

MINUTES OF THE BOARD OF ADVISORS MEETING  
HELD ON TUESDAY May 17, 2021, AT 5:00 PM  
USMSM, TELECONFERENCE

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

**Not in Attendance:** Becca Salisbury, Larry Egbert, and Mike Schroeder

**Call to Order:** The Board was called to order at 5:09 pm by Joe Anderson.

**Approval of Minutes:**

Minutes of the February 16, 2021 and March 16, 2021 meeting were distributed for approval. *A motion was made by Matt Scassero to approve the minutes and seconded by Jack Keane. The motion carried.*

**Executive Director Report:**

**Marketing:** To increase the Center's visibility, better explain our mission, and help our university coordinators to recruit, USMSM has engaged McKinstry Consulting in an initial 6-month contract. McKinstry Consulting has recommended audience analysis ideas that are creative and will help us move forward. CEO Elyse McKinstry has connected with Cara McCandless from the USM Marketing team to ensure active content on the website and an active social media presence. Eventually, a USMSM Board of Advisors subgroup will engage with McKinstry around community engagement/marketing strategies.

Eileen has asked Elyse to be thinking about a campaign around 3 ideas: 1) the SMART building is a way to rethink education; 2) 30 by '30 (where 30% of the regional population has bachelor's degrees by 2030 to meet labor market needs); and 3) USMSM as a place where education, innovation, and opportunity meet. Chris Kaselemis suggested connecting Elyse with his consultant for the Innovation District, Arnettt-Muldrow, and Matt's consultant with the UAS Test Site, Robert Herschbach, to collaborate and discuss consistency in messaging.

**Building III Grand Opening:** Given availability of key guests, the grand opening is **LIKELY** to be scheduled for the 15th of October and to be held in the SMART building. The building is expected to be completed on the 21<sup>st</sup> of September. Elyse McKinstry's team will be working with the USM Marketing Team, USM Foundation, and the previous event planner, Eli Eisenberg. Cara and Jean are working on cleaning up the invitation list from the previous two canceled events. The guest list will be shared widely for updating as soon as it is available for distribution.

**Personnel Plan:** Interviews for the Business Manager's position begin on Friday. Hopefully, an announcement will be made soon. Eileen discussed the need of a Facilities Manager who would provide guidance on the entire physical infrastructure, as well as scheduled maintenance and

processes with UMCP for facility upgrades. Eileen is working to determine if the best approach is to contract with UMCP-Facilities & Maintenance and have a College Park employee assigned to us, who is already aware of the processes that are in place.

The Facilities Manager would oversee General Maintenance, exclusively be under USMSM, in both the SMART building and matrix lab.

**Program Update:** Eileen had a conversation with the CEOs of two regional hospitals who are interested in having a BSN completion program in the area; they are willing to support this program financially. Eileen is working on identifying a university partner to do an accelerated program.

### **Final Bylaws Update:**

Matt reported the Bylaws were approved at the Committee level, the 13<sup>th</sup> of May. With no issues, they will be presented on 17<sup>th</sup> of June to the full Board of Regents for final approval.

### **Update on New Building Construction Project:**

George reported 80% completion of the entire job. Majority of the structural material and mechanical equipment are in place. Joe suggested a day during the summer to do tours for the BoA members.

### **Workforce Survey:**

George reported the workforce survey is finally operational and asks ALL BoA members to review the survey; it is available at <http://notregistering.org>. George would appreciate any feedback.

### **Nominating Committee:**

Slate of officers' resumes were distributed for approval. *A motion was made by Jack Keane to nominate the slate of nominees to the USMSM Board of Advisors and seconded by Gary Kessler. The motion carried.*

Eileen will forward the nominees to the Chancellor for final approval. Eileen will request the Chancellor approve the nominees immediately after the Board of Regents approves the Bylaws at the June 17 meeting, barring any concerns about those Bylaws. The goal is to have the new members in place by July's meeting.

Staggered terms: Maureen suggested a grid of representation of expertise and rotation of all areas to be represented. Jack suggested running the grid through the nominating committee or discuss at the next board meeting, to make sure all committees are covered.

**Old Business:** The four Committees that need to be populated are Governance, Marketing and Communication, Development, and Workforce. Eileen suggested at the July board meeting to

discuss the different committee charges and specific objectives that would give members an opportunity to see what is available and where they will be best suited to serve on.

In the By Laws, we changed the meeting dates to quarterly. The proposed BoA Meeting dates 2021-2022: July, Oct, Jan and April. There were no objections.

**Next Meeting:** The next BOA meeting is July 20, 2021. Right now, this meeting is scheduled to meet IN PERSON at USMSM.

**Adjournment:** There being no other business, *Maureen Murphy moved a motion to adjourn, and Jack Keane seconded. The motion passed.* The meeting adjourned at 6:19 p.m.