

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

**In Attendance By WebEx Video or Phone:** Joe Anderson, Alan Easterling, Larry Egbert, Denise Barnes, Ellen Herbst (*Ex Officio*), George Hurlburt, Tuajuanda Jordan, Chris Kaselemis, Gary Kessler, Maureen Murphy, Matt Scassero, Jack Keane, Eileen Abel (*Ex Officio*), Ben Latigo (*Ex Officio*) Leonard Raley, and Marianne Horrigan, USM Foundation.

**Not in Attendance:** Betsy Beise, Anthony Foster, Glen Ives, Maria Icaza, Becca Salisbury, and Mike Schroeder

**Call to Order:** The Board was called to order at 5:00 pm by Joe Anderson.

**USM Foundation Presentation:** Leonard Raley, President and CEO, and Marianne Horrigan, Associate Vice Chancellor and Chief of Staff, USM Foundation, gave a brief presentation on the Foundation's role. The USM Foundation offers support to University System of Maryland institutions and affiliated community colleges in many capacities. Their team includes staff within the business office, investment office, advancement and advancement services offices.

The USM Foundation owns and maintains a database of more than 1.9 million alumni and donor records and supports a prospect research team working on behalf of several of the USM campuses. In addition, the Foundation supports professional development opportunities for USM staff at all stages of their careers within alumni relations and advancement.

**Approval of Minutes:** Minutes of the February 16, 2021 meeting were distributed for approval; item is tabled.

**Approval of Bylaws to be sent to Board of Regents:**

Draft of the Bylaws was distributed prior to the meeting. Matt discussed the approval process; BOA votes to forward to the Chancellor. The Chancellor makes the recommendation to the Board of Regents to vote for approval.

Discussed Recommendations:

A retiring Board member may be appointed as an emeritus member, with their concurrence. This status shall be designated by the Board. Emeritus members will be nonvoting.

The Board shall be racially, ethnically and culturally diverse and inclusive, and shall have balanced representation from St. Mary's, Charles, and Calvert Counties.

Expand statement to Appendix A: Add the above statement to the Nominating Committee's role.

BOA Meetings will change to quarterly in person meetings with virtual by exception. This does not need to be added to the bylaws but more of a practice.

*A motion was made by George Hurlburt to accept the Bylaws as amended and seconded by Chris Kaselemis.*

After the amendments are made Matt will send out electronically and the BOA will vote by email.

### **Workforce Survey:**

George has been working on getting the questions aligned to bring the survey to fruition.

### **Chief Academic Office Report and Update on New Building Construction Project:**

Ben reported some delays in February due to weather conditions. Completion date has been pushed back by one week, now September 21<sup>st</sup>.

George created a video of Building III. Jean will email to the BOA, and it will also be posted on our website.

Ben participated in a Virtual College and Career Fair, sponsored by the St. Mary's County NAACP.

Ben made a presentation to The Joint Academy targeting the cyber workforce. Ben is in discussions with 3 institutions to attract them to provide cybersecurity programs at USMSM.

Towson University, BS in Elementary Education proposal was presented and approved by APAC. This program is being relocated from the Waldorf Center to USMSM. Towson expects to recruit a cohort of 2+2 juniors into the program for fall 2021.

Ben and Eileen met with University of Maryland Eastern Shore to explore the possibility of offering some of its aviation science and management programs at USMSM in the fall 2022.

### **Executive Director's report:**

Eileen discussed marketing USMSM as a differentiator. Strategizing marketing ideas, both on the website and with a marketing campaign. She has been working with Tim McDonough (USM) and his team.

Part of Eileen's charge is to grow more work-based opportunities. There is a clear education to job pathway for high demand careers in the area. Marketing will focus on those pathways from CSM (or those who have completed associate degrees and are currently in the workforce).

Eileen has had further conversations with researchers with the Chesapeake Biological Lab and PEARL, about how we might be able to create a system around access to drones for providing research opportunities. This will be a long-term project.

Eileen will email the Logos and will be looking for feedback.

**New Business:** No new business to report.

**Next Meeting:** The next BOA meeting is April 20, 2021.

**Adjournment:** There being no other business meeting adjourned at 6:51pm (no quorum).