



MINUTES OF THE BOARD OF ADVISORS MEETING  
HELD ON TUESDAY JANUARY 18, 2022 AT 5:00 PM  
Powell Hall, Room 154  
USMSM, TELECONFERENCE

**In Attendance By WebEx Video or Phone:** Joe Anderson, Denise Barnes, Betsy Beise, Dan Curry (*Ex Officio*), Alan Easterling, Anthony Foster, Bonnie Grady (*Ex Officio*), John Greely, Bonnie Green, George Hurlburt, Maria Icaza, Glen Ives, Chris Kaselemis (*Ex Officio*), Jack Keane, Gary Kessler, Phillip Melton, Maureen Murphy (*Ex Officio*), Kelly Robertson-Slagle (*Ex Officio*), Mike Schroeder (*Ex Officio*), Katherine Bainbridge, Eileen Abel (*Ex Officio*), and Matt Scassero

**Not in Attendance:** Ellen Herbst (*Ex Officio*), Kathryn Maney (*Ex Officio*), Mike Harper, Tuajuanda Jordan (*Ex Officio*), Bob Kavetsky, Becca Salisbury, and J. Scott Smith (*Ex Officio*).

**Call to Order:** The Board was called to order at 5:05 pm by George Hurlburt.

**Approval of Minutes:**

Minutes of the October 19, 2021, meeting were distributed for approval. *A motion was made by Chris Kaselemis to approve the minutes and seconded by Gary Kessler. The motion carried.*

**Possible Board Retreat:**

Board Retreat is scheduled for the April 19th Meeting. The session is scheduled for 1:30-5:00 pm. Agenda items; Post Strategic Plan update, and USM Foundation, Leonard Raley and Marianne Horrigan's "Giving Workshop." presentation. Following the retreat, dinner will be served, and at 5:00 BoA will continue with the regularly scheduled board meeting.

**Executive Director Report:**

IT hire - Cedrick Henley, begins February 28<sup>th</sup>, very knowledgeable and has IT contracting experience.

Emergency Texting Feature – Is in operation, allows you to send texts to mass groups. Useful for campus safety alerts; weather closures, campus events, etc.

Spring 2022 Classes – Classes resume the week of January 24<sup>th</sup>.

USMSM Foundation- Presently has a scholarship account. Looking for 100% participation from the BoA, our first donor is a BoA member. The goal is to have Regional Scholarships available, with desirable amounts depending on institutional costs.

SMART Building Updates- Currently having supply chain issues. Furniture has mostly been delivered just needs to be assembled. Still missing conference chairs for the large hall. Internet wiring is underway but has been delayed, optimistic by mid-February.

Covid Protocols -KN-95 or N-95 Masks are required on campus, Vaccinations for students, staff, and faculty are required depending on their institution protocols. USMSM is following federal, state, and local guidelines.

Program Development -Looking at UMES becoming a partner institution. They have unique programs that are needed locally; Accounting, Aviation Training, Engineering Tech, Business Finance, Agriculture (Business and Marketing), Pharmaceutical which is a 2+3 program with CSM (low enrollment). Other possible programs; UMGC B.S. Software Development, BSU B.S. Computer Science, and Towson B.S. Elementary Education.

Legislative Initiative-Senate Bill 136 filed by Senator Ellis; Establishing the Charles County Community College and the Board of Community College Trustees for Charles County. This would transition the College of Southern Maryland Charles County campus to the Charles County Community College. This would affect USMSM'S work. This is not supported by the Southern Maryland delegation.

Separate Senate Bill 29 filed by Senator Ellis; create a Regional Higher Education Center in Charles County.

Pipeline – Website has been updated, and currently creating a tri-fold brochure. Working with groups for consistent messaging; consultants, partner high schools, CSM, marketing committee, and university partners.

Critical issues are around lack of resources – How University Partners work with us, role, and accountability of regional centers. There is a need for a teacher pipeline, STEM and Math teachers.

### **Committee Reports:**

Joe Anderson, Scholarship – No report

Kathy Maney, Government Affairs – Committee is focused on raising awareness and engaging stakeholders locally, state, and federal levels. Committee plans to target areas with workforce and looking to partner with nonprofits to focus on the underserved and available scholarships for this population. Looking to do special tours and/or industry focus meetings.

Maria Icaza, Marketing –Maria reported the committee met with the marketing consultant in late October. Snapshot of strategy; relevant brand loyalty, messaging to students and professionals,

event rentals and spaces. Tactics to achieve these goals; print media, direct mail, email/social media, and search engine optimization.

George Hurlburt, Workforce – George reported highlights from the first meeting and discussed the committee’s guiding principles. A need for undergraduate and graduate programs seeking high-wage opportunities. All education is career education. A solid pipeline from CSM to USMSM is needed. George discussed the Southern Maryland Workforce Readiness “As Is” Analysis.

Jack Keane, Nominating– Jack reported Proposed BoA Membership Attributes:

- Represent a diverse perspective and/or segment of Tri-county region.
- Knowledge and/or familiarity with the economic, business and education/training needs of the community.
- Demonstrated commitment to the vision for the USMSM.
- Ability to utilize extensive networks to provide positive impact for USMSM future (i.e., demonstrated philanthropic achievements).
- Represents local/federal government, academia, or the private sector.

Jack also discussed the BoA Member Size and Attrition:

- By-laws recommend a BoA size of 20-30 members (currently at 22 members)
- By-laws mention ex-officio members from (should we pursue them):
- Charles County Public Schools,
- Calvert County Economic Development, and
- St Mary’s County Chamber of Commerce
- Concern about becoming too large • What is the correct number?
- If we pursue the above three ex-officio members, we will be at 25
- Attrition • 2022 – five members 2023 – three members 2024 – four members

### **Director of Research, Innovation, and Outreach:**

Matt discussed his new role on behalf of both UMD Clark School and USMSM, primarily research, but also the education side.

- Initial efforts & objectives
  - Increase collaboration, marketing, and exposure of UMD ME and EE undergrad programs: increase enrollments and integration with research
  - Bring in executing research projects: utilization of MATRIX
- Attract use of entire SMART building: payoff of state investment
  - Conferences, summer programs
- Several labs interested in using the MATRIX initially

- Army Research Lab (ARL)
- ArtIAMAS - \$68M over 5 years for UMD and UMBC, portion to SoMD
- Joint Test Bed proposal
- Army and Navy proposed effort to link unmanned efforts across services and academia – “digital proving ground”
- Link up digital and real-world assets in seamless environment, as well as the people doing the work
- Maryland Robotics Center (MRC) & other UMD
- Dr. Dinesh Manocha – autonomous unmanned ground vehicles (UGV)
- Dr. Cecilia Huertas Cerdeira - fluid mechanics, fluid-structure interactions, robotics, and optimization.

**Next Meeting:** The next BOA meeting is on April 19th, 2022.

April 19th Agenda:

1:00-4:00pm Retreat Session

4:15pm Dinner

5:00pm BoA Board Meeting.

***Please note this has been postponed to July 19.***

**Adjournment:** There being no other business, *Bonnie Green moved a motion to adjourn, and Maureen Murphy seconded. The motion carried.* The meeting adjourned at 6:15 p.m.