

MINUTES OF THE BOARD OF ADVISORS MEETING
HELD ON TUESDAY July 20, 2021, AT 5:00 PM
USMSM, TELECONFERENCE

In Attendance By WebEx Video or Phone: Joe Anderson, Denise Barnes, Dan Curry, Alan Easterling, Anthony Foster, Bonnie Grady, John Greely, Bonnie Green, Michael Harper, Ellen Herbst (*Ex Officio*), George Hurlburt, Chris Kaselemis, Bob Kavetsky, Jack Keane Gary Kessler, Kathryn Maney, Phillip Melton, Maureen Murphy, Kelly Robertson-Slagle, Becca Salisbury, Mike Schroeder, J. Scott Smith and Eileen Abel (*Ex Officio*)

Not in Attendance: Betsy Beise, Maria Icaza, Glen Ives, Tuajuanda Jordan, and Matt Scassero

Call to Order: The Board was called to order at 5:03 pm by Joe Anderson.

Welcome Remarks from the Chancellor:

Chancellor Perman acknowledged the USMSM Board of Directors' leadership. He discussed the expanded mission. He stressed the need to build on education opportunities, partnerships with local companies, and the community. There needs to be a focus on scholarships, interns, and summer programs, to help offset the cost for underserved students.

Chancellor Perman's emphasized:

- Growing opportunities with the lens on equity
- The Smart Building will be the key to Education and Research in Southern Maryland
- Supporting UMCP Research endeavors with the new SMART Building

Approval of Minutes:

Minutes of the May 18, 2021, meeting were distributed for approval. *A motion was made by Maureen Murphy to approve the minutes and seconded by Chris Kaselemis. The motion carried.*

Introductions of the BoA:

Introductions were made from previous and newly appointed USMSM BoA(s).

Executive Committee Vice Chair:

Joe agreed to Maureen's recommendation; put it forth to the Nominating Committee, then present nominees to the BoA.

Executive Director Report:

Introductions of the new Business Manager, Markia Simmonds.

Infrastructure: Eileen discussed the need for sidewalk and parking lot replacements. Buildings I and II are not ADA compliant. The roof(s) will need to eventually be replaced, but we are not in the USM system for funds until FY 24. Looking to extend the life of the roof 3-5 years, until funds are available to replace entirely.

Technologies will need to be upgraded to meet the demand for hybridization in classrooms and rental spaces, and to coincide with the SMART Building's technology.

Facilities Manager Position: Meet the needs with the infrastructure issues and the SMART Building. This position will manage contracting services and oversee the maintenance of the building and grounds. The position will also collaborate with UMCP and USM on budgeting for facilities needs. The position requirement is a degree in a related field or at least 10 years' experience.

LEED: The goal is to receive our Gold Certification (Green Clean Certified) for the SMART Building. This will be a self-guided tour on our website.

Grand Opening: USMSM is back in business for space rentals and Fall 2021 classes.

The Grand Opening event is scheduled for Friday, October 15th. VIP meeting will begin around 10:30, their tour occurs 11:30, and VIP Luncheon will begin around 12:15. The actual event will take place 1:00-2:30.

Priorities: Eileen concurred with the Chancellor's mission; creating a pipeline is key to create availability, access, and equity.

- Increase bachelor completion programs to meet the high demand needs in the community.
- Increase enrollment for underserved students
- Develop partnerships in the business community to have work-based experiences that provide job ready skills, and offset the cost attending USMSM

Undergrad Programs (with CSM articulation agreements): Eileen discussed the growing need of educational opportunities in Business, Computer/Mathematics, Engineering, Social Services, and Healthcare. Maureen stated that a degree in accounting is in high demand in Southern Maryland. Phillip commented that a Mechanical Engineering degree with electives in chemistry is much needed for the Indian Head Naval Surface Warfare Center.

Urgency: Areas that USMSM needs help:

- Outreach efforts; continue getting the word out, establishing pipelines with local schools, CSM, and employers
- Developing scholarships for underserved students, and paid work-based opportunities

Marketing Presentation, Elyse McKinstry/ McKinstry Consulting:

Elyse discussed focusing on different target audiences based on USMSM's goals.

Target goals:

- Position USMSM as the go-to for affordable, higher education in the Southern Maryland region
- Increase student applications and interest in USMSM
- Strengthen brand loyalty that will cater to current and future donors' involvement and becoming invested in USMSM's mission
- Increase sales for event rental spaces

Elyse discussed the cohesive branding approach and recommendations across all the various USMSM platforms.

Reviewed the SMART Campaign that her team has designed. Maureen recommended changing the tagline "Success Starts Here." This is or close to the CSM tagline.

Elyse explained the "take away" piece will be used for before and after the Grand Opening.

Elyse is looking to make changes to the website content; more robust, and user friendly. Eileen explained the many layers that are needed to go through USM and UMCP to make any website changes.

Innovation District: Chris Kaselemis defined the Innovation District. This is a unique opportunity to help guide and leverage the development of the area in and around the regional airport. These efforts will promote research, foster new technology, boost new and expanding business enterprises, encourage resource sharing and idea exchange through a planned growth effort that includes increased connectivity to existing industry, adjoining neighborhoods, and retail space. Chris stated the SMART Building is a key asset to the project.

Updates:

- Expansion of the county airport
- Upgrades/Improvements to the Terminal Building
- Working on the Brand Identity

- Gary Kessler is working with the Naval Aviation Systems Consortium (NASC) assisting small businesses that do not have traditional government contracts

The incubator project (TechPort) funding ran out. NAWCAD is currently renting out the space. The county currently has 30 acres on the west end of the Innovation District which the plan is to expand that area for projects, and other small businesses.

Workforce Survey:

George reported the results of the survey.

Results of NCES Course Listing:

- 1) Engineering
- 2) Education,
- 3) Engineering/Computer Science.

Results on the DOL side:

- 1) Education
- 2) Computer Science
- 3) Managements

George reported they are continuing to gain data but are moving forward.

Committee Breakouts: Jean will work with BoA members' schedules and arrange zoom meetings for each committee in the next few weeks.

Next Meeting: The next BOA meeting is October 19, 2021. Currently, this meeting is scheduled to meet IN PERSON at USMSM but will be available through Web-Ex if unable to attend in person.

Adjournment: There being no other business, *Maureen Murphy moved to adjourn, and George Hurlburt seconded. The motion passed.* The meeting adjourned at 6:57 p.m.