional pilot) program and the aviation management program.

Approval notification was received from the Southern Maryland Governing Council, B.S. Computer Science Program proposal from BSU. The proposal will now be forwarded to the Chancellor and simultaneous BSU will forward to MHEC for final authorization.

USMSM will have an additional Bachelor completion program in the Fall 2021, B.A. in Early Childhood Education (for Childcare setting).

Becca Salisbury sent notification that the Chancellor has approved the Agreement for SMECO to install 2-3 public Electric Vehicle (EV) charging stations in the parking lot between Building I and Airport Road.

Executive Director's report:

Return to Campus Protocols:

We are continuing to follow the UMCP protocols. Currently we will not be doing center wide testing. That may change, depending on conditions.

Chancellor Perman has asked the schools to plan on having as many f to f classes for the fall semester. USMSM will ensure that all safety measures are in place for students/clients who are returning to campus.

Marketing and Connections:

Tim McDonough's team has done some preliminary work on logos. Eileen is looking to outsource marketing services, 5 to 10 hours a week. Goal is to increase number of students who are coming from high demand programs. The focus is to diversify the representation, in terms of gender and students of color.

Eileen reported she met with MD representatives; Hoyer, Van Hollen, and Rachel Jones from Cardin's office. Discussed was the expanded mission and update on the research building. USMSM's presentation for the Southern Maryland Delegation is slated for March 12th.

Eileen connected with the President of Alpena Community College, Lake Huron in Michigan. They have a program called Marine Technology, internship and research opportunities are available. This led to the discussion of MD Underwater Archeologists' Program. Uncertain if the demand in the area is there, but very interesting programs to consider.

Indian Head's Energetics program is interested in tapping into the Engineering pathway program.

Facilities and What's in a Name?

Site assessment slated for February 23rd. USMSM can get into the facilities renewal database to include everything that we need to have completed. With the non-capital list finalized, USMSM is going to need to purchase equipment for the building(s).

Need a functional name for Building III. Eileen reviewed the regions board building naming policy. It is almost 8% of what the building costs are. Few ideas; SMART Building, Southern Maryland, Autonomous Research and Technology. Another suggestion was Applied Engineering and Education Building. Eileen must have a name by March 5th.

USMFoundation:

Eileen suggested the USMFoundation could be an asset. They are the fundraising arm for both Shady Grove and Hagerstown as well as 6 of the smaller community colleges across the state. There will be a small startup fee, would not be in any way prohibitive.

Jean will contact Marianne Horrigan and Leonard Raley to see if they can do a brief presentation at the March board meeting.

Workforce Data:

Piggy-backing on USMSM's Survey- Eileen discussed the labor market analysts to give us real time data and trends. Labor market data informs the way we decide on programs focused on meeting regional educational needs. Predicted Regional Job Growth Graph was presented (tri county area only). 30% of the jobs that we need in this area over the next 10 years will require bachelor's degrees. The educational attainment, at the bachelor's level is 18.2%, is well below the market need in the area.

New Business: No new business to report.

Next Meeting: The next BOA meeting is March 16, 2021.

Adjournment: There being no other business, Jack moved a motion to adjourn, and Gary seconded. The motion passed unanimously. The meeting adjourned at 6:25 p.m.